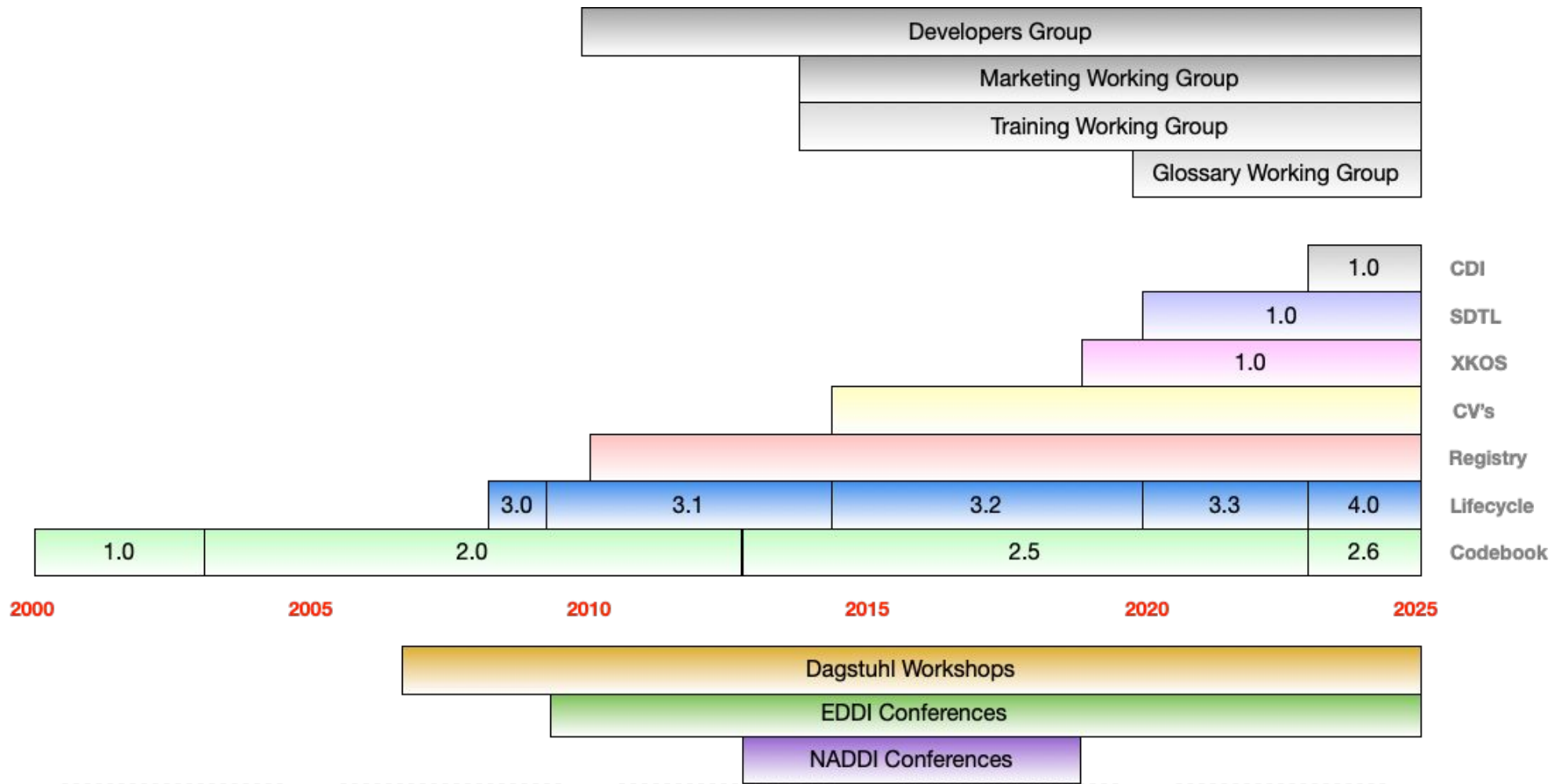




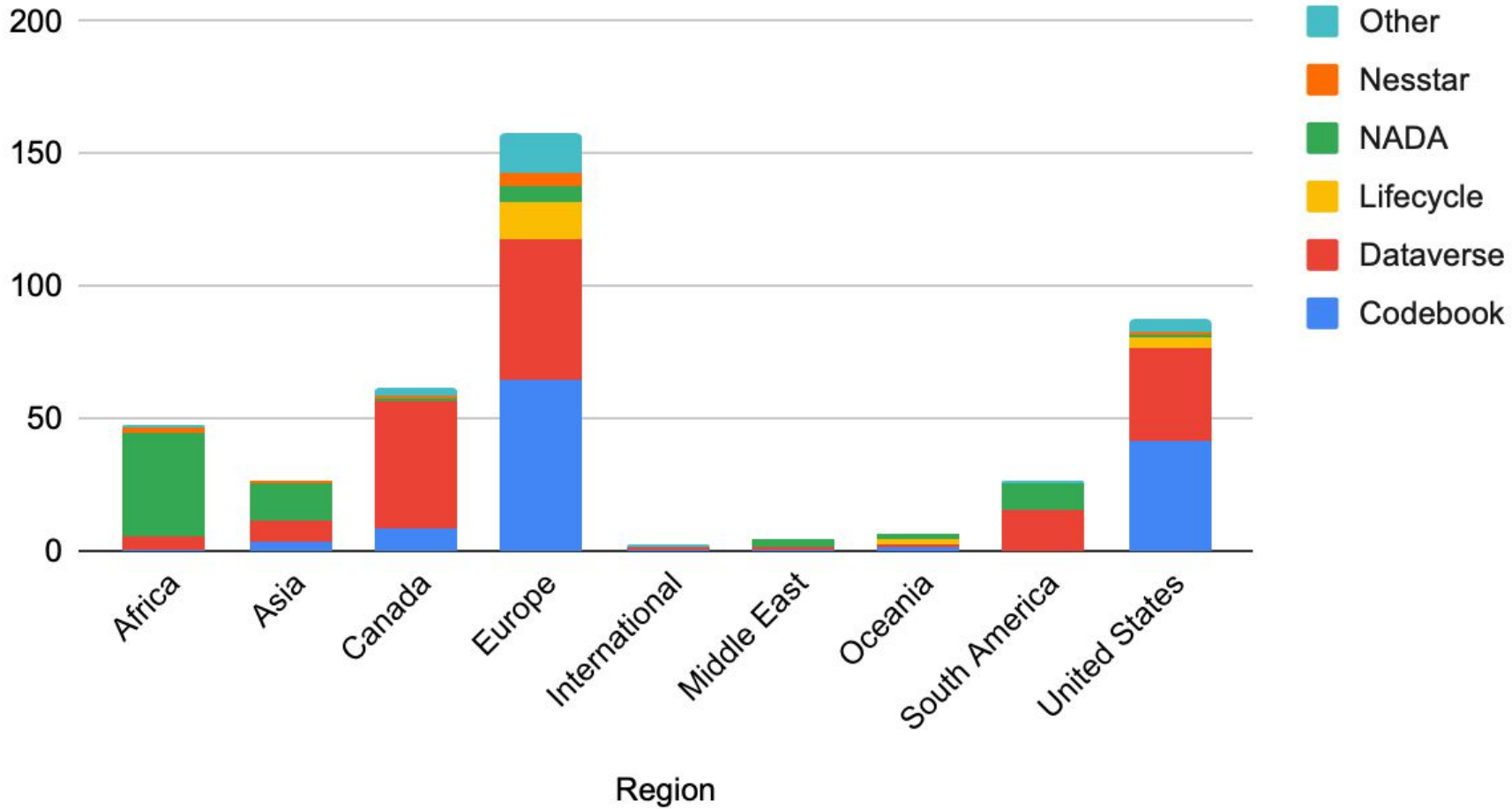
State of the DDI Alliance

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DDI Uptake



Key Findings from the Membership Survey

1. Likelihood to Recommend DDI Alliance

- **Rating Scale:** From 1 (Not at all likely) to 5 (Extremely likely).
- **Overall Sentiment:** The majority of respondents indicated a high likelihood of recommending the DDI Alliance, with many choosing 4 or 5.
- **Positive Feedback:**
 - **Knowledge and Support:** Respondents highlighted the DDI Alliance as a key resource for knowledge and support.
 - **Community and Collaboration:** Many valued the collaborative environment and community engagement.
 - **Standard Development:** The development and promotion of international standards were frequently mentioned as strengths.
- **Areas for Improvement:**
 - **Support and Training:** There is a call for more practical training materials and support.
 - **Marketing and Outreach:** Respondents suggested better marketing and outreach to increase visibility and adoption.
 - **Practical Use Cases:** High demand for real-world application examples.
 - **Implementation Stories:** Interest in detailed stories of product implementations.

Key Findings from the Membership Survey

3. Perceived Strengths of DDI Alliance

- **Promotion of Standards:** Recognized for effectively promoting standards.
- **Encouraging Creativity:** Appreciated for supporting new ideas and fostering innovation.
- **Community Engagement:** Praised for maintaining a motivated and collaborative community.

4. Suggestions for Improvement

- **Increased Support:** More practical training and support materials are needed.
- **Marketing Efforts:** Enhanced marketing to broader audiences was suggested.
