

Records Management vs. Web Management :

Beyond the Stereotypes

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JISC-PoWR Workshop
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MUSEUMS LIBRARIES ARCHIVES



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Background

- Project proposal put together by Brian Kelly, UKOLN and Kevin Ashley, ULCC
- Brian and myself – expertise relates primarily to digital content creation (though there is other digital preservation expertise in UKOLN e.g. DCC)
- ULCC team - expertise relates primarily to digital preservation: how to make decisions about it and how to do it
- One of the aims of the project is to “bring together the differing perspectives of information professionals such records managers and Web managers in the context of the preservation of Web resources”



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“Am I Bovered?”

Risks identified in joint UKOLN/ULCC’s submission for the JISC PoWR project:

- Institutions wouldn’t be sufficiently interested in the preservation of Web resources
- The complexities (technical, policy, resourcing, legal, ...) would be sufficient to demotivate institutions
- There might be tensions between the priorities of the different interested parties



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Courtesy of Flickr



Stereotypes...

Web Managers?

- Young Gen x, got pink hair and body piercings
- Male
- Familiar with technology
- Keen to create new things, like making mashups!
- Good at dealing with expectations
- Good communications skills
- Interested in information, getting information out there
- Want to be open...
- Web presence gets bigger by the day
- Tensions with IT services...won't let them experiment
- Not bothered about preservation



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Records Managers?

- Pessimistic – deal with planning for the worst imaginable contingencies
- Sensible approach, risk management approach
- Flexible, good communication and negotiation skills
- Comfort with new technologies?
- Afraid of IT, content to let it remain a mystery
- Set in their ways (Rethinking RM for Web 2.0 world – Bailey)
- Want to be closed...
- Like to define their work by record/information
- Interested (primarily) in management of records, procedures, preservation (and destruction) of records



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University of Bath Case Study

- Lizzie Richmond (Archivist) and Alison Wildish (head of web Services)
- Raised some of the tensions (when it comes to priorities) between Records Managers and Web Manager
- Established a need for the fusing of different communities
- Offered a way forward – a strategy
- The task of writing the presentation concreted the need for them to work together to succeed
- Team-working



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University Archivist, Records
Manager and FOI Co-ordinator
Lizzie Richmond

- Archivist
- Background in collection cataloguing and archival administration and conservation
- Paper environment
- Responsible to the archives - keep them safe and accessible for the future

Head of Web Services
Alison Wildish



- Web specialist
- Background in information technology, web design and development, communication and marketing
- Digital environment
- Responsible to the user - keep things up to date and useful

Acknowledgements to Wildish and Richmond:
<<http://www.slideshare.net/jiscpowr/jiscpowr-wildish>>

Marieke Guy and Brian Kelly (UKOLN):

“We’re doing these workshops on **Web Preservation** and wondered if you’d be willing to give us a case study about the approach from the University of Bath...”



University Archivist, Records Manager and FOI Co-ordinator

Oh no... not this again!

Why me? This sounds technical... I'm a paper person

I have enough trouble trying to preserve hard copy records without having to worry about the web

I can see the value in theory, but in practice it's too huge

I guess it might be a good idea, but no one much cares what I think

I am interested though...

Now and the past

Now and the future



Head of Web Services

EEEEEEEEEEKKKKKKK!!!

In all honesty it isn't interesting to me...

We struggle to keep the site current - never mind thinking about preserving the old stuff

I am future watching... need to know what to bring in not how to keep hold of the past

Why is it something I should think about now?

