

# DDI Alliance Executive Board Meeting

## 15 September 2020

*Present: Bill Block, Cathy Fitch, Maggie Levenstein, Jared Lyle, Steve McEachern, Barry Radler*

### Virtual Approvals

It was noted that the following two decisions were approved by the Board via email since the June call:

- FY21 budget.
- A simple majority of the Board (4 of the 7 voting members) agreed to propose the DDI Bylaws amendments to the Designated Member Representatives for vote. The vote was distributed on 31 August and will run for two months.

### Working Group Reporting Structure

The temporary working group that provided recommendations about improving the structure and organization of the Scientific Board noted the need to clarify reporting lines for the Marketing and Partnerships working group and the Training working group. Do they report to the Executive Board or to the Scientific Board?

It was that proposed that Training and Marketing and Partnerships report to the Executive Board.

### Potential New Trademark Protection

George Alter, chair of the new Structured Data Transformation Language (SDTL) working group requested that "Structured Data Transformation Language" and "SDTL" be established as trademarks of the DDI Alliance.

After discussion of the costs involved in registering trademark protections, the value in sub-brands, and whether registration would offer additional protection beyond what the DDI collective mark provides, it was decided to request further information from George about his request, including:

- Why do you want to trademark SDTL?
- Why does SDTL need protection?
- If the concern is about someone exploiting the name, would that be a bad thing (since it could drive use and implementation)?

## DDI-CDI Webinar updates

Steve discussed the recent six DDI-CDI webinars hosted as part of the DDI-CDI public review process. The focus of the six webinars included:

- High-level introduction to the CESSDA Community
- High-level introduction to the DDI Community
- Two high-level introduction webinars intended for a “global” audience (one eastern hemisphere, one western hemisphere)
- High-level introduction for official statistics/Modern Statistics audience
- Detailed “Describing Data with DDI-CDI” webinar

Approximately 300 people have participated (500 registrations) in the webinars, including participants from disciplines outside the social sciences (e.g., oceanographers, crystallographers).

## Planning FY21 Executive Board Meeting Discussions

Board members discussed discussion topics for FY21 meetings. Suggestions included:

- Membership retainment and recruitment
- Strategic plan
- Revenue models