

DATA MANAGEMENT ASSOCIATION
INTERNATIONAL

DAMA International
New Chapter Workbook



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DAMA International
P.O. Box 5786
Bellevue, WA 98006-5786
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Introduction

Thank you for your interest in forming a DAMA International chapter in your area. You are venturing to undertake a task that will prove to be both challenging and rewarding.

DAMA-I developed the *New Chapter Workbook* to assist you in your efforts to start a new DAMA chapter. You should feel free to enlist advice and assistance from any DAMA International board member, especially the Vice President Chapter Services. You can find contact information for these people on the DAMA International website (www.dama.org).

The New Chapter Workbook contains a number of separate documents that can aid you in the formation process. The Checklist serves as a guide and rough timeline to help you through this effort. Also included in this document are helpful tips to get your chapter started and sustained with enthusiasm and samples of some of the documents that you will need to create.

While you are in the chapter formation process, the Vice President Chapter Services for DAMA International will act as your liaison to the DAMA International board of directors. Once that process is completed, another member of the DAMA International board will be appointed as your liaison to be your pipeline to guidance and assistance from DAMA International.

Feel free to contact another DAMA International board member, a DAMA International Advisor or any chapter officer with questions throughout your formation process. We want you to succeed!

**Good luck, and
Welcome to DAMA International!**

DAMA International Background Information

The first DAMA International local chapter was formed in Los Angeles in October 1980. David Schryver, founder of the DAMA International organization, initiated it. The second chapter was formed in San Francisco, then Portland, Seattle and Minneapolis. Over the years, additional DAMA International local chapters have been established throughout the United States, Canada, Australia and Europe. Currently there are approximately 40 DAMA International local chapters around the world, with several more in the process of forming.

DAMA International is a not-for-profit, vendor-independent, professional organization dedicated to advancing the concepts and practices of enterprise information and data resource management (IRM/DRM) to promote the understanding, development and practice of managing information and data as a key enterprise asset. DAMA International furthers the understanding of the field of data administration through providing and supporting an open forum addressing issues related to this field.

DAMA International has grown through encouragement and support given to small groups of data administration practitioners around the world as they form local chapters. As each DAMA International local chapter grows, it becomes an educational and networking focal point for all data resource management practitioners in the geographic area.

DAMA International has assumed the responsibilities and activities that most local chapters cannot provide because of economic and time constraints, including worldwide web presence; regional symposia; a global (virtual) chapter; engaging speakers of worldwide prominence; professional certification; vendor discounts; a speakers' bureau; a *Data Resource Management Guidelines* manual (a joint effort authored by the DAMA International Chicago chapter, and printed and distributed by DAMA International), now in its third edition; and a conference planning handbook.

DAMA International continues to evolve to meet the changing needs of the data resource management professional in a constantly changing business and technical environment.

The current goals of the DAMA International organization are to:

- help IRM/DRM practitioners become more knowledgeable and skilled in IRM/DRM profession through development of a Complete Body of Knowledge
- influence the industry and academia in IRM/DRM practices and encourage the adoption of a set of professional designations for our industry
- support DAMA members and their organizations
- form alliances with other organizations with the similar principles

Visit the DAMA International website (www.dama.org) to view our by-laws, read recent newsletters, or to find more information about DAMA International.

Checklist for New Chapter Formation (in approximate order)

This list takes you through the chapter formation process, from finding a group of individuals interested in forming a chapter through formal recognition by DAMA-International. It need not be followed in exact order and there may be additional steps you will add. You may even skip some of them. Supporting documentation and detailed descriptions follow where marked.

Task	Assigned to:	Done?	Description
1			Form the Founders Group: Establish a founding committee (usually 4-10 people) to share in the work and help maintain enthusiasm. Try to get several organizations or institutions represented.
2			Make Yourself Known: Establish a presence for your local chapter on the DAMA web site as soon as possible. This is available for free and is a good way to begin generating interest in your chapter. Contact the DAMA International Vice President Chapter Services or Vice President On-Line Services for help with this.
3			Gather Contacts: Prepare a preliminary mailing list. Use every available source to identify prospective members, including personal references, contact information from recruiters, company literature, DAMA International Global Chapter members or conference attendees in your area, the Internet and word of mouth.
4			Make Initial Contact: Draft and send out the Sample Letter to Prospective Members and the Interest Survey . Reference the Benefits of Membership in DAMA-International to point out the many good reasons to support your new chapter.
5			Make Go/No Go Decision: Based on the response you receive, determine whether interest was sufficient to continue forming the chapter. If so, plan a kick-off meeting, and send out a follow-up letter and meeting agenda to prospective members.
6			Learn About Legalities: Check with the appropriate state or province office regarding requirements for incorporation and tax exemption .
7			Get Your Federal Tax ID Number: Apply to the Internal Revenue Service or other appropriate governing body for a federal tax identification number.
8			Get Your Name: Decide on a name for your chapter that describes the region or scope of the chapter. Clear and reserve the name of the corporation (DAMA <<your local chapter name>>) with the appropriate state or province office.
9			Draft and File the Articles of Incorporation: File them with the appropriate state or province office. (see sample)
10			Draft Corporate Bylaws: Create the governing document for your chapter. (see sample) Part of the Bylaws may reflect the dues structure that the chapter will charge its members. Each chapter is free to create their own dues structure and is asked to pass a portion of that on to DAMA International (once the chapter is up-and-running).
11			Keep Everyone Informed: Draft the minutes and other related documents of organizational meetings held by your forming committee.
12			Get State Tax Exemption: Apply for state or provincial tax exemption, if applicable.
13			Get Federal Tax Exemption: Apply for federal tax exemption.

