**Why Should Digital Preservation Matter to You?**

Intended for: *Advancement and Alumni Relations*

Everyone has a role to play in safeguarding our university’s digital assets.

The intellectual property of our institution is at risk. We must have an active digital preservation program in place to be a leading institution. Without such a program all the content institution members create is at risk of being lost.

The landscape for how institutional memory and culture are created has changed dramatically. Current estimates are that without digital preservation electronic records could become inaccessible within a few years, a decade at most. To ensure long-term viability and relevance of our work we need to begin a digital preservation program now as a core component of campus activities like teaching or research.

 **Facts about Digital Preservation** 

* Faculty, students and staff are creating valuable content daily (e.g., photo and other media archives, works of artistic and scholarly expression). Without a program in place to ensure the viability of that content over the long-term, those files will become unreadable.
* Federal granting agencies require data management plans for grants. Digital preservation is a core element of a data management plan.
* We compete with institutions where digital preservation is ongoing, potentially putting us at a disadvantage when seeking funding. Implementing a digital preservation program will give us a competitive advantage over institutions where projects and programs are not yet in place.
* Digital preservation isn’t just about judicious backing up of files. We need to preserve these works in order to connect our alumni to their campus experiences and to show other benefactors evidence of our community’s work.

 **How Can You Help?**  

Everyone has a role to play in establishing a digital preservation program. Digital preservation activities must be part of our core mission; they secure the intellectual capital represented in our teaching and research products. This is necessary if we are to remain a viable institution and attract and retain faculty, students and staff. We need to get the dialogue started and the funding identified to move this critical program forward.

**What is Digital Preservation?**

Digital preservation combines policies, strategies and actions to ensure long-term access to content that is born digital or converted to digital form regardless of the challenges of file corruption, media failure and technological change.

Digital preservation is an ongoing process, not a one-time activity, and needs to be addressed programmatically. Digital Preservation is more than a back-up.

**Why do we need it?**

Digital files become inaccessible over time unless they are managed and migrated to new technology as needed. Even content that resides on a web site or social media site is at risk.

For more information,

 please contact:

*<<Your Name Here>>*

*<<Your Contact Info. Here>>*



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