

DDI Alliance Executive Board Meeting

12 September 2023

Present: Libby Bishop, Cathy Fitch, Jon Johnson, Jared Lyle, Steve McEachern

Marketing Working Group -- Updating the Mission and Charge

The Board discussed the new mission/charge for the Marketing Working Group, which was drafted and shared with board members after the August meeting.

Key responsibilities outlined in the new mission statement were reviewed, and include: 1) Market Identification and Audiences, 2) Highlight DDI Strengths for Each Audience, and 3) DDI Promotion to Different Audiences.

The Board decided to:

- Time bound the new group to one year.
- Find a marketing point person in the DDI community to lead and carry out the WG responsibilities, with the possibility of Alliance funding.
- Involve the Scientific Board, the Technical Committee, the Training WG, and select other groups to inform and guide successful delivery of WG responsibilities.

Jon and Jared will refine the new mission statement and then distribute to the community in search of the marketing point person.

Scientific Board

The Board discussed the Scientific Board recommendations emailed by Hilde earlier in the summer. Board members found the document helpful in highlighting the current thinking from the perspective of the Scientific Board and the direction of travel for the next iteration of the Scientific Work Plan.

Next Call

- October 18, 2023
 - Start revision of strategy. What are the objectives of re-doing the strategy?