14			Collect Chapter Officer Nominees: Often the founding group becomes the first slate of chapter officers, or nominees can be solicited at the forming meeting.
15			Hold the Kick-Off Meeting: Hold an organizational meeting to approve your local chapter bylaws (see sample), articles of incorporation (see sample) and elect your chapter officers.
16			<p>Apply for DAMA International Affiliation: Apply to the DAMA International Vice President Chapter Services for affiliation. Submit copies of the following documents:</p> <ul style="list-style-type: none"> • chapter bylaws (see sample) • articles of incorporation (see sample) • a list of chapter officers with contact information • signed copies of the DAMA International Code of Conduct for each board member • the preferred mailing address of the chapter
17			Receive DAMA International Affiliation: Once the documents in #16 have been received, the VP Chapter Services will present the new chapter to the DAMA International Board of Directors. Upon acceptance to DAMA International, a board member will be assigned as Chapter Liaison to the new chapter.
18			Hold Inaugural Chapter Meeting: Use information gathered from the Topics and Format Survey to determine the time, place and type of meeting you will have, as well as possible program topics. If possible, select a well-known speaker. If necessary, solicit help from DAMA International in obtaining a speaker. Your first meeting as a DAMA local chapter is very important in gaining the exposure and first impression that will carry through to subsequent meetings. The Seattle chapter has created some helpful suggestions on building and maintaining a healthy DAMA chapter.
19			Join the DAMA Network: The chapter president should contact the Chapter President's Liaison , who coordinates the network of chapter presidents, to begin connecting with other chapters.
20			Stay active, keep learning, grow your chapter, etc...

DAMA International Chapter Certification Policy **(PLCY9601.006)**

DAMA International will provide guidance in the establishment, certification and affiliation of any reputable professional organization that meets the criteria for DAMA International local chapters, as detailed in the DAMA International Bylaws, Sections VII and VIII.

Initial Chapter Certification

DAMA International will not adopt arbitrary chapter certification restrictions regarding local chapter membership size, chapter location or chapter name.

For initial certification by DAMA International, a new local chapter shall:

- include core elements in the local chapter bylaws that recognize affiliation with the DAMA International organization
- obtain legal incorporation within the chapter's state, province or other appropriate governmental region
- obtain chapter's own tax identification number from their country's taxing authority
- file as a tax-exempt educational organization
- submit to DAMA International copies of the local chapter's bylaws and tax-exempt rulings, and signed a copies of the DAMA International Code of Conduct and Ethics for Board Members

Chapter Affiliation

After initial chapter certification, a DAMA chapter is affiliated with DAMA International. The DAMA chapter will remain affiliated with DAMA International as long as the chapter pays appropriate affiliation fees and as long as members of the chapter abide by the DAMA International Code of Conduct and Ethics.

Chapter Disaffiliation

DAMA International has the right and responsibility to disaffiliate any DAMA local chapter that fails to abide by the DAMA International Code of Conduct and Ethics or pay affiliation fees.

Any member of the DAMA International board can initiate the disaffiliation process. The board member presents the case to the DAMA International board for consideration. Disaffiliation of a local chapter requires a majority vote of the DAMA International board.

When the DAMA International board has voted to disaffiliate a local chapter, the DAMA International president is responsible for sending a letter of notification to the chapter's board members. A letter also is sent, if possible, to the chapter membership notifying them of the change in status of the chapter. The chapter's members will be offered the opportunity to join another DAMA International local chapter or to become a member of the Global (virtual) Chapter to remain affiliated with DAMA International and to continue to receive the benefits of DAMA affiliation.

Enforcement

The responsibility for enforcement of this policy lies with the DAMA local chapter officers, the DAMA International Vice President Chapter Services and the DAMA International board of directors.

DAMA International Chapter Affiliation Fee Policy **(PLCY9401.004)**

Chapter Affiliation

It is the policy of DAMA International to recognize established DAMA Chapters as affiliates of DAMA International upon payment of an annual affiliation fee by the chapter to DAMA International. Initial chapter affiliation and disaffiliation procedures are detailed in DAMA International policy PLCY9601.006. Rights and responsibilities of affiliated Member-chapters are covered in the DAMA International Bylaws, Section IX.

Affiliation Fee Basis

Each chapter's affiliation fee amount for a calendar year will be based upon the number of chapter members on January 1st of that calendar year.

Affiliation Fee Amount

There is no affiliation fee for a Chapter in Formation. (See policy PLCY9704.001)

There is no affiliation fee for new chapters during their first (1st) calendar year.

During the second (2nd) and subsequent years, each affiliated DAMA chapter will pay an affiliation fee based on a fee structure to be set by the DAMA International Vice President Financial Services.

Due Date

Annual chapter affiliation fees for a calendar year are due and payable March 31st of that calendar year.

Fee Changes

Per DAMA International Bylaws, section X.A, DAMA Member-Chapter affiliation dues will be recommended by majority vote of the DAMA International Board of Directors. Member-chapter dues are effective after they have been ratified by a majority vote of the President's Council.

General Liability

United States and Canadian DAMA Chapters who have affiliated with DAMA Insurance International by March 31st of a calendar year will be covered by general liability insurance for that calendar year. DAMA Chapters who do not pay their affiliation fees by March 31st of a calendar year will not be covered by general liability insurance until the dues have been paid.

Enforcement

The responsibility for enforcement of this policy lies with the DAMA Chapter officers and DAMA International Vice President of Chapter Services.

DAMA International Chapter Responsibilities

The responsibilities of a local chapter affiliated with DAMA International are to:

- affiliate with DAMA International; recognize the DAMA International affiliation in their chapter bylaws and publications
- by word and action, promote the DAMA International purpose and goals, conduct regular meetings and promote the positive image of data administration
- agree with the mission, charter and bylaws of DAMA International
- sign the DAMA International Code of Conduct and Ethics pledge (applies to each local chapter officer)
- submit to DAMA International a copy of the local chapter bylaws as adopted
- submit to DAMA International a list of the local chapter governing board, including names, addresses, telephone numbers, fax numbers and e-mail addresses
- submit to DAMA International any changes to the local chapter governing board, including names, addresses, telephone numbers, fax numbers and e-mail addresses
- submit annually to DAMA International an accurate list of the local chapter membership, including names, addresses, telephone numbers, fax numbers and e-mail addresses; each member of a local chapter has the option to remove his or her name from any published roster
- pay chapter dues to DAMA International in accordance with the current DAMA International bylaws
- be certified by DAMA International as a local chapter affiliated with DAMA International

The responsibilities of DAMA International to an affiliated local chapter are to:

- designate a chapter liaison from the DAMA International executive board to:
 - represent local chapter issues to DAMA International
 - answer local chapter questions about DAMA International activities
 - attend, as appropriate, local chapter events
 - discuss with local chapter membership the objectives and activities of DAMA International

Non-Profit Tax-Exempt Information

The DAMA organization has chosen the Internal Revenue Service (IRS) section 501C(6) tax-exempt filing status, based on the premise that DAMA is a public, non-profit organization established for educational purposes. This is the most advantageous and appropriate non-profit status for the DAMA organization.

