

WI DAMA Executive Board
Conference Call Meeting Minutes
January 7, 2010
12:00 noon

Present: Missy Wittmann, President
Tom Mueller, VP-Programs
Oliver Smith, VP-Membership
Patrick McCormick, VP-Online Services
Tracy Donohue, Treasurer
Gayle Haupt, Secretary
Jim Goetsch, Past President

Absent:

1. Welcome New Board Members

- Tom Mueller, VP-Programs
- Oliver Smith, VP-Membership

- All board members need to sign and submit the DAMA-I code of Ethics. This form as well as information about chapter board responsibilities can be found at:
<http://www.dama.org/i4a/pages/index.cfm?pageid=3351>
- Send signed Ethics doc to Missy; she will forward to Jim.

2. Membership Renewal Letters

- Nancy performed this duty last year; is willing to help out this year as well
- Tracy to send sample letter to Missy for review
- Tracy will share membership database with Oliver so he is able to take over this task
- Renewal letters should go out by end of this month
- We are due for a newsletter to go out: introduction of new officers, as well as renewal reminders and program information

3. First Quarter Meeting

- The topic is Modeling the Enterprise - a generic presentation that was provided to DAMA MN.
- Missy & Tom and will be working on the logistics of getting everything set up.

4. Membership Survey

- January's goal is to get a survey out to membership to provide us with information that allows us to better serve the needs of the chapter. We can get the list consolidated and will need a volunteer to put together and submit.
- Tom will pull together the web based survey and distribute to everyone
- Missy sent out list of questions compiled up to this point; will also send out topics that were previously sent out in October of 2009.
- Tom will provide mock-up of survey for Board to review prior to sending out

5. Officer Roles

- If anyone has any questions as to what their responsibilities are, please let Missy know. If Missy doesn't have the answers, she will find a resource for you.
- Pat to remove Nancy from the WI-DAMA website

6. General Membership Meeting Structure

- The following will be incorporated into the general membership meetings:
 - Welcome
 - Short update from each officer regarding the activity for your position. This will give the officers a chance to engage with the membership and let them know what is happening behind the scenes to further support their continuation of paying fees to be involved.
 - Speaker
 - Question/Answer session with questions provided by members. There has already been a list started for future meetings. This provides more communication between members and great conversation.

7. CDMP Beta Exam

- Not sure we can get involved at this time, but if opportunity presents in future, we could.
- Testing goes from January to June
- Would need to consider logistics—place for exam, laptops/computers on which to take exam, etc.
- Need to gauge interest. Perhaps this should be a topic for a meeting and/or survey question.
- Pro – looks good on resume
- Con – what does it buy a person if they're not job hunting?
- DAMA-I to focus more and more on certification as a value add
- Eva Smith (DAMA-I) has developed a canned presentation on this topic
- Would like to understand benefits, other than individual professional development, of obtaining the CDMP
- Part of being a professional is certification
- Requires more research; Tom to pursue

8. DAMA-I

- Extending opportunity for each chapter to submit article to be printed in magazine
- 200-500 words on news or notices as related to our chapter
- Will use collaborative approach; Missy to come up with an initial draft

9. Enterprise Data World

- The conference is fast approaching and the early bird discount has been extended through 2/26/10
- Include in newsletter
- Oliver will be presenting; would like to present to WI-DAMA members and obtain feedback

10. Goals for 2010

- Membership survey
- DAMA Day
 - There will be a question on membership survey as to interest in attending all day program; will pursue, depending on feedback obtained.
 - DAMA Day would be opened up to members & non-members.
 - Comment: budgets are usually pulled together in October; will we get the turnout if budgets have already been approved? May need to promote for 2011 in Aug of 2010.
 - Comment: WI-DAMA is due for an all-day event; encourages members to sign up again; past all-days have had a strong turn out due to strong speaker representatives (Graeme Simson, Steve Hoberman, etc.); a number of DAMA chapters are struggling—this may help boost our chapter.

- Comment: all day sessions are usually used for marketing information management

11. Past President Comments

- From Jim – Thanks for the past few years
- If possible, Jim would like to remain on website as past president until he is no longer a DAMA-I officer. Include on emails to remain in the loop; not necessarily attend meetings.

12. DAMA-I Update

- Per Jim, board has decided not to charge individual chapters an annual fee to DAMA-I for 2009 due to the economy.

13. EDW-BI Madison Group

- Question from Pat – is there anything else WI-DAMA wants to do to collaborate with the EDW-BI group in Madison?
- Oliver has worked with them. They are more of an ad hoc information sharing group. There is no official membership other than list of folks who have participated in discussions.
- Oliver will explore possibility for a future combined EDW-BI / WI-DAMA meeting, as well as whether the EDW-BI members would want to become WI-DAMA members. Perhaps they would be interested in contributing to DAMA Day?

14. Close

- Call adjourned at approximately 12:50 p.m.