

SCWG Lightning Talk Talking Points: DataONE AHM 2012

Challenges and Trends Identified Prior to AHM:

1. Communication and Information Transfer

As DataONE grows it is essential to facilitate information transfer between all members of the DataONE team. There are several imminent challenges:

- the need to identify and prioritize activities and questions.
- the need to identify relevant information to be shared (at all levels).
- the need for timely communication of this relevant information.
- the need for a communications process that is effective across the different work styles in the DataONE team.
- the need for helping new DataONE team members quickly orient to the project and contribute effectively.
- the need for a communication vehicle or process that is stable and referenceable.
- the need to keep DataONE team members informed even if they are not in an active phase of participation.

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2. Need for documented evidence of advantage of reuse

- Plan for collecting stories as they develop in DataONE (program assessment& marketing)
- Evidence from outside D1 community (marketing)

3. Need for clear vision of logistics of reusing data

- The proper processes (Ten steps).
- Ties to usability and education WG

4. Lack/Prevalence of rewards for reusing data

- Connections to the tool development community
- Watch for ways to integrate into cycles of identified tools

5. The “not invented here” syndrome among domain scientists

6. DataONE internal communication issues

7. Lack of institutional support and no incentive for data management planning

8. Planning for future “uptake” at the institutional level. Work in parallel to educate, create outreach materials, answer questions about adoption - provide "customer service" WHILE technologies are being developed.

9. Planned behavior theory to move intention to action.