



# TARGETED MARKETING OF INSTITUTIONAL LONG-TERM PRESERVATION ARCHIVE

Data Management Plans: Use and Reuse – RDM Working Group Webinar  
LIBER Webinar, 1.2.2024

Mari Elisa "Mek" Kuusniemi, Helsinki university library



# RESEARCH COUNCIL OF FINLAND CALL & DATA MANAGEMENT PLANS

- A researcher or consortium who has received a positive funding decision from Research Council of Finland, must submit a data management plan within eight weeks of the funding decision.
- The site of research commits to ensures
  - that the data management plan can be implemented at the site of research, and
  - that the measures to be taken comply with good data management practice.



Data Support is reading & commenting DMPs of those researchers or consortiums who has received a positive funding decision from Research Council of Finland.



# DMPs AS SOURCE MATERIAL FOR A STUDY



# HOW MANY DMPs?

<b>Scientific council</b>	<b>Number of DMPs reviewed</b>	<b>Number of DMPs in a study</b>
Biosciences, Health, and the Environment	39	38
Social Sciences and Humanities	37	32
Natural Sciences and Engineering	27	20
<b>Total</b>	<b>103</b>	<b>90</b>



# WHY?

- We are setting up a new data preservation service.
  - We need information about preservation needs of research projects.
- Last spring, we got new staff members, not all of whom were familiar with DMPs.
  - The study was a way to get new employees to read the DMPs.
- We wanted to know whether data preservation services should be advertised
  1. to all researchers who received a positive funding decision **OR**
  2. only to those who indicated a need for preservation.



# STUDY

- The study was carried out by new members of our staff during the summer and autumn of 2023.
- Study questions:
  - Datatypes mentioned in the DMPs?
  - Common file formats?
  - Data repository/storage service mentions?
  - Data size estimates?
  - Needs mentioned for data preservation?
    - mentioned by researchers
    - mentioned by a data support expert reviewing the DMP



# RESULTS

- 15 DMPs (of 90) mentioned need for long-term preservation (over 25 years preservation)
- 12 DMPs (of 90) mentioned need for middle-term preservation (5-15 years preservation)
- We sent them a targeted email mentioning that they have reported their preservation needs in the DMP.
- We asked if they would like to discuss preservation options with us.
- We are now organising meetings with those who said “YES”.
  - We got many YESes.
  - We don't yet know how many of the email recipients answered “YES”.



# NEXT STEPS

- We are planning to modify the DMP template so that we can more easily get information about preservation needs.
- We do not yet know if sending an email to all researchers who have received a positive funding request is equally effective.
  - We might try it in the next funding call to compare the results.





**WITH THE POWER  
OF KNOWLEDGE  
– FOR THE WORLD**