

DAMA UK Member Survey Results 2023

Jenny Andrew, 18th June 2023

DAMA UK is, first and foremost, a *community* of data professionals. Our everyday running is delegated to a team of enthusiastic volunteers from the membership itself.



Of the people, by the people, for the people.

It is important to the DAMA UK committee that our efforts reflect the real interests and needs of the wider membership, otherwise, what's the point?

That makes our annual membership survey both exciting and a little nerve-wracking. It's a check-in with our fellow members: a moment to hear what we're getting right, and what we might have missed.

It's a chance to reevaluate our strategic priorities, and to consider what we need to do more of... and what we might have to do less of to make room, working as we are, within the limitations of a volunteer team.

I believe it should also be a moment for *all* members to reflect on the participative aspect of a community like ours.

As a body of 1,200 data experts – and growing – together we have vast potential to build resources, knowledge development, and the profile and influence of our profession. Throughout the results of this year's survey it is clear that DAMA UK members want, above all, to connect to, and to hear more from each other:

- More peer-to-peer learning, networking and troubleshooting
- More real-world challenges, success-stories and applications of DMBok best practice

As you browse the results of our 2023 member survey, I urge you to identify just one thing you can chip in: maybe an example policy, supporting an online study session, or joining the committee itself. If each member pledged just an hour or two of their time this year, we would be a force to be reckoned with!



The data management 'Top 10'

Each year we ask members what topics are dominating the data management agenda. We compared your 2023 priorities (blue bars) with the 2022 results (grey).

Data governance has held the number one spot, with data strategy edging ahead of data quality for second place.

In a sign of the times, two themes have exploded into the 2023 top ten:

- Data privacy and ethics, now in 9th
- AI and machine learning in 10th

We might wonder whether regulatory reform and ChatGPT-fever are driving a new respect for data management in workplaces, or just additional burdens of responsibility. Answers on a postcard...

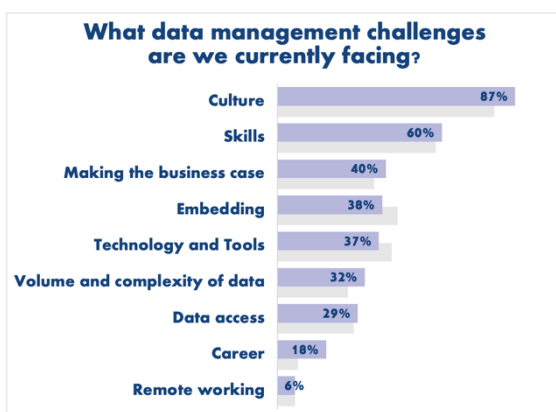
Real-world barriers

We also routinely ask members about the major challenges to data management in their organisations. Once again this year it's the human factors that dominate: culture, skills, and getting data management embraced and embedded by the business.

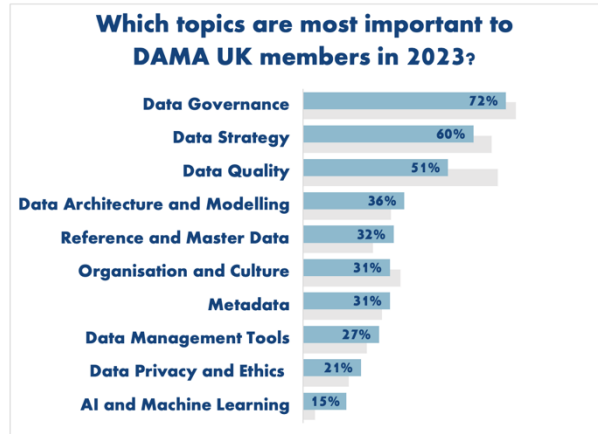
These issues resurface in free-text responses throughout the survey:

- underfunding of data teams, or lack of interest from senior leaders
- asking for help to promote data management within workplaces

Real-world barriers to data success



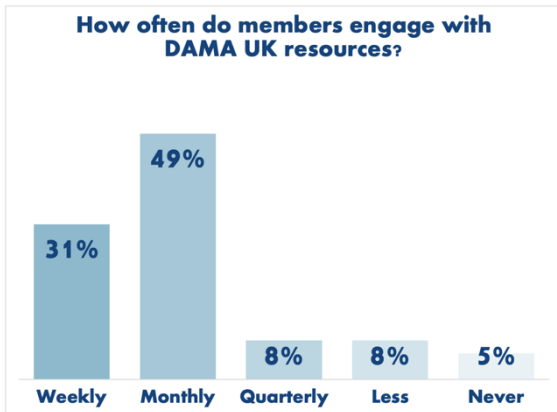
The data management Top 10



Bubbling up this year is the threat of company instability, with detrimental effects on support for data management. As we face a straitened economy, it may be time to redouble our efforts to be seen as a value-creator rather than as a resource-sink.

One in five of respondents cited career development as one of their priority challenges: more than double the 2022 score. The committee is keen to understand this need. We would love to hear from members at all career stages where their career ambitions and blockers lie.

Everyday essential or occasional interest?



DAMA UK resources

Each year we ask a series of questions to learn how members use DAMA UK resources – which ones and how often – so we can prioritise the development of those that return most value.

The 2023 survey tells us that 80% of respondents are weekly or monthly users of our resources. The Data Management Body of Knowledge (DMBoK) is the perennial favourite. There remains strong support for our web content and webinars, which helps us keep up with current developments in the discipline.

