

# ARCHIVING EMAIL: RELEVANT BUSINESS MODELS AND DRIVERS OF PRESERVATION

## BUSINESS MODELS:

### External/Philanthropic Support

- Fixed term of work
- External collaboration
- Early development

### Internal/Institutional Funding

- Ongoing support
- Internal collaboration
- Need for sustainability



### Community Models

- Support in return for products/services
- Open source development

Most projects employ a hybrid model (combination of the above).

## THEMES:

- Mission alignment:** An organization's mission can help shape the requirements of a project, justify resource allocations, and support sustainability.
- Institutional buy-in:** To achieve sustained support, projects must not only demonstrate mission alignment, but also develop a plan to deliver value over time.
- Collaboration:** Intra- and inter-organizational collaboration leverages skills and expertise to design systems that meet the needs of a wide range of constituents.
- Technology expertise:** Metadata native to email formats can be helpful for cataloging, but attachments, folders, and conversational structure pose challenges.
- Modularity:** Most of the email archiving tools available today address one or a subset of the multiple processes involved in email archiving, allowing for customizable solutions.
- Scalability:** Email archives can be found in a range of organizations with different needs and available resources. Solutions should scale to the size of the collection as well.
- Sensitive information/privacy:** Privacy issues must be addressed when acquiring content and providing access to materials.

### Why preserve email?

Motivations for email preservation can vary by organizational charge, government mandate, and collection type. Archival email collections document the work of individuals and institutions through a rich and diverse set of records and correspondence. Collections may hold considerable value for scholarly research, historical/cultural use, legal compliance, and public interest.

### What are the challenges?

Preserving email entails multiple processes, and no single tool meets the needs of the full lifecycle. Such work demands an array of institutional resources, including technology expertise, infrastructure, and coordination between records management, archivists, and legal departments. Open source tools may attract funding and require a small up-front investment, but further development and maintenance costs can create challenges for long-term sustainability.

## FUTURE WORK:

- Addressing the multiple functions and processes involved in email archiving.

ACQUISITION / APPRAISAL

PROCESSING

PRESERVATION

ACCESS
- Providing access to email collections is not always straightforward due to legal restrictions and privacy concerns. Further research on legal and policy issues might help organizations make the case for use, and therefore preservation, of email records.
- External investment could be helpful in building a community with support to cover the initial costs of adopting email archiving tools and technology.
- Google Apps for Education is now widely used across the higher education sector by students, faculty, and librarians. How should organizations adjust their email preservation strategies to accommodate cloud-based email?
- Emulation and virtualization techniques may be helpful for preserving email collections on personal computers without requiring data migration.

## COLLECTION TYPES AND CORRESPONDING EMAIL RECORDS

Special Collections / Research Libraries:	State or National Government Archives:	Institutional Archives:
Personal and organizational records from diverse sources	Administrative records and correspondence of key personnel	Administrative records and correspondence of key personnel

## METHODOLOGY:

- Sources: summary reports, articles, conference proceedings, conversations
- Projects:
- Collaborative Electronic Records Project (**CERP**), Rockefeller Archive Center and the Smithsonian Institution Archives
  - Electronic Archiving System (**EAS**), Harvard University
  - Preservation of Electronic Mail Collaboration Initiative (**EMCAP**), State Archives of North Carolina, Kentucky, and Pennsylvania
  - Email Processing, Appraisal, Discovery, and Delivery (**ePADD**) project, Stanford University
  - The **MeMail** email preservation project, University of Michigan
  - Persistent Digital Archives and Library System (**PeDALS**) project, Arizona State Library, Archives, and Public Records with partners in Alabama, Florida, New Mexico, New York, South Carolina, and Wisconsin