

WI DAMA Executive Board
Conference Call Meeting Minutes
April 6, 2010
12:00 noon

Present: Missy Wittmann, President
Tom Mueller, VP-Programs
Oliver Smith, VP-Membership
Gayle Haupt, Secretary

Absent: Patrick McCormick, VP-Online Services
Tracy Donohue, Treasurer

1. Enterprise Data World – Update from Presidents Meeting

- No representation from WI-DAMA

2. Survey Update

- Email on survey responses sent out by Tom
- 37 responses so far
- Feedback to date:
 - First preference for meeting places: Madison; Milwaukee is 2nd choice
 - Four meetings per year works
 - Top five meeting topics:
 - Business Intelligence / Analytics
 - Data Governance
 - Data Quality
 - Metadata Management
 - Master Data Management
 - There is interest in a full day event

3. Programs Update

- Next program – to be held approximately 2 weeks before Memorial Day weekend
- Possible topic: Metadata Management
- Larry English – possible future program presenter; Missy to send information to Tom

4. Membership Update

- No update

5. Non-Member Participation at Meetings

- MN-DAMA does not charge non-members who attend programs
- Reasoning: Provides a “welcome” to non-members until they are aware of what membership can provide
- By doing this, MN-DAMA has had a significant number of non-members become members
- WI-DAMA could consider this option, but may want place a limit on how many programs a non-member may attend

6. Regonline

- Mechanism to pay membership online via credit card
- Also provides additional benefits, such as access to generate surveys
- There is a cost involved, but benefits outweigh negatives

- For those paying online:
 - is there an additional fee to offset the cost of Regonline?
 - or is there a small discount to encourage online pay use as there may be savings in terms of postage, printing, etc.?

7. Webcast

- Does WI-DAMA want to go down this route as a mechanism to forward information along to members?
- This may take a sustained effort performed on a periodic basis
- May be significant amount of work to survey the many places that are giving webcasts
- Should a consolidated list be sent to members?
- Someone would have to sift through webcasts and pull relevant information
- Would have to be cognizant of sending current information

8. 2009 DAMA Census

- Statistics were sent to Peter Aiken; have not yet received feedback from him
- WI-DAMA is very strong as a chapter based on membership and attendance at programs
- WI-DAMA also appears to be very healthy financially

9. Membership Database

- Question to Pat—how do Oliver and Tracy obtain access to membership database?

10. Close

- Call adjourned at approximately 12:35 p.m.