

DAMA The Netherlands

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Document Control

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Revision Requests

Submit all requests for revisions to this document to the DAMA The Netherlands (DAMA NL) VP of Operations

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INTRODUCTION

This document contains the vision that are used to operate the DAMA Chapter The Netherlands (DAMA NL) of DAMA International.

Each board representative must use this information in conducting the business of DAMA NL in their respective positions. It is intended to provide the background information new board representatives need to serve as a board representative and to highlight changes that have occurred to the bylaws during the existence of DAMA NL.

Vision Document DAMA NL

DAMA International

DAMA, The Data Management Association International is an international not-for-profit association of data resource management professionals with chapters and Members-At-Large around the world. Data Resource Management is the development and execution of architectures, policies, practices and procedures that properly manage the full data lifecycle needs of an enterprise.

Vision

- To be the international voice of data management
- To be the go-to place that any data professional will visit FIRST for resources, information, education and knowledge;
- To be the world leader in data and information management practices and concepts.

Mission

- To provide a non-profit, vendor independent association where data professionals can go for help and assistance
- To provide the best practice resource such as the DMBok and DM Dictionary of Terms in a mechanism that reaches as many DM professionals as possible
- To create a trusted environment for DM professionals to collaborate and communicate
- To enable Chapters across the world to leverage off DAMAI and to interact with DAMAI to the benefit of all DM professionals.

Goals

- Improve the current education program by collaborating with partners at all levels (educators, trainers, suppliers, etc.)
- Communicate the education program to all, providing the appropriate level of access, costing and training where needed and required
- Support DAMA members by enabling resources (website, education, white papers, books, etc.) which will assist in addressing Information and data management needs
- Form alliances with other organisations involved in data or information
- Create and support a trusted speaker bureau to which Chapters and DM professionals have access and can select the best speaker for their purposes

DAMA NL

DAMA NL fully supports the DAMAI vision and mission from a national perspective and will focus on the following goals:

- **Mission:** DAMA NL is a not-for-profit, vendor-independent,[1] association of technical and business professionals dedicated to advancing the concepts and practices of information and data management.
- **Vision:** DAMA NL is an essential resource to those who engage in information and data management.
- **Purpose:** DAMA NL promotes the understanding, development and practice of managing data and information as key enterprise assets to support the organization.
- **Goals:** DAMA NL's goals are to:
 - Help practitioners become more knowledgeable and skilled in the information and data management profession
 - Influence practices, education and certification in the information and data management profession
 - Support DAMA contributors and their organizations to address their information and data management needs
 - Form alliances with other organizations with similar principles to strengthen the profession
 - Improve the current education programs by collaborating with partners at all levels (educators, trainers, suppliers, etc.)

Services

DAMA NL Service Types

There are four (4) types of services in the DAMA NL chapter: individual, corporate, company and student.

1. Individual Services: a person who registers as one person, paying dues for only one person
2. Corporate Services: a company, corporation, or major division of a corporation that are not held by particular individuals. It permits a total for five (5) people to attend DAMA NL events. Each entity applying for corporate services should designate one person to be its primary representative.

3. Company Services; this is similar to a Corporate services with the difference that a Company contribution is eligible to free DAMA NL Support services once every three years.
4. Student Services: a full time student attending a recognized educational institution that supports DAMA's mission / vision / goals. .

DAMA NL Service Fees

There are four (4) types of contribution fees in the DAMA NL chapter: individual, corporate, company and student

1. Individual Services: as of January 2015, the individual fee is € 75 annually
Individuals should be active contributors to one or more of the working groups below
2. Corporate Services: as of January 2015, the corporate contribution fee is € 500 annually. The expectation is that at least 50% of the corporate representatives participate in the realization of the working groups described below.
3. Company Services: as of January 2015, the corporate service fee is € 2.000 annually. The contributors is this company services are invited to participate.
4. Student Services: as of January 2015, the student contribution fee is € 25 annually. Students must participate in the working groups described below.

DAMA NL will liaise with their partners to give discounts for active contributors of the working groups. See the chapter with partners for more detailed information.

Working Groups

- DMBok
 - Review group to evaluate changes to the DMBok to support DAMA International
 - Organise theme based working groups in close collaboration with partners
- Data Management Process
 - This work group will focus on DMBok and how to embed the data management process in best practices in the market, e.g. COBIT5, Prince2, TOGAF, ITIL, Lean 6Sigma.
- Discussion groups (online presence)
 - Create presence on the internet as a mediator by starting discussion groups and participate in other discussion groups representing DAMA NL. Usage social media such as LinkedIn and Twitter.