- **Product Visibility:** Better promotion of products to various communities.

5. Primary Reasons for Membership

- **Community:** Most respondents value being part of the community.
- **Developing New Products:** Active participation in developing new DDI products.
- **Events and Influence:** Membership provides opportunities to participate in events and influence the direction of the Alliance.

6. Event Importance and Attendance

- **Regular Attendance:** Some events see regular attendance, while others have sporadic participation.
- **Desired Topics:**
 - **Practical Use Cases:** High demand for real-world application examples.
 - **Implementation Stories:** Interest in detailed stories of product implementations.

Summary

1. Enhance Training Programs:

1. Develop comprehensive training materials and workshops.
2. Provide more hands-on support for new members and existing ones.

2. Boost Marketing and Outreach:

1. Implement targeted marketing campaigns to increase visibility.
2. Engage with a broader audience through various channels, including social media and industry events.

3. Increase Product Promotion:

1. Highlight success stories and practical implementations of DDI products.
2. Conduct webinars and info sessions to demonstrate product capabilities.

4. Leverage Community Feedback:

1. Regularly survey members to gather feedback and adjust strategies accordingly.
2. Foster a feedback loop where member suggestions are implemented and acknowledged.

5. Event Optimization:

1. Focus on organizing events that cover high-demand topics.
2. Ensure events are accessible and engaging to maximize participation.

EB Discussions

- Marketing Group