I'm not really that interested

Motivating The Techies

Lizzie Richmond used the University of Bath prospectus to illustrate the importance of preservation an institution's memory:



*Ashley Down { 21 was to
381 Old Market*

THE COLLEGE OF TECHNOLOGY
BRISTOL

GENERAL INFORMATION

RELATING TO

Full-Time and Part-Time
Courses of Study

FOR DETAILED INFORMATION
SEE SEPARATE DEPARTMENTAL
PROSPECTUSES

SESSION 1953-54

1953



BRISTOL

COLLEGE OF SCIENCE & TECHNOLOGY

Prospectus

1960-1961

1960

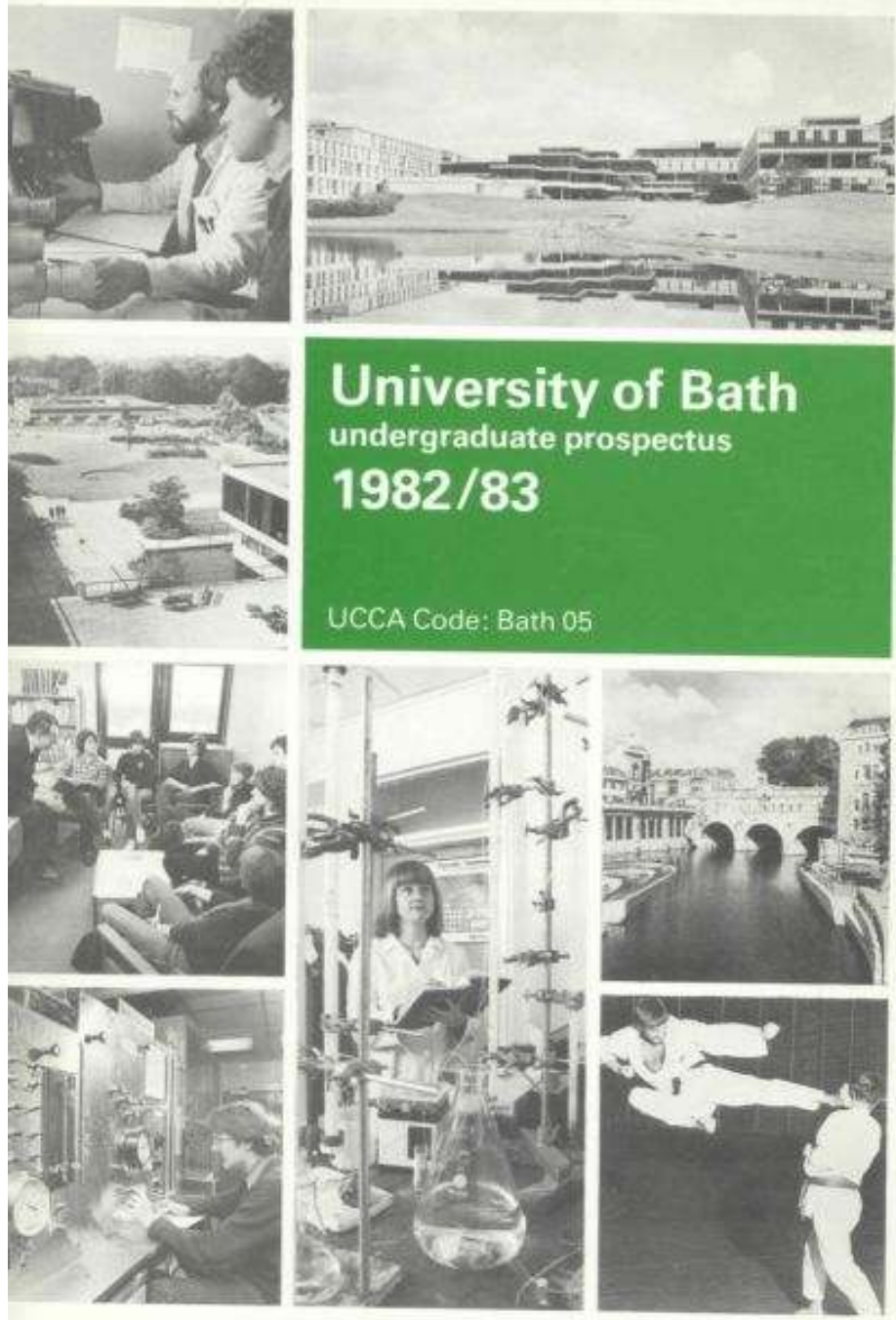


Bath University of Technology
Prospectus 1970/71

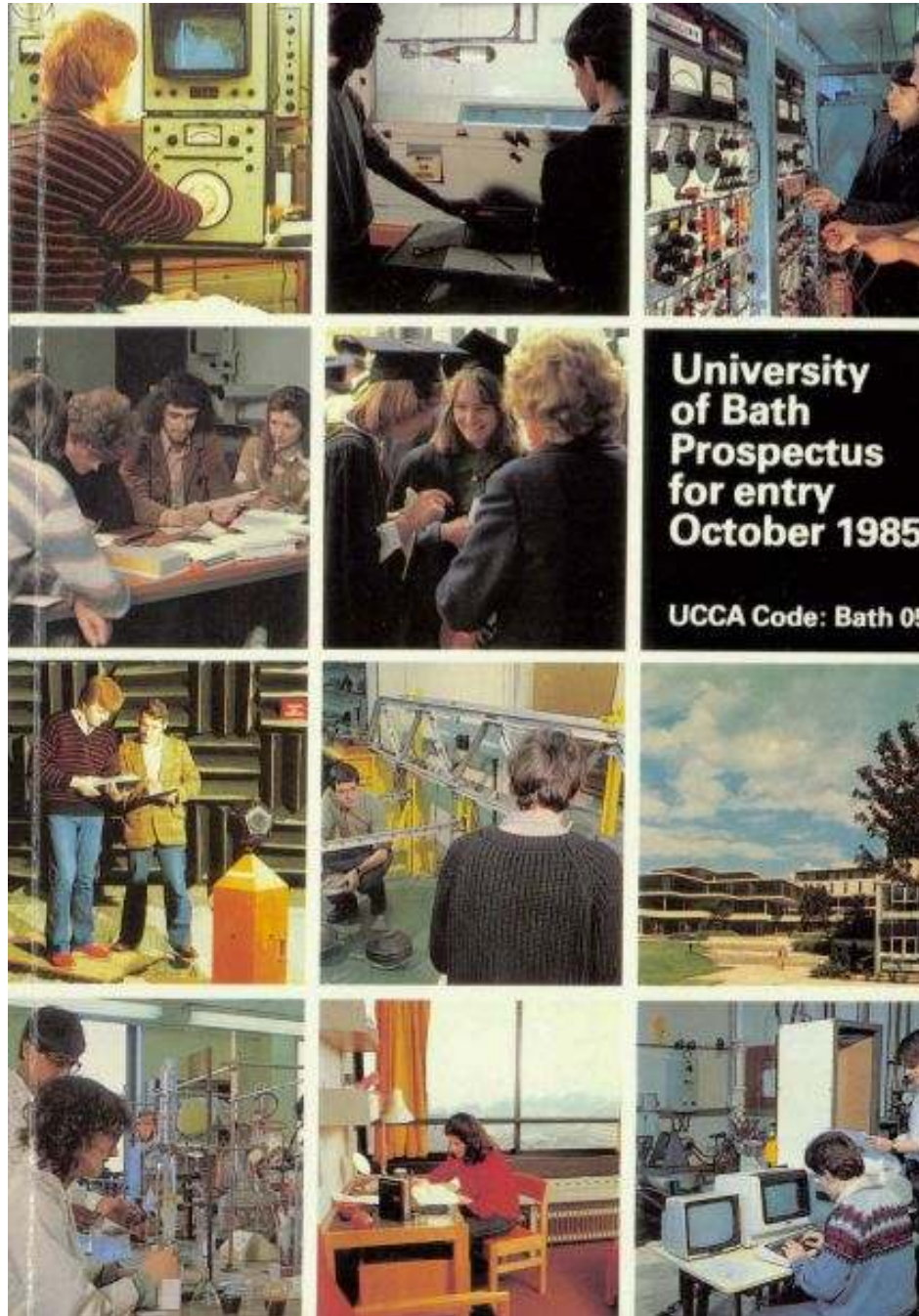
290.00



1970



1982



1985

University of Bath



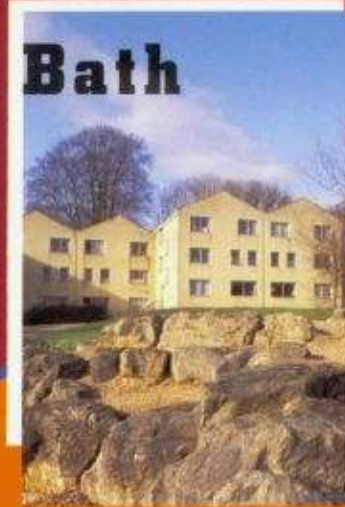
Prospectus for entry October 1991

UCCA Code Bath 05

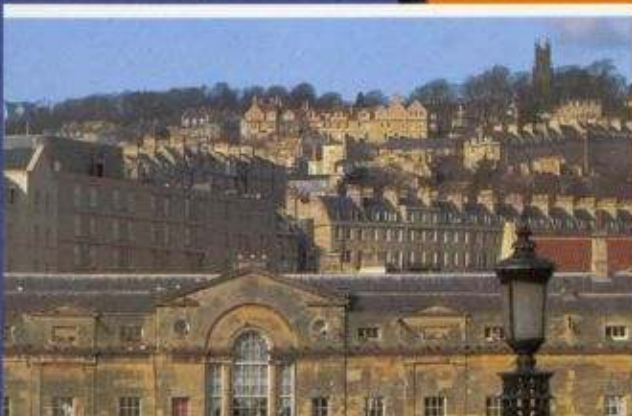
