Strengths

* Community-based organization with standards setting processes well developed (Mission)
* 22 years of experience with multiple lines of specifications and controlled vocabularies (Strategic Plan)
* Knowledgeable and skilled core technical development team + marketing and training groups (Strategic Plan)
* Software implementations of DDI specifications and vocabularies (Strategic Plan & Vision)
* Recognition by NSO’s/NSI’s (national statistical institutions) (Strategic Plan)
* Active empirical SBE user communities (surveys, archives, etc) (Strategic Plan)
* Adaptation to changes in information technologies (XML, RDF, Schema, …) (Strategic Plan & Vision)
* Open to new technologies - beyond but including XML (Vision, Mission)
* International partnerships (Strategic Plan & Vision & Mission) :
* Relationships with other research communities (Vision)
* Skilled trainers (Strategic Plan)
* A lot of data already documented in DDI in the social sciences (Strategic Plan & Vision)

Weaknesses

* Absence of a sustainable business model(Strategic Plan)
* Domain isolation (SBE vs observational research) (Strategic Plan & Vision, Mission)
* Lack of an organizational succession plan (Strategic Plan)
* Primary foothold is at the latter stages of the lifecycle; little buy-in by data creators or researchers (Strategic Plan & Vision)
* DDI is not built into the tools that researchers and data creators use (Strategic Plan & Vision)
* Uncertainty about path from DDI 2 to 3 to 4. Do users want to move from 2 to 3 to 4? (Strategic Plan)
* Maintaining existing community -- if DDI is core to the organization, if someone leaves, the organization will put a new person to replace them
* Lack of participation from large parts of the relevant community (both individuals and organisation)

Opportunities

* Digital Research Infrastructure provider in the cloud: registry services operated by the DDI community (Strategic Plan & Vision)
* Alignments with the international RDM community (look at FAIR partnerships or the new OCLC + euroCRIS partnership) (Strategic Plan)
* Connect to new data discovery ecosystem, such as schema.org and DataCite (Strategic Plan)
* Enable discovery, interoperability, and integration of distributed data (Vision)
* Build DDI into Common Data Element registries (Strategic Plan & Vision)
* Integrate the CCSDS DAI (data archive interoperability) WG’s Architecture Concept (Strategic Plan, Mission)
* Integrate DDI across stakeholders activities across the lifecycle - greater participation from groups across the lifecycle (Strategic Plan & Vision)

Threats

* Loss of key experts in the community (Strategic Plan)
* Loss of the DDI Host (Strategic Plan)
* Failure of adoption by software producers (Strategic Plan)
* Need to renew active membership in the community as leadership turns over (Strategic Plan)
* Too many specifications and incompatible dialects, partly solution could be validation tool, profiles (Strategic Plan)
* Succession play for specification in case Alliance disappear -- around continuity (Mission)