Advantages of Tax-Exempt Status

1. Being recognized by the IRS as a tax-exempt organization means yearly net income, derived from exempt purposes (in our case, educational activities, such as meetings, conferences and seminars) is free from federal income taxes.
2. Tax-exempt status allows anyone who is willing to contribute money or goods to the organization to deduct the donations on their income tax returns, if they itemize deductions. That makes it easier for the group to solicit contributions.
3. When the group is tax-exempt, volunteers can deduct automobile mileage and other non-reimbursed expenses incurred while doing work for the group. The value of the donor's time, however, cannot be deducted.
4. As an "official" non-profit organization, the group qualifies for lower postal rates on 2nd and 3rd class mail. The non-profit rates for these categories of mail are lower than rates charged for-profit businesses.

Disadvantages

1. The process can take up to a year and can be costly, unless the group has engaged the *pro bono* services of an attorney or accountant.
2. A lawyer or accountant who is familiar with the tax laws, should take charge of filing for tax-exempt status. It's not something a layperson can easily handle. Many chapters have done the legwork and have used an attorney primarily for guidance and review.
3. Record keeping and reporting duties increase.
4. Activities of the group must be carefully structured so as not to violate the tax-exempt status.
5. A potential problem in acquiring tax-exempt status is that the group must show it services the public interest, rather than the interest of only its members.
6. To become a tax-exempt organization, the DAMA local chapter should first incorporate. The cost of incorporating depends on where the chapter is located and whether the chapter has to pay for a lawyer's help.

Although unincorporated associations can become tax-exempt, under most state laws the members of an unincorporated association can be held liable for debts of or claims against the association. It is therefore advised that all *user groups* in a position to contemplate seeking tax-exempt status should also incorporate to gain the benefit of limited liability that corporations have. Therefore DAMA International requests that all DAMA chapters incorporate, obtain a separate tax identification number, and file for 501(3)(c) tax-exempt status.

Your chapter articles of incorporation and bylaws must say the *right* things for your group to qualify for tax-exempt status. The sample articles of incorporation in this document are based on articles of incorporation of groups whose applications for tax-exempt status have been approved. Your chapter's bylaws should re-state key points listed in Articles Three, Five and Six in the sample articles of incorporation in this document and should use substantially the same language as the articles of incorporation. Your chapter may need to make minor modifications to these articles to comply with the laws of your particular state.

Each state's incorporation procedures are different. For a DAMA local chapter to incorporate, the chapter representative should contact the state's Comptroller, Secretary of State or other appropriate state agency for the proper forms, procedures and state-specific wording for bylaws and articles of incorporation.

To obtain a federal tax identification number and an Application for Recognition of Exemption, contact the Internal Revenue Service (IRS).

Guidelines for Establishing and Maintaining a Healthy DAMA Chapter

*The DAMA Seattle DRMA chapter developed the following in
a cooperative effort to help other DAMA chapters.*

A chapter of DAMA International is supported by DAMA in its efforts to maintain its strength as an organization. A chapter faces continual challenges to remain a healthy organization with active membership, professional community support and financial stability. This document provides ideas and guidelines for a chapter to use on its road to being a successful and healthy organization. It addresses several areas where a chapter can actively work to ensure its success: Chapter Goals, People, Leadership, Communication, Chapter Sharing, and Meetings and Events

Chapter Goals

Chapter goals provide a framework for the activities of the chapter.

- Define realistic, attainable goals for the chapter with current and potential members.
- Prioritize the goals of the chapter to provide a path for development of the chapter's programs, education and activities. Does the chapter want to be an organization where professionals can come to learn and explore ideas about information management, does it prefer to be a moneymaking organization, or does it want to provide an opportunity for people to network with other professionals in information management? Is there a blend of all of these goals that will be successful for the organization?
- Set a target for the number of members who participate in the organization. There will be several levels of involvement from the active leaders to those that are just on the mailing list. Determine the number of members that the organization needs to function, and actively solicit their participation.
- Set a target for the financial status the organization requires to function. How much reserve should be in a bank account? What should the budget be for speakers? Can the chapter afford speakers? Is financial or administrative support available from the professional community?

People

The people who participate in a DAMA chapter are its lifeblood. Their needs as information management professionals and DAMA members are a focal point of the chapter's activity.

- Solicit the help of key information management people in the chapter's geographic area. Identify people who are chapter members and nonmembers for support. Identify who the leaders are in information management; and solicit their support, attendance and participation in the chapter activities.
- Survey the local area professionals to see what they are interested in from their professional organization. What would encourage them to participate? Do they have a preference for location, time, or cost of meetings? What topics would they like to see addressed? Would they be interested in a one-day event on an emerging information management topic?
- Develop chapter processes that support the membership and make their time with DAMA an efficient experience. Maintaining accurate membership files and mailing lists, streamlining meeting check-in procedures, and distributing timely meeting notices all contribute to the impact the chapter has on its members. It is especially challenging to maintain continuity in these and other processes as the leadership changes from year to year. A set of written guidelines and procedures for each board position and chapter process can smooth this transition to new leadership.

Leadership

Leadership of the chapter is another key factor to its success. Strong leadership, both formal and informal, will facilitate the chapter's forward movement to its goals.

