2021-2025

STRATEGIC PLAN

of the

International Internet Preservation Consortium (IIPC)

IIPC is an international organization which brings together a unique combination of expertise in the field of web archiving. Collaboration has been at the core of all IIPC activities. Since its founding in 2003, the Consortium has grown fivefold and its members have been actively involved in organizing and leading on a number of technical, curatorial, educational, and outreach initiatives.

As a center of excellence for Internet preservation, the IIPC has been:

- facilitating the exchange and development of knowledge by bringing together its members through events and projects as well as the annual conference, which has been an opportunity to also connect with other communities and stakeholders
- developing and sharing tools as well as best practices for Internet preservation.

Our Strategic Plan sets the vision, goals, main projects and priorities of the Consortium Agreement 2021-2025, and is revised and approved every 5 years in accordance with the principles and objectives detailed in the Preamble to the Agreement.

Goals

The Consortium's main objectives are to:

- (A1) identify and develop best practices for selecting, harvesting, collecting, preserving and providing access to Internet content;
- (A2) foster broad international coverage in web archive content through outreach and building curated collaborative collections;
- (A3) develop international advocacy for initiatives and legislation that encourage the collection and preservation of Internet content;
- (A4) encourage and facilitate research use of archived Internet content.

To achieve these objectives, the Consortium will continue to:

- (B1) provide a forum for the sharing of knowledge about web archiving;
- (B2) develop and recommend standards for collecting, preserving and providing long-term access to Internet content;
- (B3) facilitate the development and sustainability of software and tools;
- (B4) raise awareness of Internet preservation issues and initiatives through activities such as collaborative collecting, conferences, workshops, training events and publications;
- (B5) work directly with researchers and research networks to promote use and analysis of archived Internet content.

Strategic Priorities

Maintain and develop tools (covers A1, B1, B2, B3)

- Articulate IIPC's role regarding maintenance and development of key harvesting tools
- Identify or develop tools for selecting, harvesting, preserving and providing access to Internet content
  - **Selection** tools that facilitate the building of collaborative collections
  - **Harvesting** tools that are continually enhanced in response to changes in the ever-evolving global web
  - **Preserving** tools that integrate seamlessly with preservation repository systems
  - **Access** platforms that meet the discovery, delivery and analysis needs of a broad range of users
- Ensure that there are processes and resources in place to maintain these tools and associated documentation using best practices in IT software management and development
- Propose a shared strategy for future developments and integration of these tools, e.g. to examine interoperability and APIs
- Support member use of these tools by developing and communicating best practice documentation for using these tools
- Monitor the use of specific web archiving tools by members
- Develop a shared strategy for supporting modularity of tools
- Provide platforms to share use cases and discuss work-in-progress
- Fund members' collaborative projects related to tools development.

Promote Usage of Web Archives (covers A2, A4, B5)

- Encourage research use of web archives by developing quick start toolkits, training programs such as data carpentry courses, and forums for highlighting researcher usage
- Look for opportunities to partner with educators and others who could help develop educational resources about web archiving to teach the next generation of researchers
- Partner with research institutions and networks to raise awareness of the research value of web archives
- Promote IIPC-funded, research-oriented projects through webinars, publications, and conferences
- Continue fostering research use of IIPC collaborative and member collections
- Collaboration with the Digital Humanities research community.

Advocate for Web Preservation (covers A3)

- Define what type of Internet content we are concerned with
- Promote partnerships and collaboration with organizations promoting digital preservation
- Actively seek opportunities to engage with tech companies that could facilitate Internet preservation
- Support collaborations between the producers of the Internet content and those who preserve it
- Encourage regional or linguistic initiatives
- Monitor the use of web archive tools and services which "democratize" web archiving, and allow creation of collections outside of larger organizations ("citizen web archiving").

Share Web Archiving Knowledge (covers B1, B2, B4)

- Maintain community platforms and create opportunities for the exchange of expertise
- Continue the program of webinars to showcase members' and IIPC funded projects
- Organize regular workshops which address the needs defined by the members
- Support organization of member-led regional events
- Continue supporting the annual Web Archiving Conference.

Organizational priorities

- Strengthen organizational resilience via both increased engagement with the Consortium Financial and Administrative Host and additional support staff (workforce development for increased efficiency, productivity and continuity)
- Support our staff and grow our capacity by holding online and in-person events, coordinating funding calls, working groups etc.
- Reduce dependence on volunteer model to achieve organizational objectives
- Engage members to ensure that the IIPC is welcoming and relevant to small/less resourced organizations as well as large/well-resourced organizations
- Reconcile organizational engagement structure: how should portfolios relate to working groups
- Encourage the creation of new Groups or Projects to support Portfolio activities, by dedicating a line of funding to these activities and if needed, by organizing calls for proposals
- Extend membership of IIPC to better reflect international coverage of web archiving
- Review funding capacity for Groups and Projects by re-evaluating the balance between operational costs and investment by changing the reserve policy.