



Geospatial Multistate Archive and Preservation Partnership

Making the Business Case for Archiving Geospatial Records

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Presentation Outline

- ▶ Take Home Message
- ▶ Business Planning Toolkit
- ▶ Implementation and Outcomes
- ▶ Recap
- ▶ Discussion

Take Home Message



**Make the
message
relevant to the
audience**


**Numbers
beat no
numbers
every time**

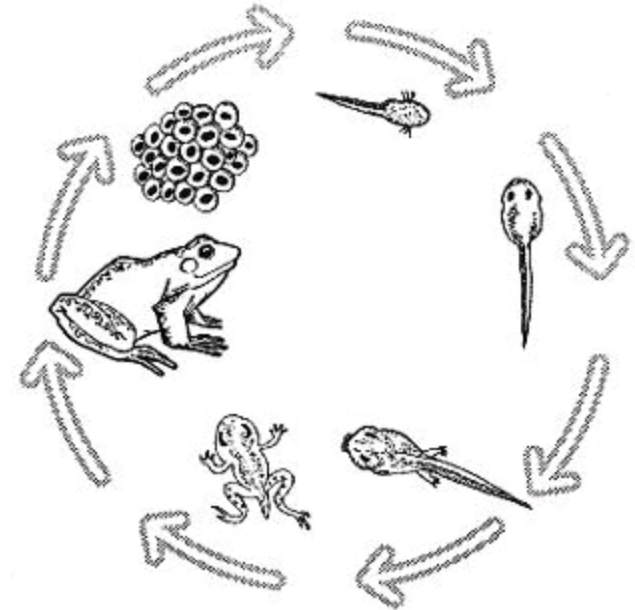
**Craft a business case founded in metrics that are
compelling to stakeholders on their terms**

Business Planning Toolkit

- ▶ Find yourself on the path ...
- ▶ Components
- ▶ Implementation
- ▶ Outcomes

The Geoarchiving Process Lifecycle

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1. Establishing key relationships
 2. Inventory
 3. Appraise
 4. Data Preparation
 5. Transfer
 6. Ingest
 7. Preservation
 8. Access
 9. Business planning for sustainability



<http://www.ipcc.ie/lifecycle.html>

Find yourself on the path ...

- ▶ Self Assessment Tool
- ▶ Additional questions
 - ▶ Identify the domain of customers / stakeholders
 - ▶ Establish relevance to the agency's mission
 - ▶ Identify program scope and inventory of available / potential resources
 - ▶ Identify internal and external costs
 - ▶ Identify internal and external benefits

Components

- ▶ **Use cases**
 - ▶ Workflow-specific
 - ▶ Theme-specific
- ▶ **Storage Sizing Requirements**
 - ▶ Anticipated storage volumes over time
 - ▶ Storage tiers and costing
- ▶ **Comprehensive Cost Model**
 - ▶ Project planning
 - ▶ Implementation / initialization
 - ▶ Operations

Components

- ▶ Return on Investment metrics
 - ▶ Relevant materials on par with competing requests
 - ▶ Comprehensive monitoring of metrics over time
 - ▶ *“If you can’t count it, it doesn’t count ...”*
- ▶ Business Planning Document(s)
 - ▶ Ultimate deliverable: successful business plan
 - ▶ Granularity of detail v. presentation

Implementation

- ▶ Prioritize metric development early on so you can begin measuring as soon as possible
- ▶ Utility of metrics and roles
- ▶ Programmatic justification and prioritization

Outcomes

- ▶ Toolkit that is adaptable to states and others for geospatial preservation
- ▶ Establish culture of measurement
- ▶ New points of engagement with stakeholders
- ▶ Reuse of metrics and materials tailored to stakeholders

Recap

- ▶ Craft a business case founded in metrics that is compelling to stakeholders on their terms
- ▶ Stakeholders exists and engage at all levels
- ▶ Success is a path, not a destination ...
- ▶ 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?