- Provide well defined and understood positions on the chapter board. A successful board understands its role within itself and within the chapter. Board members who work together toward a common goal can lead a chapter forward.

Written descriptions of each board position and agreement on job responsibilities can ensure that the board successfully completes its activities and meets the chapter's requirements for leadership. A kickoff meeting for the new board at the beginning of its term is a good opportunity for clarification of job responsibilities.

- Acknowledge and use informal leaders who are influential in the chapter. The informal leadership of a chapter is an excellent source of support for the formal leadership of the board. Solicit the informal leaders' ideas for the direction the chapter should be moving in. Also solicit their support and participation in activities of the chapter.

Communication

Ongoing communications through various media allow a DAMA chapter to communicate with all of its members and potential members. It provides the opportunity for the chapter to reach the most people with minimal expense.

- Distribute a chapter newsletter to communicate chapter happenings, messages from the board, and news of other DAMA chapters and DAMA International activities. The chapter newsletter is an excellent opportunity to provide a summary of previous programs and events. It also can include notice of future programs. The newsletter is a regular means for the board to communicate with members regarding their strategies and activities. Through the local chapter newsletter, the DAMA International newsletter excerpt and notice of other DAMA events can be distributed.
- Find alternatives to publish the newsletter with minimal expense. Members will probably have software that can be used to publish a newsletter. While presentation of the newsletter is important, its purpose is to communicate, so word processing software is sufficient. Copying costs can be reduced by having a copy service do the minimum work while having chapter members participate in an e-mail party to complete the mailing activity.

Chapter Sharing

- As a member chapter of DAMA International, you can get assistance from other member chapters. Directories from DAMA, phones, fax and e-mail make this sharing easier to achieve.
- Locate other DAMA chapters in the geographic area or region that could share activities, processes, program ideas and events. The DAMA directory of chapter services lists of each chapter and its board. A list of speakers from various DAMA chapter meetings is available on CompuServe.
- Solicit process ideas from other chapters. How do they handle meeting check-in? What speaker expenses do they reimburse? Do they offer discounts to students? How have they maintained their membership participation?
- Solicit information handouts or mailers from other chapters. Several chapters have chapter information sheets. These provide a quick view of the chapter. Ideas for newsletters and meeting notices can also be shared among chapters.

Meetings and Events

DAMA chapter meetings and special events provide an opportunity for members and guests to gather and widen their knowledge base in topics relevant to information and data resource management. Members and guests also benefit from opportunities to network with others in the same profession.

- Use the input from a survey of information management professionals to determine the meeting time and place. Flexibility in meeting times and locations can help meet the schedules of the members. Current DAMA chapters have mid-morning, lunch, afternoon and evening meetings. If food is served, a meeting fee may be required to cover the cost of the food and meeting location. Some chapters meet in the same location each month, while others vary their location. If the membership is spread over a large geographic area, varying the location can make the meeting more attainable for some members.
- Provide a variety of topics with the programs and education at meetings and events. A variety of meeting and event content provides the opportunity to address the interests of many information management professionals. Hot topics, well-known speakers from the industry, or a slant on basic principles of data management can address the varied interests of the members. The key is to keep the membership interested and perceiving the programs and education offered by DAMA as an added feature of their day.
- Provide programs that acknowledge all levels of skill within the membership. The skills of meeting and event attendees will vary from the very experienced analyst to the visitor who is exploring the concept of data resource management in an organization. Even the most technical program should be *brought home* to the needs and understanding of the audience. People who feel welcomed and respected for their knowledge and input will participate and attend more DAMA-sponsored activities.

- Pursue joint meetings and events with other DAMA chapters and professional organizations. Sharing an event is a way to expand program opportunities, spread the event administration and reduce the expense to the individual chapter. A joint event also provides a broader audience of participants and potential members for the chapter. With joint events, two organizations can use each other's strength to deliver programs and activities that will benefit both.
- Develop processes that streamline the meeting and event process and make it fun. Chapter meetings and special events are usually one of the primary exposures members have to the DAMA chapter. These activities should be efficient and well organized. Several different methods (manual or automated) can be used to collect fees, sign up new members, and provide information to members. A chapter voice mail system, administrative office or e-mail system can facilitate efficient meeting processes for members. A phone call confirmation of meeting or event reservation lets each member know that his/her attendance is important. Free gifts and door prizes (donated, if possible, to keep costs down) can also add something special to the meetings.

Summary

The challenges faced by a DAMA International local chapter can be many, but they need not be overwhelming. Each chapter has its own characteristics and culture — much as the organizations with which we perform our daily jobs. A chapter can be a successful and healthy organization when it develops a culture and processes that best support the needs of the people who choose to make the chapter their professional organization.

Best of luck as you form your chapter!



DAMA-International

P.O. Box 5786, Bellevue, WA 98006-5786

<http://www.DAMA.org>

Code of Conduct for DAMA Officers

As a DAMA Member-at-Large or Chapter Officer, I recognize my obligation to:

- Observe the precepts of DAMA as set forth in the by-laws, guidelines and policies of DAMA International;
- Accept my commitment to complete my DAMA obligations in a way that I shall not profit personally as a direct result of my performance as a DAMA officer;
- Preserve and promote the ideals of DAMA International;
- Help create a membership environment that develops professional relationships by properly registering and certifying membership in good standing for DAMA International and/or affiliated chapters and their associated activities;

- Foster new chapter development to potential members, anywhere, at any time;
- Handle all matters in a professional and ethical manner by conducting myself and my activities in a professional manner marked by integrity and spirit of fair play at all times;
- Promote the welfare of the Information Resource and Data Management profession by refraining from:

- Engaging in any sales activity, including direct or indirect solicitation, or conduct any other activity contrary to the purpose or policies of DAMA International and affiliated chapters.
- Distributing any materials or post displays of any kind at DAMA International or affiliated chapter sponsored activities without prior approval and express written consent of DAMA International or affiliated chapter, respectively
- Using the DAMA International name or logo (or that of an affiliated chapter) other than in the conduct of DAMA International business as determined by the Board of Directors of DAMA International and/or its affiliated chapter(s) without prior approval (if/when required) and express written/verbal consent of the President of DAMA International or an affiliated Chapter President is prohibited.
- Using tape recorders or video cameras to record a DAMA International activity or presentation without prior approval and express written consent of the board of DAMA International and the speakers/presenters;

Uphold faithfully the traditions, programs of DAMA International and its affiliated Chapters;
 Conduct business on behalf of DAMA International or its affiliated chapter in a way that it does not affect the reputation, creditability or effectiveness of a DAMA organization.