All subscribers to the individual services, the corporate services, the company services and the student services are free to use these services and are expected to participate.

· DAMA NL Support Services

DAMA NL offers independent advices as part of the company services. The following services will be provided:

1. ○ Quick scan analysis by independent consultants
2. A 5-10 day analysis will be conducted by contributors of DAMA NL to support actual business problems related to information and/or data management. A business request will be distributed amongst the DAMA NL contributors. These persons could volunteer to answer these questions. The business benefits from a vendor free advice.
 - 2.1. § If employees of vendors are involved in the consultation this will be explicitly noticed. On request vendors could be excluded from participating in the consult.
 - 2.2. § DAMA NL and the requester will define a business request to meet expectations
 - 2.3. § DAMA NL will provide the service within an agreed timeframe
 - 2.4. § The organization will provide the appropriate resources to fulfil the business request
 - 2.5. § DAMA NL will explicitly state that the result is an advice. Therefore no responsibility will be taken for damage caused by following the advice. A disclaimer will be part of the agreement
 - 2.6. § Fee for company subscribers: no cost, only travelling expenses for consultants
 - 2.7. § Fee for corporate service subscribers: € 3000 - € 6000
 - 2.7.1. § Fee for others: € 5000 - € 10000
 - 2.8. ○ Student analysis
 - 2.8.1. DAMA NL could on request introduce students with DMBok knowledge for training and other activities, e.g. stages.
 - 2.8.2.

Communication

- Newsletter for DAMA NL contributors
- Website with actual information
- Linked in Discussion groups
- Publication of DAMA information through the appropriate channels: Computable, BI-platform (Array Publications).
- Meetings as published on the website.

- Minimum of one commercial event for vendors/suppliers. Event will be paid by vendors.

Partners

The goal is to form alliances with the following partners:

The Dutch Dialogue Marketing Association (DDMA) is the cross media trade organisation for the data driven marketing industry in the Netherlands. This is one of the fast growing sectors of industry in Western Europe.

DDMA represents the interests of users, service providers and media/carriers both in the Netherlands and at a European level. The organisation also acts as a communication and knowledge platform for professionals working in data driven marketing.

<https://ddma.nl/>

The goal of this partnership is to cross reference between services provided by our organisations, e.g. invite each other on presentations and clinics.

Business Analytics for All (BA4All) manages a community where business and technical professionals come together to share ideas, connect with peers and get must-have insights in order to maximize the business impact of information management and business analytics initiatives.

<http://www.ba4all.nl/>

The goal is to cross reference between services provided by our organisations, e.g. invite each other on presentations and clinics.

Vrije Universiteit (VU) Business Analytics combines economics, econometrics, mathematics and computer science to answer the questions that modern businesses face every day
<http://www.vu.nl/nl/opleidingen/bacheloropleidingen/opleidingenoverzicht/a-b/business-analytics/index.asp>

The goal is to educate VU students in the use of DMBok and to use these students to support companies with their data management issues and questions

Partner Prospects

ISACA – COBIT5

Objective: Position DMBok on COBIT5

NL IQ

QForK – Quest for Knowledge – (Herbert Stas)

Objective: Facilitate DMBok training and give Training discounts for active participants

List of Trainers for DMBok: Alex Sharpe

Into DQ – Eric

Objective: Input Harm.

Other Dama Chapters

- DAMA Belux:

Objective: invite subscribers on each others activities and share knowledge

- Others to be investigated

APPENDIX Meetings – DAMA NL

The Board of Directors will determine the calendar of events including meetings each year after elections and may modify the calendar at any time as long as there is at least one meeting per calendar quarter. Each meeting will incorporate at least one educational session focusing on one or more topics in areas of enterprise data / information management.

Meeting content planning and execution is the responsibility of the VP of Programs and Education and any support staff for that office.

Event logistics are the responsibility of the VP of Operations and Arrangements and any support staff for that office, coordinated with the VP of Programs and Education.

Meeting announcements and related marketing and communications are the responsibility of the VPs of Online Services (website), Marketing and Communications (media), contributors (registration and notification).

Meeting notices (dates, locations, speakers, topics, etc.) must be published at least 21 days in advance of each meeting to allow guests to register and to permit final arrangements to be made.

