

DataCite Strategic Plan: 2018-2021

INTRODUCTION

Since our founding in 2009, DataCite has collaborated closely with the research community to expand our services, increase our membership, and promote an open culture of data sharing. As a global leader in the field of research data, we embrace the opportunity to further develop and promote the research infrastructure of the future by engaging with our members, taking a multidisciplinary approach to research data, and cultivating the technical expertise to deliver services that benefit the entire research community.

Our *DataCite Strategic Plan: 2018-2021* provides the blueprint for achieving our vision and mission by aligning the needs of the DataCite community with five goals that we established through an iterative process with input from our Executive Board, DataCite members, the Sustainability and Business Steering Group, emerging community initiatives, and current and near-term funded activities. By achieving these goals (and the corresponding objectives for each), we will continue to position DataCite at the forefront of the research landscape.

VISION

Connecting research, identifying knowledge.

MISSION

DataCite's mission is to be the world's leading provider of persistent identifiers for research. Through our portfolio of services, we provide the means to create, find, cite, connect, and use research. We seek to create value and develop community-driven, innovative, open, integrated, useable, and sustainable services for research.

GUIDING VALUES

- DataCite is trustworthy - we're fully dedicated to open research and all its related content.
- We're community owned and driven - founded by the research community, we're a democratic organization that engages with and listens to the broad research community to meet the needs of researchers.
- We provide timely support to our members - we respond quickly to the changing needs of our community, adding new services as needed.
- We actively involve our membership in the building of new services - we're open to building services for all types of technologies.
- We're a global leader - we have an international reputation for providing DOIs for traditional and non-traditional research outputs.
- We're transparent - we have a structure that allows us to be proactive, agile, and responsive to the needs of the research community.
- We advocate for the role of all research content in the research landscape - we engage in outreach and that reflect the interests of our diverse community.

GOAL 1

Grow an engaged, diverse, and active DataCite community.

Rational: DataCite's long-term sustainability is rooted in our active membership, engagement with the research community, and firm understanding of the role of research data in scholarship. How we communicate about research – and how we communicate with the communities involved in research – is continually changing. This goal places the community at the center of DataCite's activities to guide development, drive adoption, promote advocacy, and participate in the governance of all research-related issues.

Objective 1 Recruit and hire a Director of Community Engagement and Communications to work with existing, new, and potential members so they successfully use our services and engage with our processes.

Objective 2 Broaden the number and type of DataCite members that can further our vision and mission, extend our reach, and elevate data to a first-class research output.

Objective 3 Identify communities, partners, service providers, and supporting technologies that together can showcase, illustrate, and advocate for the role of research in scholarship.

Objective 4 Ensure that DataCite members (and the broader community) are informed about our activities, plans, structure, and how they can participate.

Objective 5 Make it easy for everyone in the research community – from today's research leaders to the emerging generation of researchers – to understand the value of DataCite services and participate in our organization and in the research community.

GOAL 2

Provide trusted, mature, easy-to-use, scalable, and sustainable infrastructure and services.

Rational: Having a robust, scalable, and trusted infrastructure is critical for the delivery of high-quality services and for allowing a diverse type of DOI service providers to efficiently assign research identifiers. Having the proper infrastructure also allows DOI service providers to effectively manage their interactions with clients and track service use and uptake. Also, through the use of open APIs, DataCite allows third-parties to build new services that benefit the DataCite community.

Objective 1 Scale our operations by building robust and trustworthy infrastructure, services, and support to handle a significant uptake in DOI registration services.

Objective 2 Further develop and deploy DOI Fabrica services so DOI service providers have an easy-to-use tool to find, create, manage, connect, and track DOIs.

Objective 3 Increase the reach of DataCite's services and content through identification, integration, and connection with new, emerging, and existing communities and partners, technologies, and service providers (and refine our services so they're compatible with a range of community needs).

Objective 4 Develop services to ensure the integrity of DOIs and the content they connect to by extending, harmonizing, and verifying persistent identifier metadata services.

Objective 5 Develop a reporting service for DOI service providers to better understand client activities over time.

GOAL 3

Develop systems and services for evaluating the reach of research data.

Rational: There are a lack of services and practices for measuring activities related to data sharing, use, reuse, and citation. Developing and deploying the social and technical infrastructure will elevate data to the level of first-class research content (alongside more traditional products, such as publications).

Objective 1 Develop a system and services to support the collection of usage and citation metrics for data objects.

Objective 2 Work with data repositories to log usage metrics against the COUNTER recommendation and technical hub for implementation.

Objective 3 Develop and test user interfaces to enable the use of display data metrics via repository interfaces.

Objective 4 Develop a Scholix-compatible API for article-data links. This API will expose article-data links found in DataCite metadata using the Scholix standard.

GOAL 4

Increase the discoverability, reliability, and access to content with DataCite DOIs and its provenance by exposing and providing access to the links connecting people, research objects, software, instruments, grants, projects, and organizations.

Rational: The types of research content and the entities associated with that content continues to expand. DataCite will integrate our infrastructure with other research platforms to extend the reach of DataCite DOIs. Our field can more fully realize the potential of persistent identifiers (PIDs) by designing, developing, and delivering new human- and machine-readable services for data discovery and provenance tracking.

Objective 1 Explore and develop persistent identifiers and associated metadata for new content types (e.g., software, equipment, and workflows) and the relationship between those entities and integrate those elements into our services.

- Objective 2** Explore and integrate persistent identifiers and associated metadata for grants, projects, and other entities (e.g. repositories, field sites) that are part of the scholarly landscape.
- Objective 3** Explore and integrate persistent identifiers and associated metadata for repositories, organizations and further integrate identifiers for individuals in DataCite services.
- Objective 4** Develop a common search index for all content related to DataCite DOIs.
- Objective 5** Develop reliable and scalable PID resolution services, including direct access to content, support for local accession numbers, and support for content in multiple locations.

GOAL 5

Continue to build a sustainable organization.

Rational: Sustaining our services, our membership, and our community engagement efforts is critical for continuing to provide and expand on our world-class offerings.

- Objective 1** Continue to broaden the number and type of DataCite members.
- Objective 2** Investigate and establish new sustainable revenue streams.
- Objective 3** Review the organizational structure and its alignment with DataCite's strategy.
- Objective 4** Establish and leverage existing partnerships and technologies to better support DataCite's mission.
- Objective 5** Identify and increase opportunities for cost-saving tools, infrastructure, and shared services to minimize costs and increase efficiency.
- Objective 6** Continue to secure external funding to support innovation and service development.