I hereby certify that I have read and understand the above. I agree to adhere the Code of Conduct and Ethics Statement.

Print Full Name: _____
 Signature: _____
 Chapter Name: _____

Officer Title: _____
 Date: _____
 Location: _____



DAMA-International
P.O. Box 5786, Bellevue, WA 98006-5786
<http://www.DAMA.org>

Code of Conduct for DAMA Members

As a DAMA Member, I recognize my obligation to:

- Promote the principles of Information Resource and Data Management;
- Promote the intellectual property rights of other members, guests, and vendors;
- Respect the ideas and opinions of others; and
- Represent DAMA by conducting themselves professionally at all occasions.

I hereby certify that I have read and understand the above. I agree to adhere the Code of Conduct and Ethics Statement.

Print Full Name: _____
Signature: _____
Chapter Name: _____

Date: _____
Location: _____

Appendix C: Benefits of DAMA International Affiliation

These administrative and promotional benefits are offered to affiliated chapters of DAMA International:

- the chapter is recognized and publicized by DAMA International
- the chapter is authorized to attend the annual DAMA Presidents' Council meeting to work collaboratively in determining DAMA's direction and in identifying the DAMA International services that should be offered to the chapters
- chapter members who have served on the chapter's board are eligible to serve on the DAMA International board of directors
- the chapter is eligible to collectively participate in the DAMA International board of directors election
- the chapter is eligible to collectively participate in the DAMA International Achievement Award election
- the chapter will receive from DAMA International meeting notes, announcements and miscellaneous information about the DAMA International board; and all symposia and conferences
- the chapter is listed in the DAMA International Chapter Directory
- chapter information is maintained and updated through linkages to the DAMA web sitechapter members can save money by taking advantage of the discounts that are provided to DAMA International from selected vendors and publishers
- chapter members receive announcements of regional and international symposia and conferences
- chapter members can save money by taking advantage of the member discounts offered at the annual DAMA International Symposium and at regional DAMA conferences
- chapter members can save money by taking advantage of the member discounts offered when purchasing DAMA International publications
- chapter announcements, newsletters and other information are accepted on DAMA International web site
- the chapter receives the quarterly DAMA International electronic newsletter
- the chapter qualifies for a wide range of assistance from DAMA International, including setting up a new chapter, keeping the chapter as healthy as possible, preparing for local or regional meetings, and providing speaker referrals
- the chapter has access to the DAMA International Speakers Bureau
- the chapter has the right to use the DAMA International name and logo to indicate that this chapter is affiliated with DAMA International

Appendix D: Sample Letter to Prospective Members

*We suggest this communication use DAMA International letterhead.
See the DAMA VP Online Services to obtain the correct logo and font..*

TO: Information and Data Management Professionals
RE: Formation of DAMA International Local Chapter

You are invited to participate in a data management group to discuss non-technical questions of data and information resource management.

This group would provide a regular forum for local discussion among users who want to manage data as a corporate resource, regardless of hardware or software environment — problems each of us faces across the traditional boundaries of vendor, application and industry. A great deal of interest has already been expressed in creating a local, vendor-independent data management group. Our ties would be to DAMA International, with more than 30 local chapters around the globe, whose goals reflect our ideals and goals.

As we organize the chapter in our area, our first planning meeting is scheduled for <<time, date, place>>. If you are interested, we'll send you details about this meeting. If you're interested in attending the planning meeting or if you're interested but cannot attend because of a scheduling conflict, please contact me at <<your names, your company names, your addresses, your phone numbers, your e-mail addresses>>.

What we're trying to do now is tell you about this opportunity and enlist your interest and participation. These guidelines will serve as the basis of our local chapter of DAMA International:

- the chapter is application-, vendor- and industry-independent
- the chapter reflects a wide scope of information and data management issues
- vendors may provide general information that would be of value in product evaluations, data administration practices, bibliographic sources and other uses
- matters of consideration for the chapter will include — but will not be limited to — strategic data planning, data modeling and logical database design, standards and procedures, naming conventions, SDM, dictionary and repository usage, CASE tools, data warehousing, web-enablement and other appropriate topics

With your help, this new local chapter of DAMA International will become a vital part of the data management function at all companies in our area.

As we seek to identify people in our area who share these common interests, we've developed the enclosed survey. Please take a few moments to complete it and return it to us. In addition if you know of others in your organization that would be interested, please pass this letter and survey to them, or let us know their names and telephone numbers.

The success of this organization is dependent upon your interest and the interest of your fellow professionals. Thanks for your time and consideration.

Sincerely,
your name and signature

Appendix D1: Interest Survey
Data Administration Management Association International
<<your local chapter name>> Chapter

Please complete this interest survey and return it by <<date>>.

Yes, I'm interested in a local chapter of DAMA International.

No, I'm not interested in a local chapter of DAMA International. Remove me from your mailing list.

Name
Title
Company
Address
City/State/ZIP
Phone/Fax
E-mail

The following person may be interested:

Name
Title
Company
Address
City/State/ZIP
Phone/Fax
E-mail

Please complete this interest survey, and return it to:

Name
Title
Company
Address
City/State/ZIP
Phone/Fax
E-mail

Appendix E: Suggested Follow-Up Letter to Prospective Members

We suggest this communication use DAMA International letterhead. You'll save lots of time and start-up money if you can send it electronically. Note this sample letter includes a sample agenda for your initial planning meeting, as well as an interest form for topics and format of upcoming meetings.