DAMA NL is a vendor neutral organization. As such, no sales presentations are permitted at any DAMA meeting or other event. All presentations must be given without sales orientation. Presentations by any vendor must be focused on the discussion of generic information not directly related to any specific software, hardware or methodologies sold by the vendor. However, should a vendor be asked to demonstrate a product in “production” mode or for a Vendor Day exhibition, sales-oriented presentations would be permitted.

In order to be consistent with the chapter documentation of DAMAI, the original structure and description of the board of directors is kept. However, DAMA NL will start not having all directors in place. This means that task and responsibilities will be divided amongst the existing board of directors and described in the minutes of one of the first board meetings

THE BOARD OF DIRECTORS – DAMA NL

The Board of Directors serves to represent the general activities of the Chapter and is charged with the strategic and tactical management of the Chapter. Each contributor of the Board is responsible for their specific duties, and all Board representatives must:

1. Maintain proper attendance at all board and chapter meetings
2. Be eligible to vote at all Board of Directors' meetings
3. Vote on all contracts with conference partners, vendors and other parties as necessary
4. Sign annually and adhere to the DAMA International Code of Ethics

President – Peter Vieveen

The President, who is also the Chief Executive Officer (CEO), is responsible for providing leadership and direction for DAMA NL. The President is the general representative to all external organizations and bears final accountability for the continued health and well being of DAMA NL.

Roles and responsibilities:

1. Provide leadership for current activities and long term direction for the chapter
2. Decide appropriate tasks and the person(s) responsible to complete that task within the definitions of the various offices as outlined below
3. Monitor completion of designated tasks through project plans, task lists and status reports
4. Call for and preside at all Board of Directors' meetings
5. Appoint committee chairpersons and oversee committees' activities for successful completion
6. Be eligible to serve on all committees as a non-voting contributor of DAMA NL
7. Nominate assistants to the President, subject to final approval of the Board of Directors
8. Represent DAMA NL to all external organizations in a professional manner
9. Maintain the DAMA NL Strategic Business Plan, as developed and updated by the DAMA NL Board of Directors
10. Be eligible to vote at all Board of Directors' meetings only in case of ties among the other board persons eligible to vote
11. Serve as the source of internal communications for the chapter, including the documentation of chapter board meeting minutes, and their appropriate distribution
12. Provide the agenda for all chapter board meetings,
13. Provide a summary of chapter events to be delivered to the VP of Marketing, to be used in external marketing and publicity vehicles
14. Ensure that marketing and communications efforts occur through various technologies
15. Ensure that timely, pertinent information to all DAMA NL contributors concerning DAMA NL events, education and other data management related information is delivered

16. Create tactical committees as required in support of Internal Communications, act as Chair for these committees, run committee operations and report the results to the Board

Vice-President, Financial Services (Treasurer) – Kees de Jong

The Vice-President of DAMA NL Services is responsible for

The Vice-President of Financial Services, who is also the Chief Financial Officer (CFO) of DAMA NL, is responsible for providing, coordinating and maintaining DAMA NL's services. Contributors are those individuals and organizations who have paid DAMA dues and maintaining DAMA NL's financial and legal records including the accounting for all revenues, dues, and disbursement of all funds in a responsible and controlled manner.

Roles and responsibilities:

1. Maintain all contributors of DAMA NL documentation and send list to DAMA International VP Conference Services as requested
2. Develop and execute contributor recruitment initiatives for the DAMA NL chapter, in conjunction with the VP of Marketing and Communications and other chapter officers
3. Plan and package overall services and benefits for DAMA NL, based on the DAMA NL services and benefits of DAMA International
4. Administer DAMA NL services and benefits for the chapter
5. Create tactical committees as required in support of DAMA NL Services activities, act as Chair for these committees, run operations and report the results to the Board
6. Direct the preparation of the annual DAMA NL budget
7. Track and report actual revenues and expenses compared to the annual budget
8. Coordinate financial accounting and reporting (keep an accurate ledger)
9. Maintain checking, savings and investment accounts according to generally accepted accounting principles
10. Coordinate collection of annual dues fees from all DAMA NL chapter contributors
11. Process payments of all bills and vouchers in a timely manner
12. Maintain DAMA NL incorporation status
13. Manage the preparation of state and federal tax reports

14. Assist President with contract negotiations for conference partners, vendors, and other parties as necessary
15. Monitor financial performance of all contracts
16. Create tactical committees as required in support of Finance, act as Chair for these committees, run committee operations and report the results to the Board

