



Geospatial Multistate Archive and Preservation Partnership

Business Case for Geospatial Archiving

The Geospatial Multistate Archive and Preservation Partnership

Best Practices Exchange 2010 | Phoenix, AZ



Presentation Outline

- ▶ GeoMAPP Background
- ▶ Take Home Message
- ▶ Business Planning Priorities
- ▶ Discussion

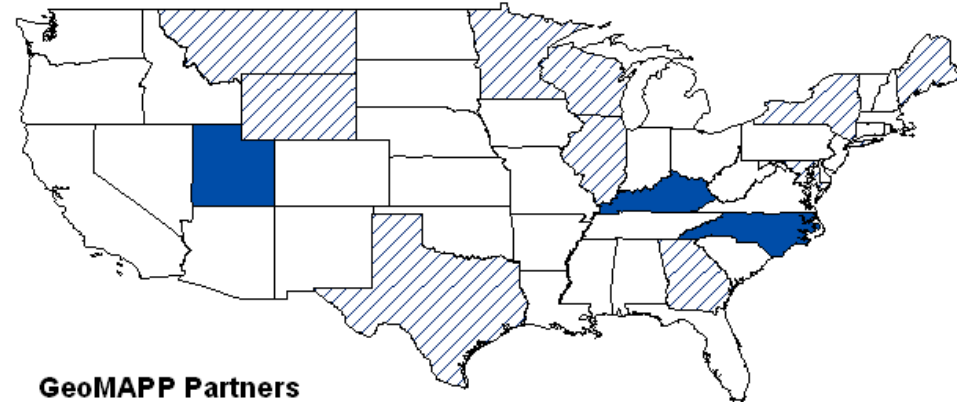
Who is GeoMAPP?

- ▶ **North Carolina State Archives**
- ▶ **NC Center for Geographic Information and Analysis**
- ▶ **NC State University Libraries**

- ▶ **Kentucky Department of Libraries and Archives (KDLA)**
- ▶ **Kentucky Division of Geographic Information (DGI)**
- ▶ **Kentucky State University**

- ▶ **Utah Automated Geographic Reference Center (AGRC)**
- ▶ **Utah State Archives**

- ▶ **11 Informational Partners: DC, GA, IL, ME, MD, MN, MT, NY, TX, WI, WY**

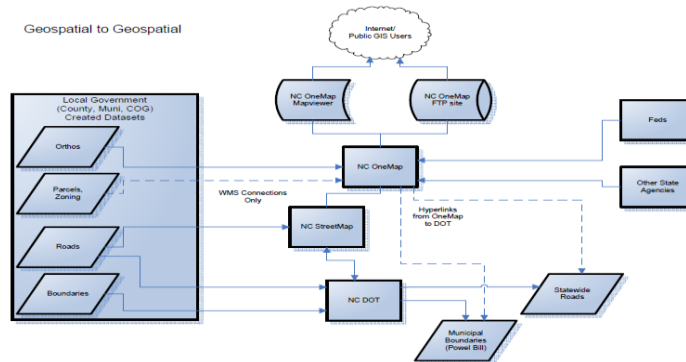


GeoMAPP Partners



GeoMAPP's Accomplishments

- Learning to speak each others language
- Inventory and Appraisal
- Data Transfer (Intrastate and Interstate)



- Engagement: Feds, State, Local, Industry
- Developing Data Cataloging and Access solutions

Current GeoMAPP Focus Areas

- Technical explorations:
 - file formats
 - metadata
 - data packaging
 - storage solutions
 - long term preservation techniques



- Improving access to archived data
- Business planning for sustainable archives
- Continuing to build relationships- GIS Clearinghouses, Archivists, Data Creators, & Vendor Community

Take Home Message



**Make the
message
relevant to the
audience**

**Numbers
beat no
numbers
every time**

Craft a business case founded in metrics that is compelling to budget analysts and leadership on their terms

Priorities

- ▶ Raise awareness and engagement for digital preservation and geospatial preservation
 - ▶ Geospatial preservation will not justify a dedicated program or infrastructure
 - ▶ Engage and integrate multiple business cases with common goals
- ▶ Support and maintain alignment with Blue Ribbon Task Force recommendations
 - ▶ “value proposition” => “return on investment”
 - ▶ “incentives to preserve” => quantified metrics for risk abatement, cost avoidance, and efficiencies

Priorities

- ▶ Focus on community building and demonstrated path to success
 - ▶ Cultivate champions at all levels
 - ▶ Plan a series of successes
- ▶ Develop toolkit for supporting geospatial preservation
 - ▶ Business case template and examples
 - ▶ Use case template and examples
 - ▶ Tailored content for variety of audiences
 - ▶ Executive management, budget analysts, implementers

Business Case Template

- ▶ Key for identification and competitive justification of public sector resources
 - ▶ Develop solutions that can meet the needs of multiple business processes
 - ▶ Find hard dollar returns / soft dollar returns are always secondary
 - ▶ Anyone can do a cost model / define success metrics and follow through on benefits tracking

Use Case Template

- ▶ Identify technical workflows and components
 - ▶ Ensure all cost items are included
 - ▶ includes proportional application of major resources (infrastructure; staff)
 - ▶ Institutional commitments are internal and external
- ▶ Account for all requirements and levels of effort for future maintenance and tracking metrics

Recap

- ▶ Craft a business case founded in metrics that is compelling to budget analysts and leadership on their terms
- ▶ Demonstrate incremental successes
- ▶ Estimate budget, implementation timeline, and returns conservatively so you can finish early, under budget, and surpass expectations

Discussion topics

- ▶ Adaptations of successful business cases for digital preservation in general that could apply to geospatial preservation?
- ▶ Opportunities for integrating geospatial preservation with complementary business cases / business processes?