



# Strategic Plan 2024-2027

Executive Board

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# Engaging the DDI community

**Build community through products and events:** Belonging to a community is one of the most cited reasons for DDI membership. We will enhance our successful community engagement initiatives and introduce new community-building products and events to address member needs that are currently underserved.

**Renew active and engaged membership at the institutional level:** Strong institutional support of DDI is key to long-term membership. Institutional support should not be dependent on single individuals. A renewed emphasis on marketing and outreach will be aimed at strengthening institutional support and planning for the changing roles of long-standing contributors to the Alliance effort (especially when a specific member representative moves on).

# Expanding the DDI community

**Understand DDI users:** Successful products solve users' needs. Our outreach work will focus on understanding our existing and potential DDI users -- identifying who they are and the reasons behind their use of DDI. This knowledge will serve as a foundation for driving innovation in future product development.

**Develop audience-specific training materials:** Training is a key component for encouraging uptake and has long been recognised as a basic need. As part of understanding DDI users and integrated into marketing plans, we will focus on understanding training gaps for existing and emergent stakeholders, and develop appropriate audience-specific training materials.

**Build partnerships with other standards:** The DDI Alliance will look for opportunities to develop partnerships and alliances that raise the visibility and potential uses of DDI in the wider data management landscape and influence funders and other policy-related organizations.

# Aligning DDI development

**Alignment of product lines:** Significant new developments across all DDI product lines have been made, especially over the past five years. Aligning the development processes for products should aim to deliver efficiencies and support a better understanding of the level of interoperability of both DDI products and other related standards, whilst incorporating new features that are appropriate for their specific user audiences.

**Improve documentation:** Field-level documentation is crucial to understanding and uptake of individual products. Product development will focus on improving documentation that includes practical implementation and usage guides, use cases, examples of instances, and best practices.

**Support tools development:** Tools drive DDI uptake. We will support the creation of tools to lower barriers to entry, through the Developers Group and involvement in international research projects that contribute to the advancement of tools development.

# Delivery

We plan to address these priorities by launching targeted campaigns aimed at specific user groups.

- Better understand our members needs in this user group
- Market research to identify potential new member organisations and users
- Develop supporting materials in conjunction with Working Groups aimed at specific audiences
- Hold / attend events where DDI products, involvement in DDI and resources can be showcased