TO: Prospective Members of DAMA International <<your local chapter name>> Chapter

RE: DAMA International Planning Meeting

Thanks for responding to our letter about forming a DAMA International <<your local chapter name>> Chapter. Many others have responded and with this local enthusiasm, we are initiating our first planning meeting. Details are enclosed, including time, date and location.

As we embark on this charter organization, some administrative details beg to be completed before we can address the business at hand. One goal of our planning meeting will be to take care of these items, and we'd like everyone to attend who is able. With robust attendance, we can finalize these details quickly and be on our way.

During our planning meeting, you will be presented with a proposed charter, bylaws and organization format. You'll be able to review these documents at your leisure and give us input before the next meeting, which should be next month.

Enclosed is an agenda for the first planning meeting, along with a confirmation of meeting attendance. Even if you cannot attend, we'd appreciate hearing that you're interested in this endeavor. Also enclosed is an interest form for topics to be covered at our local chapter meetings and format for those meetings. You can fill this out and bring it to the planning meeting, or send it with your meeting attendance confirmation.

As we move forward to identify those interested in participating, please let us know if you're not interested, and we'll remove you from the mailing list in an effort to trim our administrative costs.

The success of this new local chapter affiliated with DAMA International is dependent upon your interest and the interest of your fellow professionals. Thanks for your time and consideration.

Sincerely,

your name and signature

Appendix F: Initial Planning Meeting
Data Administration Management Association International
<<your local chapter name>> Chapter

Time: <<time for registration and time for meeting commencement, duration of meeting>>

Date: <<day of the week, month/day/year>>

Place: <<name of facility, address, enclose map if appropriate>>

Agenda

time range registration, <<delineate refreshments being served>>

time range welcome and introductory remarks
<<name of person, including company name>>

time range individual introductions
<<name, company name and why you're here>>

time range charter presentation
charter and bylaws
mission and objectives
topics of interest as currently expressed
officers and membership
meetings

time adjourn

Please complete this confirmation that you will attend the initial planning meeting:

Name

Title

Company

Address

City/State/ZIP

Phone/Fax

E-mail

Yes, I plan to attend.

No, I cannot attend, but I'm interested in a local chapter of DAMA International.

No, I cannot attend, and I'm not interested in a local chapter of DAMA International. Remove me from your mailing list.

Please complete this form, and return it to (keep a copy for yourself):

Name

Title

Company

Address

City/State/ZIP

Phone/Fax

E-mail

Appendix G: Topics and Format Survey for Local Chapter Meetings

Which of these topics would you like discussed this year? Indicate your interest using:

- 1 to mean you wouldn't care too much about this topic
- 2 to mean you would like to see or hear more about this topic
- 3 to mean you would like very much for this topic to be covered

- | | |
|---|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> vendor presentations <input type="checkbox"/> automated tools for strategic planning <input type="checkbox"/> naming standards <input type="checkbox"/> repository strategies <input type="checkbox"/> educating management on data administration <input type="checkbox"/> data administration successes <input type="checkbox"/> logical modeling methods <input type="checkbox"/> Zachman Framework concepts <input type="checkbox"/> data administration's relationship with the end-user <input type="checkbox"/> data administration's role in the organization <input type="checkbox"/> data management in a client/server environment <input type="checkbox"/> data warehousing | <ul style="list-style-type: none"> <input type="checkbox"/> automated tools for modeling <input type="checkbox"/> Internet/Intranet <input type="checkbox"/> dictionary/repository tools <input type="checkbox"/> CASE tools <input type="checkbox"/> business process modeling workshop <input type="checkbox"/> object-oriented modeling workshop <input type="checkbox"/> data modeling workshop <input type="checkbox"/> educating the data analyst <input type="checkbox"/> meta data and model management <input type="checkbox"/> educating the end-user <input type="checkbox"/> business process reengineering |
|---|--|

other topics: _____

What meeting format best meets your needs? Rate your interest using:

- 1 to mean you wouldn't care too much about this format
- 2 to mean you would like this format
- 3 to mean you would like very much this format

- | | |
|---|---|
| <ul style="list-style-type: none"> <input type="checkbox"/> roundtable discussions <input type="checkbox"/> member presentations <input type="checkbox"/> vendor presentations <input type="checkbox"/> other | <ul style="list-style-type: none"> <input type="checkbox"/> outside speakers <input type="checkbox"/> panel discussions <input type="checkbox"/> SIG roundtables |
|---|---|

speakers you would like to hear: _____

Would you like to know environmental information about your fellow local chapter members, i.e., hardware/software, etc.?
(circle one)

Yes No

Would you be willing to provide this information about your environment? (circle one)

Yes No

In what information would you be interested?

- | | |
|---|--|
| <ul style="list-style-type: none"> <input type="checkbox"/> hardware <input type="checkbox"/> modeling tools <input type="checkbox"/> methodologies used | <ul style="list-style-type: none"> <input type="checkbox"/> dictionary <input type="checkbox"/> DBMS <input type="checkbox"/> other _____ |
|---|--|

Appendix H: Sample Articles of Incorporation

Articles of Incorporation of DAMA <<your local chapter name>> Chapter

The undersigned, a majority of whom are citizens of the United States, desiring to form a Non-Profit Corporation under the Non-Profit Corporation Law of <<your state>>, do hereby certify:

Article One: The name of the Corporation shall be DAMA <<your local chapter name>>.

Article Two: The place in this state where the principal office of the corporation is to be located is the city of <<city name>>, County of <<county name>> of <<state name>>.

Article Three: Said corporation is organized exclusively for charitable, religious, educational, and scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(3)(c) of the Internal Revenue Code, or corresponding section of any future tax code.

Article Four: The names and addresses of the persons who are the initial directors of the corporation are as follows:
<<board of directors' names and addresses>>

Article Five: No part of the net earnings of the corporation shall inure to the benefit of, or be distributable to its members, directors, officers or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article Three hereof. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidates for public office. Notwithstanding any other provision of these articles, the corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Article Six: Upon dissolution of the corporation, assets shall be distributed for one or more exempt purposes within the meaning of section 501 (3)(c) of the Internal Revenue Code, or corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of the Court of Competent Jurisdiction of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations as said court shall determine, which are organized and operated exclusively for such purposes.