More than a third of respondents are users of CDMP training and certification. Many of the free-text suggestions for additional resources relate to additional education offerings, such as sessions on

- specific DMBoK disciplines/CDMP specialist exams
- relating DMBoK best practice to real-world applications

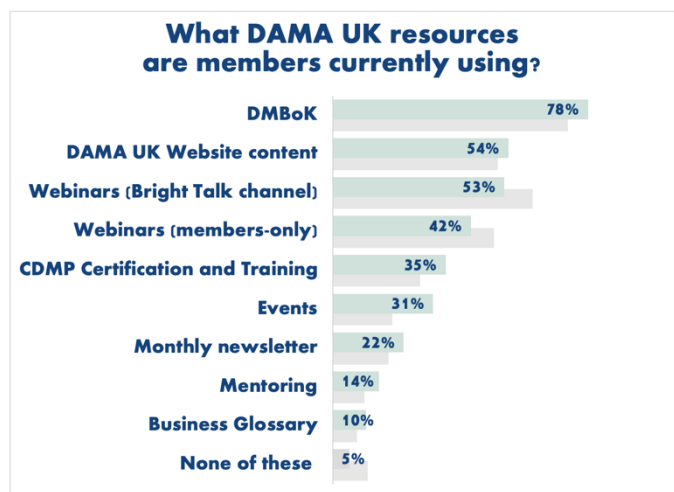
This diversification of training would make a welcome addition to the DAMA UK toolkit. If you have ideas for formal or informal learning opportunities, the committee is keen to explore how we can support them.

Some respondents ask us to increase availability of the popular CDMP Bootcamp. We keep a careful monitor on attendance and waiting lists for these, to ensure we're matching supply to demand. We are mindful that empty places will, ultimately, increase prices for everyone.

Other suggestions for additional resources fall into a few major themes:

- peer-networking and forums
- real-world case-studies
- crowd-sourced templates, guides and exemplars

What can DAMA UK do for YOU?



These emphasise the need for DAMA UK to work as a collective: we all have a part to play in resourcing our community.

The DAMA UK suggestion box...



Ask not what DAMA UK can do for you – ask what you can do for DAMA UK.

This year, for the first time, we asked what resources members might be willing to contribute to themselves. It's heartening to see that the majority of respondents would consider offering up something.

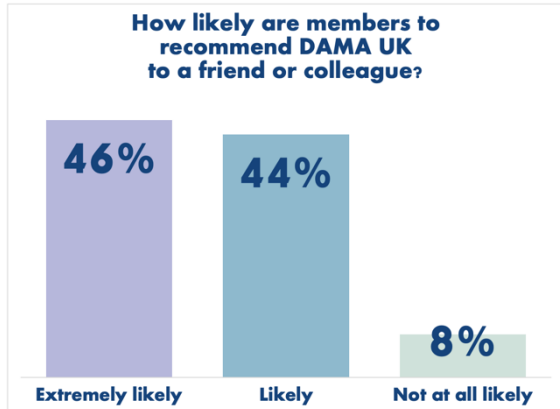
The most popular choices were written content such as blogs, and webinars. As volunteers ourselves, the committee knows that it's much easier to plan for a one-off action than an ongoing commitment. The great news is that those one-off pieces will make a real contribution to exactly the kinds of resources the membership is asking for.

What can YOU do for DAMA UK?



Watch out for forthcoming calls for contributions. Or if you've got a great idea and don't want to wait, get in touch today.

Do members like what we're doing?



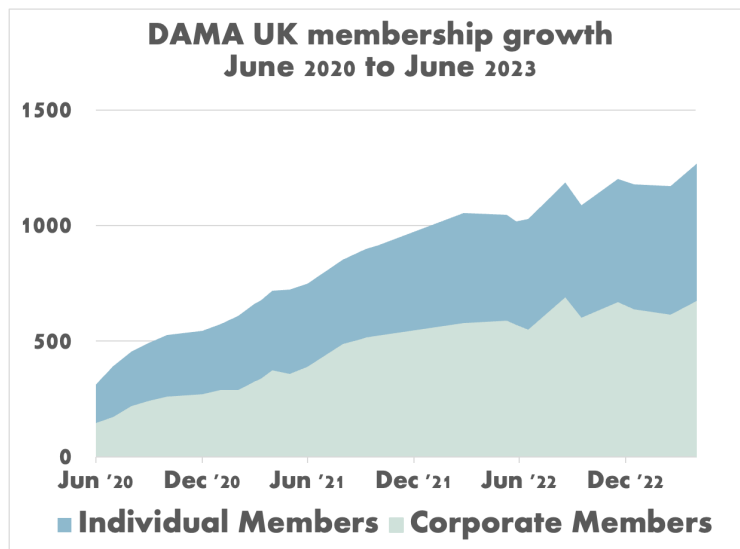
How are we doing?

We're an ambitious bunch, and a growing profession. There's always going to be more we want to achieve. But it's important to take stock of the things we're doing well.

We asked members how likely they are to recommend DAMA UK to a friend or colleague. Nine out of ten told us they were likely or extremely likely to recommend us. We must be doing something right.

The endorsement shows in membership growth figures as well: from about 400 active members this time three years ago to more than 1300 today.

Where is DAMA UK going next?



And finally, in the spirit of community endeavour, we should all acknowledge that the responsibility and the credit for DAMA UK's continuing growth and health belongs to *all* our members.

Congratulations, everyone, and roll up your sleeves, because we have so much more to do.