

State of the Alliance

Strategic 2014-17

<http://www.ddialliance.org/system/files/DDIAllianceStrategicPlan2014-2017.pdf>

Three core work areas:

- Standards maintenance and development
- Expanding the DDI Community – Marketing and partnerships
- Restructuring to achieve our priorities

Standards maintenance and development

- Manage and maintain the two existing product lines (Codebook and Lifecycle)
- Review and vote on RDF Vocabularies
- Develop a next generation model-based DDI specification
- Continue to publish new Controlled Vocabularies
- Gain ISO certification

Expanding the DDI Community – Marketing and partnerships

- Build partnerships and strategic alliances
- Assess the current state of DDI usage, community needs, and resources
- Improve the DDI website
- Create new materials explaining the value of DDI to people who are not DDI specialists
- Build a community around DDI training and increase access through innovative mechanisms

Restructuring to achieve our priorities

- Review governance arrangements, including structure and Bylaws
- Review revenue and funding request models

Strategy development 2017-20

Strategy development process

http://siteresources.worldbank.org/INTAFRREGTOPT/TEIA/Resources/mosaica_10_steps.pdf

Strategic planning: The process by which leaders of an organization determine **what it intends to be in the future and how it will get there**. To put it another way, they develop **a vision for the organization's future** and determine the **necessary priorities, procedures, and operations (strategies)** to achieve that vision. Included are **measurable goals which are realistic and attainable**, but also challenging; **emphasis is on long-term goals and strategies**, rather than short-term (such as annual) objectives.

Possible strategic planning process (World Bank)

1. Agree on a strategic planning process.
2. Carry out an environmental scan.
3. Identify key issues, questions, and choices to be addressed as part of the strategic planning effort.
4. Define or review the organization's values, community vision, and mission.
5. Develop a shared vision for the organization.
6. Develop a series of goals or organizational status statements which describe the organization in a specified number of years – assuming it is successful in addressing its mission.

Strategy process (continued)

7. Agree upon key strategies to reach the goals and address key issues identified through the environmental scan.
8. Develop an action plan that addresses goals and specifies objectives and work plans on an annual basis.
9. Finalize a written strategic plan that summarizes the results and decisions of the strategic planning process.
10. Build in procedures for monitoring, and for modifying strategies based on changes in the external environment or the organization.

DDI Alliance context

- Many processes assume some capacity for shared “strategic retreats” or similar
- We don’t have that capacity - and I don’t think we need it
- Aim is to have the Executive Committee serve in this role
- We need contributions from ALL members of the DDI community to the process
 - Particularly in

Timelines

Activity	Responsibility	Completed by
Environmental scan. Key issues, questions, and choices to be addressed	Community consultation: Member survey and online discussion through member's email list	October 2016
Review of Alliance vision and mission	Executive committee to draft for circulation (EDDI 2016) Feedback from members and community	December 2016 February 2017
Development of key strategic goals and action plan. Circulation of draft strategic plan	Executive committee to draft For circulation and discussion to members and community	End of April 2017
Review of draft plan and final approval	All members	IASSIST 2017

Questions for the group

1. Does this sound like a suitable process?
2. Where are some of the key issues, questions, and choices **you think should** be addressed as part of the strategic planning effort?
3. Other issues?