 - Attempted to re-launch, but thus far have had little response. More on this in the Strategic Plan discussion!
- Membership Structure
 - Membership has grown, primarily associate members.
 - We want to initiate a discussion around this with the membership, and will bring forward proposals during the next year
- Financial Position
 - We want to ensure that it aligns with the new strategic plan

Challenges

- Adoption of DDI standards by existing or emerging infrastructures,
 - More diverse user base as DDI spreads outside of our traditional ‘stronghold’ of social science Archives and NSO’s.
 - Interoperability of these with each other and wider infrastructures e.g. EOSC and non-traditional data
 - Increasing tendency towards Trusted Research Environments and ‘metadata privacy issues’
 - Differentiating the strengths of DDI in a more cluttered landscape
 - Changes in technology and AI/ML
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- Retaining and expanding membership
 - Retaining and expanding the DDI community

Opportunities

- Funder adoption of FAIR and statements of need for metadata and recommendation for specific standards
- Mature standards with established user bases that solve real problems of data transparency
- Emergence of metadata only platforms, CESSDA, EOSC
- Building on the experience and leadership of the DDI community in creating real existing infrastructures based on relevant and usable standards



Strategic Plan 2024-2027

Executive Board

21 May 2024

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. In the absence of a Marketing Group, the Secretariat and EB will lead this work

Volunteers to assist will not be turned away!

- We propose to start with NSO's a related organisations
- 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