1991



University of Bath

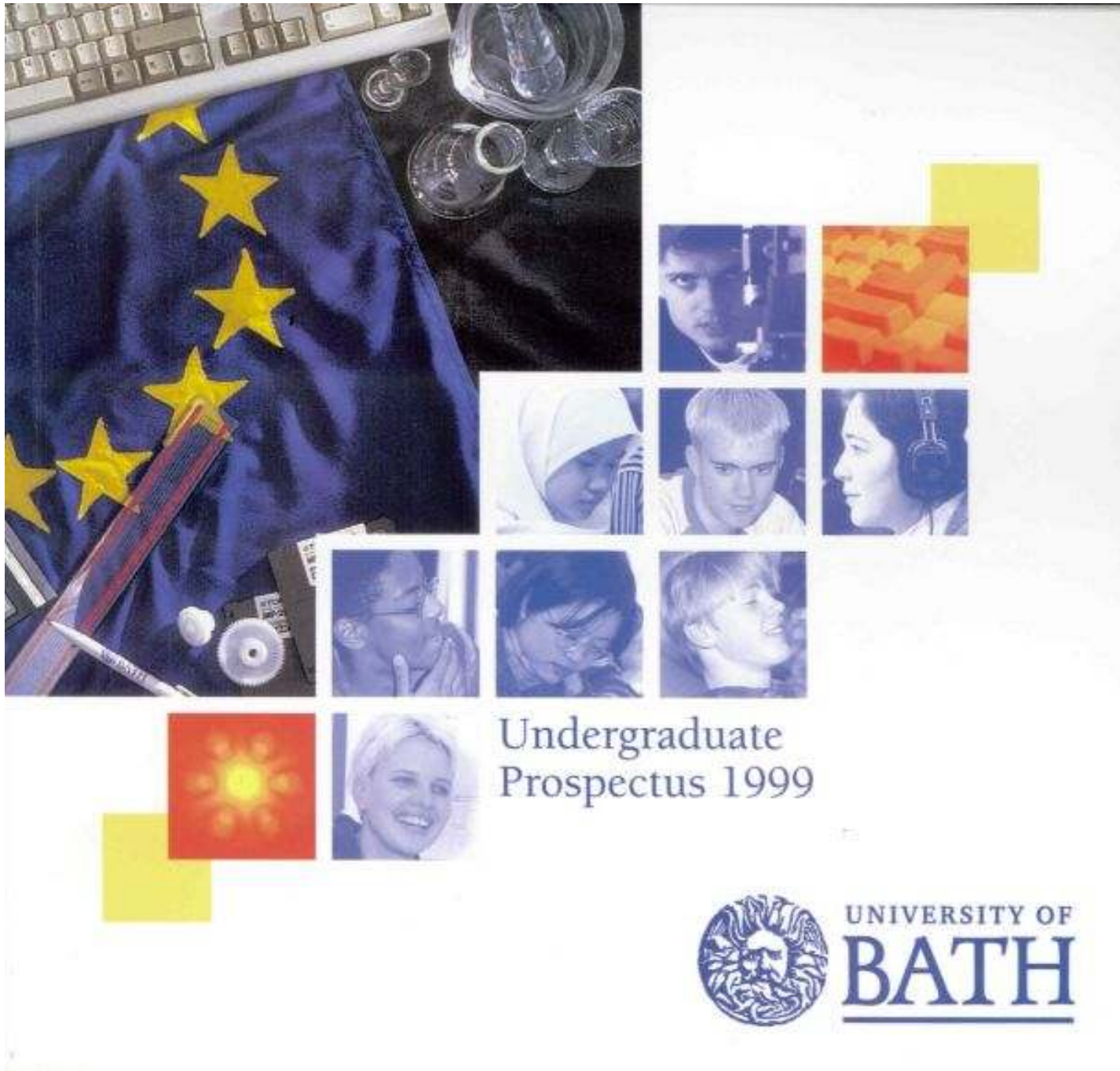


1994 ENTRY



UNDERGRADUATE PROSPECTUS

1994



Undergraduate
Prospectus 1999



UNIVERSITY OF
BATH

1999

University of Bath



Undergraduate Prospectus 2001



UNIVERSITY OF
BATH

2001

UNIVERSITY OF BATH
Undergraduate Prospectus 2004



UNIVERSITY OF
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2004

The Bath Prospectus Undergraduate

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2008



University Archivist, Records
Manager and FOI Co-ordinator
Lizzie Richmond

Head of Web Services
Alison Wildish



What have we learned?

- Better informed about differences between printed and web records and their implications

- Recognition that web preservation should be addressed to avoid gap in University history

- This is worth doing
- There's a lot to think about
- We'll need to work together to succeed
- We need a strategy because:
 - its important at an institutional level
 - consistency of approach will be crucial
 - the line between publication and record is blurred

Expertise involved in WRP

- Web content creation (as perceived by Web authors)
- Web content management from a technical perspective (as perceived by those who choose or configure the underlying software)
- Records and/or information management
- Digital preservation
- ...
- Who else? What is your job?



What does this mean?

- Intellectual perspectives:
 - What content needs to be preserved?
 - How long for?
 - Who is responsible
- Technical perspectives
 - How do we do it ?
 - Are site-level tools more appropriate than national services?
 - Does CMS X make preservation easier or harder than CMS Y?
 - Is a more accessible site also a more preservable one?
 - Are there configuration choices that affect preservation without (significantly) affecting other aspects of management?



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Conclusions

- Web preservation is important to many parties
- Responsibility is one of the first responsibilities to be addressed
- Additional resources need to be allocated to this area
- The only way forward is a co-ordinated interdisciplinary approach
- We need to be communicating and exchanging skills
- If you are a Records Manager find a Web Manager
- If you are a Web Manager find a Records Manager
- Meet up for coffee!!



Any Questions?

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