In witness whereof, we hereunto subscribed our names this << day>> day of <<month>>, <<year>>.
<<signatures of board of directors>>

Appendix I: Sample Bylaws

Bylaws of DAMA <<your local chapter name>> Chapter

Purpose

DAMA <<your local chapter name>> Chapter is organized exclusively for charitable, religious, educational, and scientific purposes, including, for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(3)(c) of the Internal Revenue Code, or corresponding section of any future tax code.

No part of the net earnings of the corporation shall inure to the benefit of, or be distributable to its members, directors, officers or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article Three of the Articles of Incorporation. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidates for public office. Notwithstanding any other provision of these articles, the corporation shall not, except to an insubstantial degree, engage in any activities or exercise any powers that are not in furtherance of the purposes of this corporation.

Upon dissolution of the corporation, assets shall be distributed for one or more exempt purposes within the meaning of section 501(c)(6) of the Internal Revenue Code, or corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of the Court of Competent Jurisdiction of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations as said court shall determine, which are organized and operated exclusively for such purposes.

Mission

DAMA <<your local chapter name>> Chapter is a not-for-profit, vendor-independent, professional organization dedicated to advancing the concepts and practices of enterprise information resource management(IRM) and/or data resource management (DRM).

DAMA's primary purpose is to promote the understanding, development and practice of managing data, information and knowledge as key enterprise assets.

DAMA <<your local chapter name>> Chapter is dedicated to furthering the understanding of the field of data management and information resource management by providing educational opportunities and supporting an open forum addressing issues related to this field.

DAMA <<your local chapter name>> Chapter recognizes affiliation with the DAMA International organization; and supports the DAMA International mission, goals and bylaws.

Goals

To ...

- help IRM/DRM practitioners become more knowledgeable and skilled in IRM/DRM profession
- influence the industry and academia in IRM/DRM practices
- support DAMA members and their organizations
- form alliances with other organizations with the similar principles

Objectives

To ...

- provide a forum for exchange of information, problems, ideas, experiences, resources and questions
- sponsor conferences, workshops and special interest groups to further the purpose of the chapter
- provide a central repository for information relevant to the chapter's mission

Board of Directors

The board of directors shall consist of the elected officers of the DAMA International <<*your local chapter name*>> Chapter.

The board of directors shall make all organizational decisions not delegated to the membership, and shall be responsible for the day-to-day operations and the protection of the assets of the local chapter organization.

Officers

President

- ensure compliance of the local chapter with its responsibilities to DAMA International
- preside at official business meetings of the local chapter, and provide general leadership and direction
- appoint committee/SIG chairpersons other than those already established
- represent the local chapter at all associated functions, including those of DAMA International
- assist all officers in the performance of their responsibilities

Vice President Administration

- ensure accurate and up-to-date membership lists are maintained for the local chapter
- process and record new applications for membership to the local chapter
- establish, advertise, monitor, record and report on all local chapter elections
- chair the Nominating Committee of the local chapter as it creates and brings forth each slate of officers for the local chapter membership.

Vice President Programs

- schedule and facilitate all chapter meetings, including securing meeting facility and all logistics thereto, engaging speakers, notifying membership, staffing registration table and collecting meeting fees, and planning for the educational component
- schedule and facilitate special workshops or symposia that meet member needs
- conduct membership surveys to clarify member interests
- provide leadership for all workshops and discussion groups

Vice President Finance

- record all financial transactions in accordance with prudent fiscal procedures
- collect all appropriate dues and fees
- produce periodic balance sheets and income statements, as appropriate
- handle all legal matters that relate to the financial health of the local chapter, i.e., tax-exempt status and other pertinent matters

Vice President Communications

- record, publish and appropriately distribute meeting minutes
- appropriately handle local chapter correspondence, including correspondence from and information requests from DAMA International
- ensure all material published about the local chapter is accurate and reflects the local chapter's affiliation with DAMA International

- receive, record and bring forward all requested modifications to the local chapter charter and bylaws, and appropriately confer with DAMA International regarding same
- retain and maintain all local chapter documents in accordance with prudent archival procedures

Newsletter Editor

- edit and publish the chapter newsletter
- ensure the chapter newsletter is received by all chapter members in a timely manner
- solicit articles for the chapter newsletter

Information on Positions

Length of term for all elected DAMA International <<*your local chapter name*>> Chapter offices shall be <<*term of office; one year is suggested*>>. All local chapter officers are elected as individuals. To be eligible for local chapter office, an individual must be an individual member of the local chapter or an employee of a corporate member of the local chapter.

In the event that a current office-holder becomes unable or ineligible to complete the term of his or her office, a 90-day grace period shall be established during which time the office-holder shall re-establish his or her ability/eligibility to complete the term of office or shall be required to resign the local chapter office.

Upon the resignation of any local chapter officer, a special election shall be conducted at the next following meeting of the local chapter, said election conducted by the Vice President Administration of the local chapter. Should it be that the Vice President Administration position is the one that is vacated, the president of the local chapter shall conduct said election. Should a special election be required, the term of office for the incoming office-holder now filling the vacated position shall coincide with the already-established term of office for that position. Individuals elected through special election shall assume office immediately following said special election.

DAMA International <<*your local chapter name*>> Chapter officer elections shall occur at the <<*month*>> meeting, with the term of office running from the next <<*month/day*>> through <<*month/day*>>.

<<Term of office usually coincides with the local chapter fiscal year, with elections held one or two months prior to the beginning of the new fiscal year.>>

Membership

Requirements

To be eligible for membership in the DAMA International <<*your local chapter name*>> Chapter, an individual shall have an active interest in data management concepts, products or technology, either as a user or a potential user. All memberships are subject to acceptance by the local chapter board of directors.

Each dues-paying member shall be classified by business type, i.e., industry, educational institution, vendor or consultant, and by sponsorship status, i.e., individual or corporate membership. The local chapter board of directors shall designate all classifications.

