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*This video expands on the question by pointing out all the different types of physical and digital records that they want to protect. Also talk about having ways of accessing the emergency plan if the main facility is destroyed****.***

**Transcript**

*A study by the Brookings Institute in Washington, D.C., points out that physical assets account for only 15 to 20 percent of an organization’s value. Soft assets, including client lists, financial records, reputation, and other forms of intellectual property, now account for the majority of an organization’s worth.*

*Churches, schools, commercial businesses, etc., understand the important role these types of digital assets play in ongoing operations.*

*As the share of business conducted electronically increases, digital records grow in importance. Preserving these records should be a prime goal of any emergency response plan. Start with a systematic and comprehensive review of all files and records. Prioritize them and devise ways to secure and protect them.*

*Just as it is prudent to make copies of physical records, digital records should similarly be duplicated and stored at an offsite location. Many inexpensive backup services will automatically move digital files to “the cloud” for safe keeping while not hindering their quick access. Important physical records should be moved to a climate-controlled environment where they can safely be stored for years.*

*Annually, you should check with your accountant and legal advisor to determine if there are files which need no longer be retained. Reducing the number of files you must manage helps to keep relevant ones safe.*

*Even your emergency response plan should be stored electronically offsite for easy retrieval in an emergency.*

*Some organizations choose to distribute their plans on removable storage devices such as memory sticks, which are then given to Emergency Response Team members. Others use one of the free email services to store a copy of their plan online. In this way, as long as they can access the Internet, they can access the information they need in a crisis.*

*Of course, there are those who feel it is important to have a paper copy of their plan available at all times. While this is a good practice, ensure that the paper copies are kept just as updated as the digital ones.*

*While having duplicates of paper and digital documents is an excellent practice, some business agreements refuse to accept copies and will only recognize original documents. When reviewing your files, note if copies are acceptable. If they are not, consider getting additional advice on how to preserve and protect those items.*

*For more information on vital records, visit the* ***Ready Rating Resource Center.***