



Developing a Business Planning Toolkit for Digital Preservation

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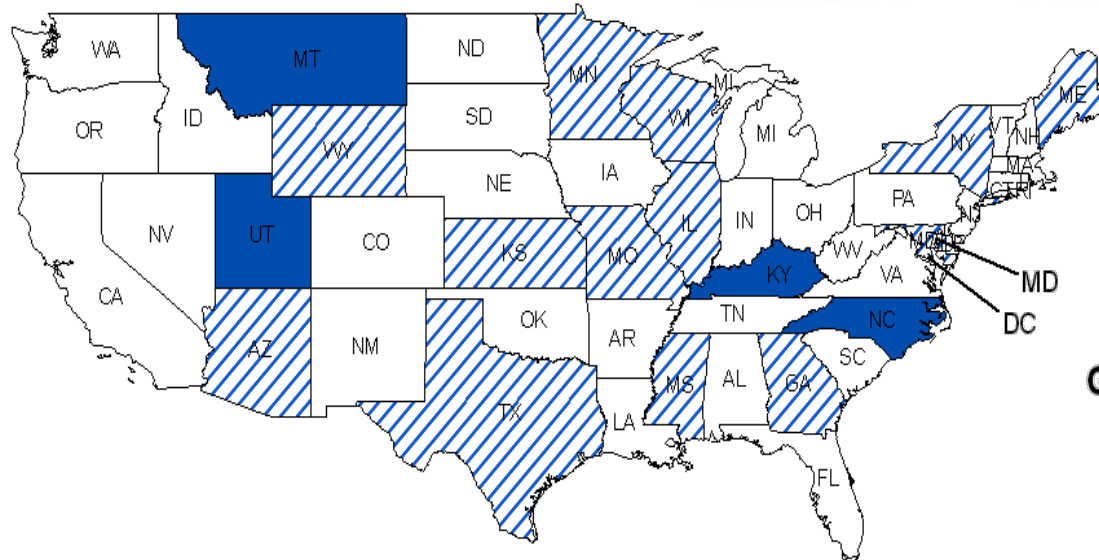


GeoMAPP

- Library of Congress' National Digital Information Infrastructure Partnership Program (NDIIPP)
- Focus on 'at risk born digital' data



GeoMAPP Partnership



GeoMAPP Partners



- **Kentucky** Department of Libraries and Archives (KDLA)
 - Kentucky Division of Geographic Information (DGI)
 - Kentucky State University
 - **Montana** State Library
 - **North Carolina** Center for Geographic Information and Analysis (CGIA)
 - North Carolina State Archives
 - NC State University Libraries
 - **Utah** Automated Geographic Reference Center (AGRC)
 - Utah State Archives
- ▶ 14 Informational Partners: AZ, DC, GA, IL, KS, MD, ME, MN, MO, MS, NY, TX, WI, WY



