

# DDI Alliance Executive Board Meeting

## 18 October 2023

*Present: Libby Bishop, Cathy Fitch, Jon Johnson, Maggie Levenstein, Jared Lyle, Johan Fihn Marberg, Steve McEachern*

### Marketing & Partnerships -- Next Steps

The announcement seeking a marketing lead has been disseminated to the DDI community: <https://ddialliance.org/announcement/re-establishing-the-ddi-marketing-group-and-seeking-new-leadership>. See also: [DDI Marketing Working Group - 2023 Mission Statement](#)

### DDI Alliance Trademark Renewals

The international registration at the World Intellectual Property Organization for the DDI trademark is due for renewal in March 2024. The cost to renew and to continue to designate all these countries would be approximately \$5,120. This needs to be renewed if the DDI Alliance wants to preserve the national registrations in the European Union, Norway, New Zealand and Australia, as well as in the UK. There is value in maintaining the international registration because it is much easier to extend trademark rights to individual countries in the future. Renewed registration would not require further renewal until March 14, 2034 (i.e., once every ten years).

The Board approved renewing the international trademark registrations.

### 2024 Annual Meetings

The Board discussed options for the annual Meeting of Members, including a date, location, and whether to hold the meeting alongside the annual Scientific Community meeting.

It was recommended to explore the option of hosting both a virtual meeting and a separate physical meeting at IASSIST, as hybrid-only meetings are challenging to run, especially in hotels. It was recommended to make clear the purpose and agendas of the annual Meeting of Members and the annual Scientific Board meeting.

Jared and Jon will discuss meeting options with both the IASSIST organizers and the Scientific Board.

### Partnerships

Steve is the DDI delegate to CODATA, as well as the CODATA Treasurer. Delegates represent members at the CODATA General Assembly. There is a clause in the CODATA Constitution

that prevents Steve, as CODATA Treasurer, from serving as the DDI delegate unless he is specifically nominated as the Substitute Delegate.

Given no other member of the Executive Board can attend the CODATA General Assembly, the Executive Board agreed to nominate Steve as the Substitute Delegate to represent the DDI Alliance.

Jared will inform CODATA about this decision.

## Strategy

The Board discussed writing a new strategic plan. Several Board members voiced preference for a quick review (rather than a complete revision) to determine what else is needed and then to move forward. What do we really care about? And how do we make sure we do those things?

It was proposed that the Alliance's priorities haven't changed a lot. The Board discussed priorities, including marketing and outreach, as well as organizational and volunteer renewal. It was recommended to establish strategic principles rather than a shopping list of to-dos.

Jon will prepare a strategy discussion for the next Executive Board meeting. There will also be a session at the European DDI User Conference to gather community input and feedback.

## Future Agenda items

- Strategy
- What is the process for accepting partnerships?

## Next Meeting

- 21 November 2023