DDI Alliance Executive Board Meeting
25 July 2024

Present: Libby Bishop, Jon Johnson, Maggie Levenstein, Jared Lyle, Steve McEachern

Membership Benefits

The Board reviewed a summary of membership benefits that is based on notes from a meeting with Johan, Steve and Jon, as well as additional material from the membership survey and marketing discussions.

Reviewing membership benefits has primarily been motivated by concern at the lack of differentiation between Full Members and Associate Members, the former contributing income to the Alliance and the latter not (although they may be contributing in-kind efforts in various forms). In simple terms, it is too easy to downgrade from Full to Associate membership, and challenging to convert from Associate to Full. Some organisations are not able to become Full members because of institutional rules. Another concern is explaining the benefits to potential members.

If our primary reason for discussing membership benefits is to increase Full membership (i.e., income) to support increased activities, adoption and brand, we should probably focus on:
- Helping existing members to retain Full membership,
- Convert Associate membership to Full and,
- Attracting new members.

There are several ways we could do this, including:
- Change the differential between Full and Associate.
- Offer more benefits.
- Develop more compelling reasons for retaining and adopting membership which are not being considered in their decision making.

Other discussion included:
- What would happen if DDI ceased to exist? Organizations would lose access to a well-established community standard and spend so much more building their own internal schemas.
- What is unique about DDI standards that mean you should adopt it? What policy mandates would DDI standards fulfil -- e.g. FAIR?
- At what level in organisations are we 'pitching to' / How are we recruiting new members?
- A seemingly recurring issue is that membership is not bought in at a high enough level in organisations. This means that if we lose the DDI advocate, we lose membership.
- What is the primary message?
  - Participation in product development,
  - DDI products being an organisational imperative,

- - DDI community as support for users,
  - Discounts and travel support?

Next steps:
- Take the thoughts from today and the document and firm them up into a coherent narrative around benefits.
- What are three things we can articulate about becoming a member?
- We don't equip techies well enough to engage their managers about why we're doing it.