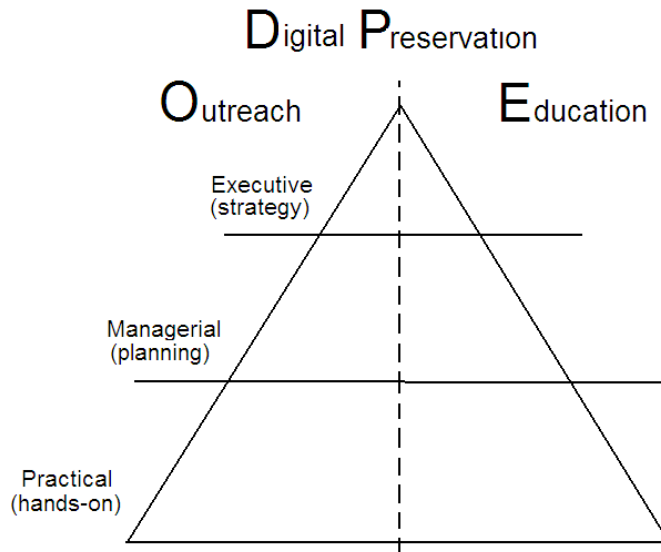


## DPOE Pyramid



Level	Outreach	Education
<b>Executive</b> <i>audience:</i> Administrators CEOs CIOs Governance bodies Funders	<ul style="list-style-type: none"> <li>• Executive summaries</li> <li>• Elevator pitches</li> <li>• Timely and strategically placed describing the need, importance and rationale for digital preservation</li> </ul>	Corporate briefings Topical webinars
<b>Managerial</b> <i>audience:</i> Program managers Project managers Line managers	<ul style="list-style-type: none"> <li>• In-depth reports</li> <li>• News and update</li> <li>• Analyses</li> <li>• Ongoing examples of the benefits and incentives for digital preservation</li> </ul>	Workshops On site seminars Webinars
<b>Practical</b> <i>audience:</i> Practitioners Supervisors Hands-on staff	<ul style="list-style-type: none"> <li>• News about training</li> <li>• Updates on practice</li> <li>• Practitioner blogs</li> </ul>	Workshops How-to explanations Online tutorials Workflow demonstrations

The timing is ideal for launching DPOE as this abbreviated SWOT analysis illustrates:

<b>Strengths</b>	<ul style="list-style-type: none"><li>• There is a base of curriculum, training materials, and instructors to build on</li><li>• There is a potential pool of workshop and training participants to contribute</li><li>• There are institutions who might host events, provide instructors and support</li></ul>
<b>Weaknesses</b>	<ul style="list-style-type: none"><li>• Current offerings cover only a portion of the scope and the need</li><li>• Train-the-trainer programs are not in production yet</li><li>• Current offerings have not reached/cannot reach critical mass of participants</li></ul>
<b>Opportunities</b>	<ul style="list-style-type: none"><li>• Social technologies are making outreach easier</li><li>• Web-based technologies are making online education options more feasible</li><li>• Collaborative technologies will make instruction teams more productive</li></ul>
<b>Threats</b>	<ul style="list-style-type: none"><li>• That training providers from outside the community will jump in and confuse</li><li>• That the economy will make it more difficult for hosts, instructors, participants</li><li>• That emergencies will continue to occur without a sufficient base in place</li></ul>