There will be two classifications of membership — individual and corporate.

Membership Classifications

- * Individual Person and Remains Engage o individual membership in the local chapter with that individual person, regardless of employment.
- * Company, a corporation, and a major division of a corporation or an educational institution engage p corporate membership in the local chapter

Each corporate membership is limited to <<number>> individuals employed by that facility, and those individuals shall be named upon membership application to the local chapter. Multiple corporate memberships can be consummated by the same facility. One primary representative shall be designated for each corporate membership. Upon the departure of any employee covered by the corporate membership, said facility shall have the opportunity to name a replacement

individual. Based on the departing employee's severance from the facility, said departing employee shall no longer benefit from local chapter membership under this corporate membership.

Voting

Formal voting for the DAMA International <<*your local chapter name*>> Chapter shall include voting for officers, charter, bylaws amendments and all other formal votes requiring ballot. Each individual registered as an individual membership in the local chapter shall receive one ballot. Each corporation registered as a corporate membership in the local chapter shall receive <<*number*>> ballots and shall have the discretion to distribute said ballots appropriately.

When a formal vote is required, all individual and corporate members shall be notified of the vote, with ballots distributed and postmarked at least 14 days prior to the meeting at which the vote is to occur. The Vice President Administration or his/her designee shall receive all ballots prior to the close of voting. Ballots can be mailed or hand-delivered.

Informal voting includes voting for all other local chapter matters, where it is determined that a vote is required. Informal voting shall occur during local chapter meetings by voice or show of hands.

Fees

To ensure high-quality presentations, the DAMA International <<*your local chapter name*>> Chapter shall charge annual membership fees or dues. These fees are used primarily to obtain noted guest speakers, to cover DAMA International affiliation fees, and to cover rental of facilities and refreshments, as appropriate. The costs associated with special functions, i.e., workshops and symposia, shall be recovered separately through registration fees for those specific events.

The annual individual membership fee shall be <<*amount, US\$50 is suggested*>>.

The annual corporate membership fee shall be <<*amount, US\$150 is suggested*>>.

The membership year shall begin <<*date*>> and end <<*date*>>. <<*The membership year usually coincides with the local chapter fiscal year.*>> Memberships accepted during the year shall be prorated based on the number of months remaining in the membership year. As each new membership year approaches, current members shall be invoiced one month prior to the commencement of the new membership year.

Nonmembers attending local chapter meetings shall pay <<*amount, US\$15 is suggested*>> for each local chapter meeting attended after the first.

Local chapter meeting fees for members are at the discretion of the local chapter board of directors.

Meetings

DAMA International <<*your local chapter name*>> Chapter shall convene <<*periodicity, monthly is suggested*>> meetings on the <<*designate week of the month, day of the week*>>. If alternate dates are required, due to holidays, the Vice President Administration shall designate said alternate local chapter meeting dates.

Meeting notifications shall be distributed in a timely fashion to the membership, and shall include information on fees, time, date, location and topic. Maps shall be included, if appropriate.

When possible and to minimize costs, meetings shall be held at member locations. The board of directors shall retain the right to rent appropriate meeting facilities when required.

Robert's Rules of Order shall govern business meetings conducted during the proceedings of a local chapter meeting.

The Vice President Programs is responsible for the format of each DAMA International <<*your local chapter name*>> Chapter meeting. Said officer is responsible for acquiring high-quality speakers in compliance with member-described topics of interest. Although not required, said officer is encouraged to engage nationally known or internationally known speakers at least four times during the membership year.

Charter or Bylaws Amendments

The Vice President Administration or his/her designee shall receive in writing all requests for amendments to the DAMA International <<*your local chapter name*>> Chapter charter or bylaws. The board of directors shall review each request and shall retain the right to determine the immediacy or urgency of each request.

When a bylaws amendment request is determined by the board of directors to be urgent, said request shall be presented to the membership at the earliest convenient time and voted on during the annual business meeting.

When a bylaws amendment request is determined by the board of directors to be non-urgent, said request should be presented to the membership during the annual business meeting.

Canons of Conduct

For DAMA International to best achieve its goals and objectives and fulfill its purpose, the DAMA International <<*your local chapter name*>> Chapter shall adopt the following Canons of Conduct. Said Canons shall govern the conduct of all DAMA International <<*your local chapter name*>> Chapter members, member representatives, attendees and guests. All persons that become connected with DAMA International and DAMA International <<*your local chapter name*>> Chapter shall, during the conduct of business with these organizations:

- conduct themselves and their activities in a professional manner marked by integrity and the spirit of fair play
- refrain from engaging in any activity that violates the proprietary rights of their employer, DAMA International <<*your local chapter name*>> Chapter, DAMA International, or any other organization or person
- abide by the bylaws and policies of DAMA International <<*your local chapter name*>> Chapter and by the bylaws and policies of DAMA International
- properly register and certify membership in good standing for DAMA International <<*your local chapter name*>> Chapter activities
- refrain from engaging in any sales activity, including direct or indirect solicitations, or conduct any other activity contrary to the purposes or policies of DAMA International <<*your local chapter name*>> Chapter and DAMA International
- refrain from distributing any materials or posting any displays at activities sponsored by DAMA International <<*your local chapter name*>> Chapter or DAMA International without the expressed written approval of the appropriate organization's board of directors
- refrain from engaging in any personnel recruitment at or using the resources of DAMA International <<*your local chapter name*>> Chapter or DAMA International
- refrain from using the DAMA International <<*your local chapter name*>> Chapter or DAMA International name or logo other than in the conduct of what is determined by the board of directors to be DAMA International business
- refrain from using the DAMA International <<*your local chapter name*>> Chapter and DAMA International membership lists or any part thereto without the expressed written approval of the appropriate organization's board of directors
- refrain from recording in any way the proceedings of any DAMA International <<*your local chapter name*>> Chapter or DAMA International meeting, workshop, symposium or other sponsored event without the expressed written approval of the appropriate organization's board of directors and the speakers