Vice-President, Operations – Harm Geerlings

The Vice-President of Operations, who is also the Chief Operations Officer (COO), is responsible for maintaining DAMA NL's administrative and business operations and supervising administrative contractors or personnel, especially for arrangements for all meeting locations

Roles and responsibilities:

1. Develop and promote DAMA NL's meetings with speakers and appropriate content
2. Publish and update the DAMA NL meeting schedule with all appropriate content, in conjunction with the VPs of Online Services, Marketing and DAMA NL Services
3. Coordinate meeting location and other meeting arrangement details with chapter VP of Arrangements and location staff.
4. Assist the VP of Internal Communication to maintain the DAMA NL meeting history documentation, recording meeting date/speakers/topic categories/specific topic/comments
5. Create tactical committees as required in support of Programs, act as Chair for these committees, run operations and report the results to the Board
6. Administer the internal operations of DAMA NL, including administrative services and any related support necessary for chapter functionality
7. Organize the chapter board meetings in conjunction with the President and VP of Arrangements. This includes arrangement of the meeting date, teleconference arrangements or meeting location and other needed items
8. Ensure that renewal of incorporation status and trademark of *DAMA NL* name is maintained as specified by the respective government agencies
9. Manage the archives of the DAMA NL Board of Directors
10. Create tactical committees as required to support Operations; act as Chair for these committees, run committee operations and report results to the board
11. Make meeting location arrangements, secure backup locations, confirm locations organize security arrangements, and coordinate results with VPs of contributorship and Operations

12. Make arrangements for accurate delivery of any meeting properties (room set-up, projector / screen, microphone, etc.), food and associated needs, confirm all arrangements with proper parties.
13. Assist Treasurer (CFO) in payment of any fees for sites and / or refreshments
14. Create tactical committees as required to support Arrangements and Logistics; act as Chair for these committees, run committee operations and report results to the board
15. Promote a positive image of DAMA International, DAMA NL and DAMA related organizations
16. Promote the publishing of data administration and Data Resource Management communication pieces in industry publications with references to DAMA NL, DAMA International and its principles
17. Coordinate and administer marketing and publicity efforts through various technologies, in conjunction with the VP of Online Services
18. Administer the DAMA NL chapter sponsorship program, and maintain the history of the sponsorship, in conjunction with the chapter's treasurer. Coordinate with the VP of Operations and Internal Communications to deliver this documentation to chapter board contributors periodically.
19. Provide timely, pertinent information to all DAMA NL contributors concerning DAMA NL events, education and other data management related information
20. Develop and execute contributor recruitment initiatives for the DAMA NL chapter, in conjunction with the VP of DAMA NL Services and other chapter officers
21. Create tactical committees as required in support of Marketing and publicity, act as Chair for these committees, run committee operations and report the results to the Board

Vice-President, Education and University partnership- Vacant

The Vice President of Education is responsible for managing DAMA NL educational activities. This position serves as the resource for all matters concerning certification, student / university alliances, and other educational initiatives of the DAMA NL chapter.

Roles and responsibilities:

1. Serve as the liaison with all certifying bodies to ensure that DAMA NL contributors have access to all appropriate certifications appropriate for data management professionals. This includes managing the delivery of any examinations and appropriate study sessions for chapter contributors.

2. Arrange for delivery of certification examinations to DAMA NL contributorship at meetings and other scheduled times in coordination with DAMA International VP of Education, and in conjunction with DAMA NL's VP Arrangements.
3. Coordinate with VP of Programs to ensure that all chapter meetings include educational components and that chapter contributors' desires for education are addressed to the extent possible
4. Work with local colleges and universities to develop awareness of DAMA and the data management profession and career possibilities; form student chapter groups; provide speaking opportunities for appropriate faculty, etc.
5. Coordinate with the VP of Marketing to ensure that marketing and communications efforts reach the local college / university markets
6. Serve as liaison with DAMA International VP of Education to support DAMA-I educational activities
7. Create tactical committees as required in support of Education, act as Chair for these committees, run committee operations and report the results to the Board

Vice-President, DMBok Services - Vacant

The Vice-President of DMBok Services is responsible for managing the partnerships with the company subscribers.

Roles and responsibilities:

1. Serve as the liaison with all company subscribers bodies
2. Manage the business request;
3. Ensure that all DAMA NL contributors have access to all appropriate certifications

[1] In this context, "vendor" indicates any provider of data management goods or services to DAMA International members or potential contributors and their employers. This use of the term is not to be confused with the term "vendor to DAMA" used elsewhere in this document.