

# DDI Alliance Executive Board Meeting

## 21 November 2023

*Present: Cory Chobanik, Cathy Fitch, Jon Johnson, Maggie Levenstein, Jared Lyle, Johan Fihn Marberg*

### Strategy

The Board discussed ways to simplify and update the strategic plan since the existing document is so detailed and overlaps with the contents of the current Scientific Work Plan.

It was suggested to target the plan to one or just a few use cases – i.e., focus DDI's efforts on solving specific user needs, which will then drive DDI uptake and Alliance membership. It was noted that focusing on use cases will involve training, marketing, documentation, and all other Alliance activities in addition to the technical standards development work.

Jon and Jared will write and circulate the initial draft of the new strategic plan to the Executive Board by the January meeting.

### Next Meetings

- 12 December 2023 (2pm EST)
- 16 January 2024 (2pm EST) -- review draft strategic plan