GeoMAPP Focus Areas



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

- Improving access to archived data

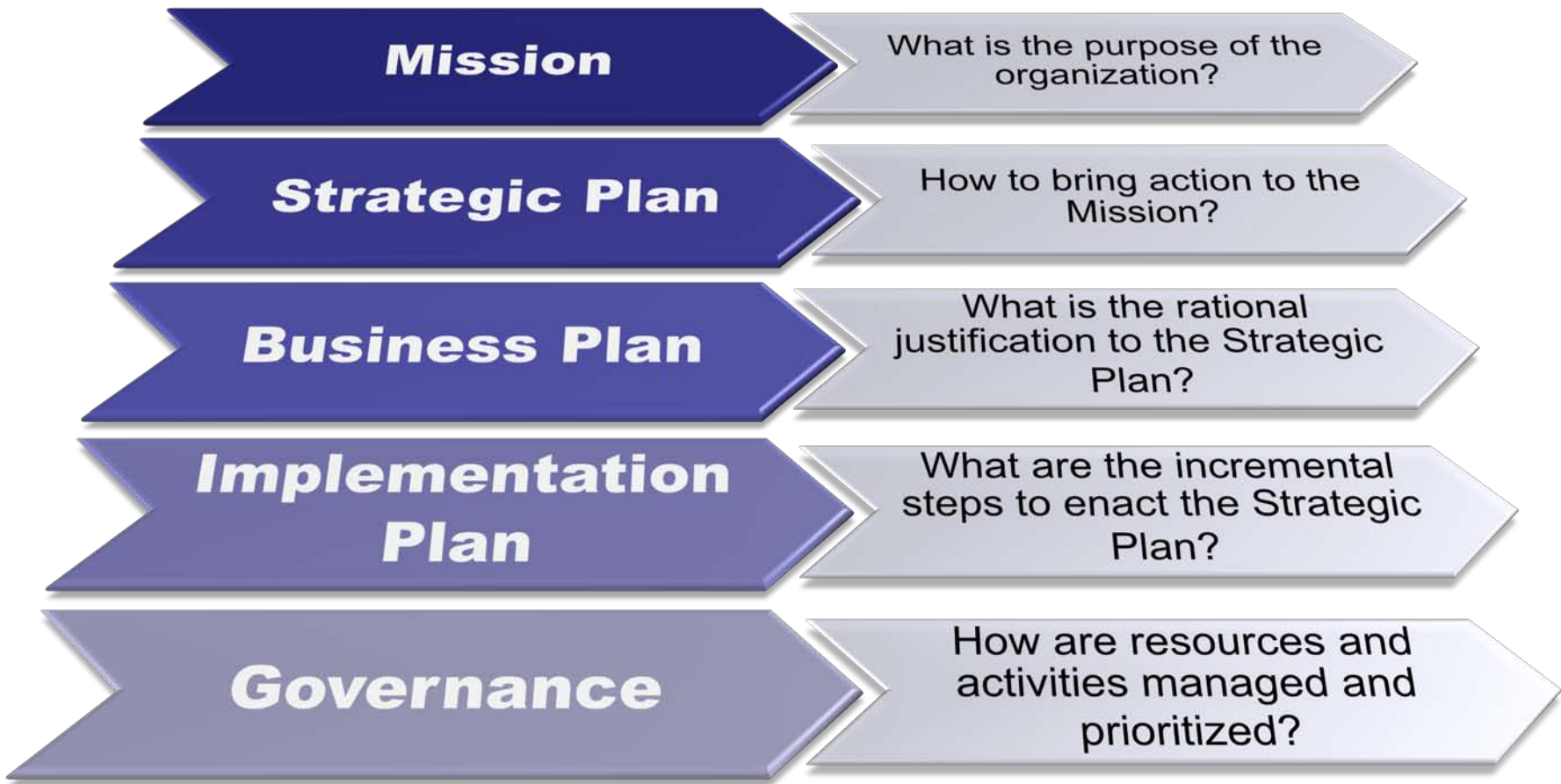
- Business planning for sustainable archives

- Continuing to build relationships- GIS Clearinghouses, Archivists, Data Creators, Professional Organizations & Vendor Community





Business Plan Context





Business Plan Context

Mission

What is the purpose of the organization?

Strategic Plan

How to bring action to the Mission?

Business Plan

What is the rational justification to the Strategic Plan?

Implementation Plan

What are the incremental steps to enact the Strategic Plan?

Governance

How are resources and activities managed and prioritized?



Why is Business Planning Important?



***Empower the champion
to engage decision makers in the
most compelling terms***



Why is Business Planning Important?



- Opportunity for engaging data creators and users
- Metric management mentality
 - *“If you can’t count it, it doesn’t count ...”*
- Essential data and relationships for measuring costs and benefits across organizations



