Spreading use among data lifecycle

Be part of the global research data infrastructure

User communities

Data repositories

Data producers

Researchers

Chuck: we need to be aware of communities and connection among communities

Mari: Eudat, RDA, building discovery layer but no usability. Maybe some rights information and basic information, but no deeper information. We have a lot that others don’t

George: We’re now in an environment with many other players: DataCite, RDA, Force11, Schema.org. If we’re talking about citation, we should talk about Force11, RDA group on streaming data and we should reference their solutions. We should be very consciuous there are other things going on and we should be active about making connections.

Arofan: Where’s our strength. They should be coming to us.

Chuck: Two points that George made that tie in to document: 1) It’s strategic for us to identify other stakeholders. We don’t wait for them to come to us. We go to them. 2) Seek out specific collaborations with other stakeholders.

Chuck: We use ecosystem as the metadata. Oftentimes, ecosystem is hidden under rocks. We could be much better known. We’ve been working on this for 20 years. Another lesson is that you go to another conference and meet someone from your own university.

George: I don’t like the term stakeholders. These are really partners. One thing we could do is talk about actions. All of these use cases should lead to an action that we can take in the long or short run. Some of them are pretty simple, like making contact with DataCite about best practice going from DDI to DataCite metadata.

Maggie: We have a long list of things. My reaction of document from last year. There’s a big list of things. There wasn’t a discussion of what DDI is doing and what are our strengths. We also have to think of people using DDI today and what are actions we can take to make their life easier. We need to set priorities. What are challenges of people using DDI now face. If we want researchers to use it, there has to be some reason for them. I don’t want us to come up with more lists. Otherwise we won’t make any progress.

Steve: Priorities and actions are most important lists. How are we going to resource it?

Chuck: There’s another category: Gaps. Where are there gaps. DataCite is an example of a gap. DataCite gives you a description of a study that has data. It doesn’t give a sense of what’s in the dataset. The gap there is what standard was used to describe the data?

Steve: I’m inclined to go back to the SWOT review, particularly for the new members coming in. Do you see anything missing from SWOT document.

See: [SWOT document](https://docs.google.com/document/d/1IJHUiqeXCwcPAixx8vny2Mw_tif6kDfYk4mwTbDaeac/edit)

Maggie: If we’re not developing tools for existing members, we’re not helping members. “No member left behind.”

Chuck: DDI needs to be located in division responsible for metadata. They’re seeing the value of DDI.

Maggie: Should be that they’re using DDI, and there’s a reason for being a member.

Maggie: All people are using Nesstar, which uses 2.5. There doesn’t seem to be much planning on implications of Nesstar going away and the needs of those users. Whereas, we’re focusing on new products that will serve new problems.

Maggie: Nesstar chose DDI. The other partners didn’t choose DDI.

George: You need functionality codebook is not already providing. It’s a problem that Nesstar is going away. One thing the Alliance could do is say here are some software needs. Here’s what the Alliance can do. Like people can apply to a funding council. Colectica has gotten several grants from NSF. DDI can wirte a letter of support to funding council.

Achim: Good migration plan to DDI 4 would be good. Plus a software investment.

Bill: There’s a lesson to learn from Nesstar. None of pieces of code was perfect. But if you’re good enough and useful.

Reviewed the 2014-17 Strategic Plan

Chuck: Need to develop a business plan before tinkering with membership model. Between 2010 and 2013, we developed a new charter and ByLaws. Going forward, it’s essential to develop a business plan for the organization. Should look at other community-based standard models for lessons. It’s always going to be a mixed model (combination of in-kind contributions + revenue streams).

Maggie: Money is important. But DDI membership isn’t primarily about money. It’s also about sitting at the table and making sure what we’re doing is responsive to our members. We don’t want to lose sight of that.

George: I thought at the time this strategic plan was not as aggressive as I would have liked. Two points to make: 1) Service to the membership. What is it that the members need? If you look at the marketing plan, it’s not what we need. I’d rather see a targeted marketing approach: a document that shows what DDI can do for a NSIs and data collectors. Create DDI Alliance committee of NSOs. Marketing strategy that aims at different kinds of groups.

Arofan: Part of the frustration of development and maintenance group is that there is insufficient guidance from the Scientific Board. Half of marketing is not selling your product. It’s asking the community about features of the standard we should be focusing on.

Maggie: DDI has been largely driven by own internal object as opposed to be responsive to users. Is it good enough and useful to the community and it doesn’t have to be perfect.

Bill: I think we are engaging it, we just haven’t engaged them.

George: Stats NZ, for instance.

Chuck: what are our expectations of our members. What should we be guiding them in what they get out of DDI. You’re investing in something that has long-term results in society.

Bill: It’s not what’s the value of membership, it’s the issue of engagement

Chuck: What problems are we commonly solving?

Mari: One of main points of FSD is the network and knowledge sharing.

Chuck: Marcel said that in a NADDI paper: It’s a network, a community where you hear and debate ideas.

George: That’s true for many of the community, but some will want to know what they will get out of DDI, especially the NSOs. “I need to explain to my boss how we’ll benefit.”

Steve: Do we really know what our community of users need/want. The other side is a marketing side.

Maggie: One of the documents says we should be regularly surveying our members to understand what we’ll be doing.

Steve: Part of NADDI and EDDI is doing just that.

Chuck: Can we go to any academic association and find a DDI champion? No. What can we do to change that?

Bill: You need a common problem to solve. Something that’s important to them (replication) is important and DDI is important.

Maggie: Problem now is they’ll say replication is important and DDI is irrelevant. We must make DDI relevant.

George: We have to be able to show them that we’re relevant.