

# **Guidelines for the organization and preservation of the digital archive of the Football Museum**

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This paper aims to show parameters established for the implantation of guidelines, theoretical and conceptual, related to the management and preservation of the digital documents (especially the born-digital documents), which continually are been allocated in the digital repositories of the Football Museum.

It's necessary to underline that the proposal of an electronic records management, in Brazil, unfortunately, is configured in a historical context extremely late in our archival history – this, of course, if we take into account the newly formulated technical concepts about the informatization of archives who are exclusively focused in the public administration, not considering properly the theoretical and methodological concepts related to the environment of the private organizations.

Therefore, after these first considerations, hunched over a specialized bibliography and prioritizing the practical knowledge in the segment of preservation of electronic records, the main focus of this work consisted in build an objective line who could assist the Reference Center for Brazilian Football (CRFB) for a consolidation of the archival concepts, as well the empirical foundations of the Information Science, for a reality more consistent of the electronic records management.

Opened in 2008, the Football Museum, terminologically embedded as “thematic museum”, contains records, reproductions of collections and objects of the most varied origins. In a general way, your collection has main focus in the axiom of the immateriality: all the collection of the museum is based in the events and representation of the football in the most different dimensions, conceptual and typological.

Alongside to the supporting the institutional mission to investigate, divulge and preserve – the latter achieved by procedures of tacit archival methodology –, the CRFB began to gather

materials of different typologies accumulated through the curatorial researches realized in the fulfillment of the activities of the museum, presenting a fairly circumscribed universe who, from a point of view of avant-garde, fits in the propose related to the treatment of a patrimonial heritage of his generator theme; these accumulated materials include: photographic reproductions (images of objects, documents or places related directly to the memory of the football), digital prospects, digital blueprints, audiovisual recordings of oral memory and etc.,.

So it was in this reality permeated with a conscious ode to the immaterial and a voluntary incorporation of the new technologies of instrumental research that, after five years of development, a considerable collection of archival documents was constituted at the Football Museum. Due the great number of exhibitions, the various socio-cultural activities and the administrative developments related to the functional goals of the institution, it is very understandable that the electronic records are fundamentally rooted to the practical reality of the museum. These documents are created in a great profusion, in an organic way, and most of times, after used they pass to be totally unseen and, without any concern to develop a well-structured policy of archival management who would allow its digital preservation and the recovering of the information, they are moved to the digital repositories confirming the typical and reckless motto: “preserve and forget”.

The Football Museum, in an attempt to implement procedures for the electronics records management and aware of the ephemeral paradigm that permeates the digital repositories, proposes seven guidelines for the preservation, organization and dissemination of your digital archive:

Structural organization of the directories corresponding to the different areas of the museum;

Standardization of nomenclature of the digital documents; Evaluation of digital garbage;

Guidelines for the assurance of the reliability and authenticity of electronic documents;

Preservation of electronic files in an extension who ensures the impossibility of change, both in content and in form;

Application of audit trails for monitoring the management of electronic documents;

Definition of access controls.

## Conclusion

Though is still in a theoretical context, the main focus of these seven guidelines is to consolidate a management program and crystallize it into the practical routine of the institution that, until this moment, don't had any guideline to help the preservation of the electronic records. Part of this problem comes from the digital storage industry who sing songs about the new options of the market; after all, the costs for each *gigabyte* or *terabyte* been falling over the years and are becoming more affordable when compared to the costs and capabilities offered earlier in this century. However, the main point is that the industry sells the idea that the digital preservation is done by making investments in storage and backups, forgetting to mention many other parallel activities that are crucial for the safeguard of the electronic records.

We should not think in long-term projects that cannot be sustained; in fact, the sustainability of the system as a whole has to be something thought since the beginning of the digital preservation project and should always be the goal of any program

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