Opportunities Across Workflows

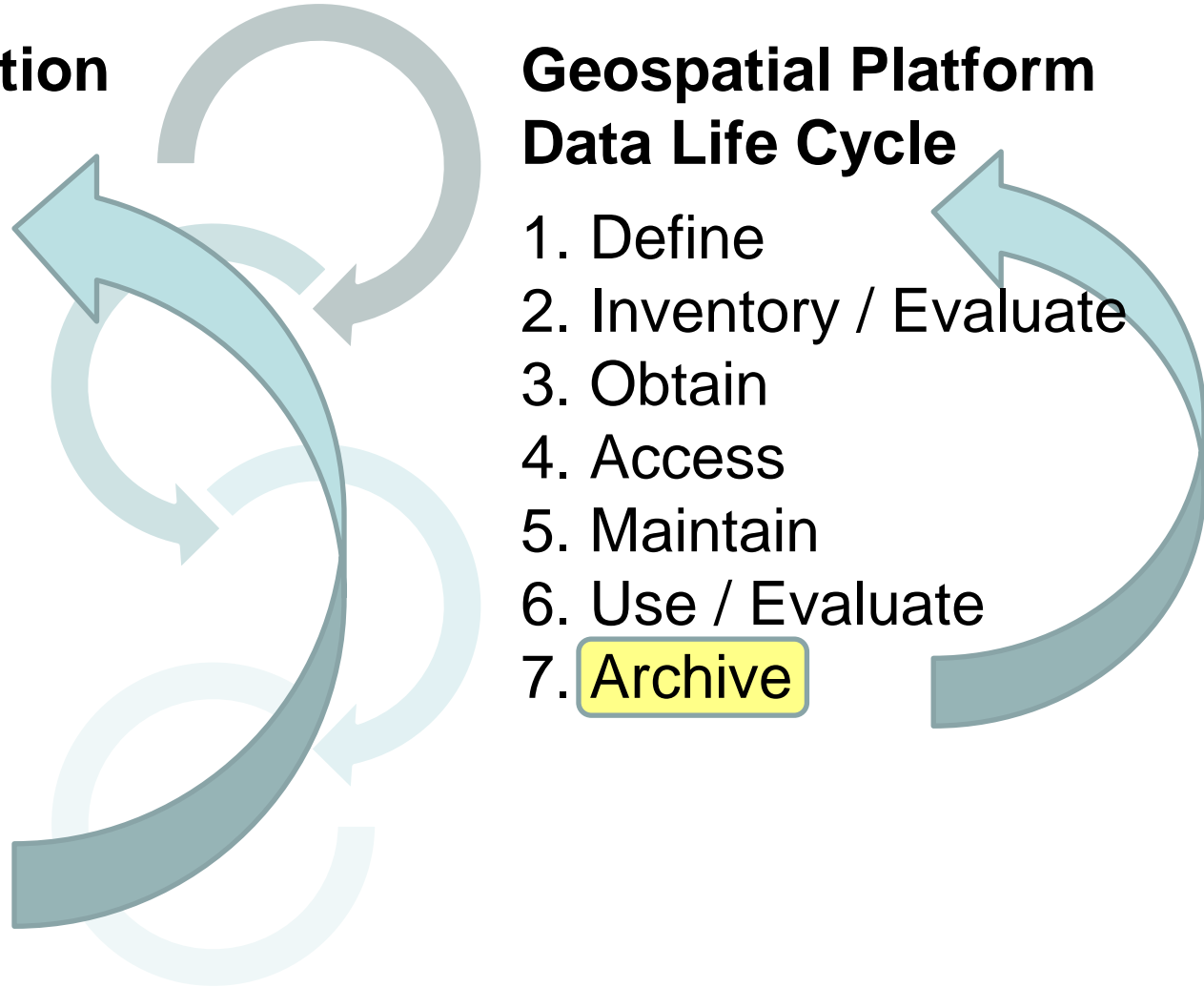


GeoMAPP Preservation Workflow

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

Geospatial Platform Data Life Cycle

1. Define
2. Inventory / Evaluate
3. Obtain
4. Access
5. Maintain
6. Use / Evaluate
7. **Archive**





Toolkit Components

Data

- Use Cases

Information

- Storage Sizing Requirements
- Comprehensive Cost Model
- Return on Investment (ROI) Metrics

Knowledge

- Business Plan

**Business Plan
Toolkit**





Toolkit Components

- Use Cases
 - Workflow-specific
 - Application-specific
 - Data theme-specific
- Storage Sizing Requirements
 - Anticipated storage volumes over time
 - Storage tiers and costing

**Business Plan
Toolkit**





Toolkit Components

- Comprehensive Cost Model
 - Project planning
 - Implementation / initialization
 - Operations
 - Total Cost of Ownership
- Return on Investment Metrics
 - Relevant materials on par with competing budget requests

**Business Plan
Toolkit**





Toolkit Components

- Business Plan
 - Target 10-12 pages
 - Stay within the scope of the business plan

Business planning toolkit provides implementers a strategic tool for engaging senior management in meaningful and powerful context

**Business Plan
Toolkit**



Deliverables and Implementation



- GeoMAPP toolkit
- Culture of metric-based programmatic management
- Identify and begin measuring metrics as soon as possible

**Business Plan
Toolkit**





Recap

- Establish a culture of metric measurement
- Engage with stakeholders and users
- Stay within the scope of the business plan
- Success is a path, not a destination

**Business Plan
Toolkit**



