



Data Visualization Society **Strategic Plan 2020**

Data Visualization in the Mainstream

Summary

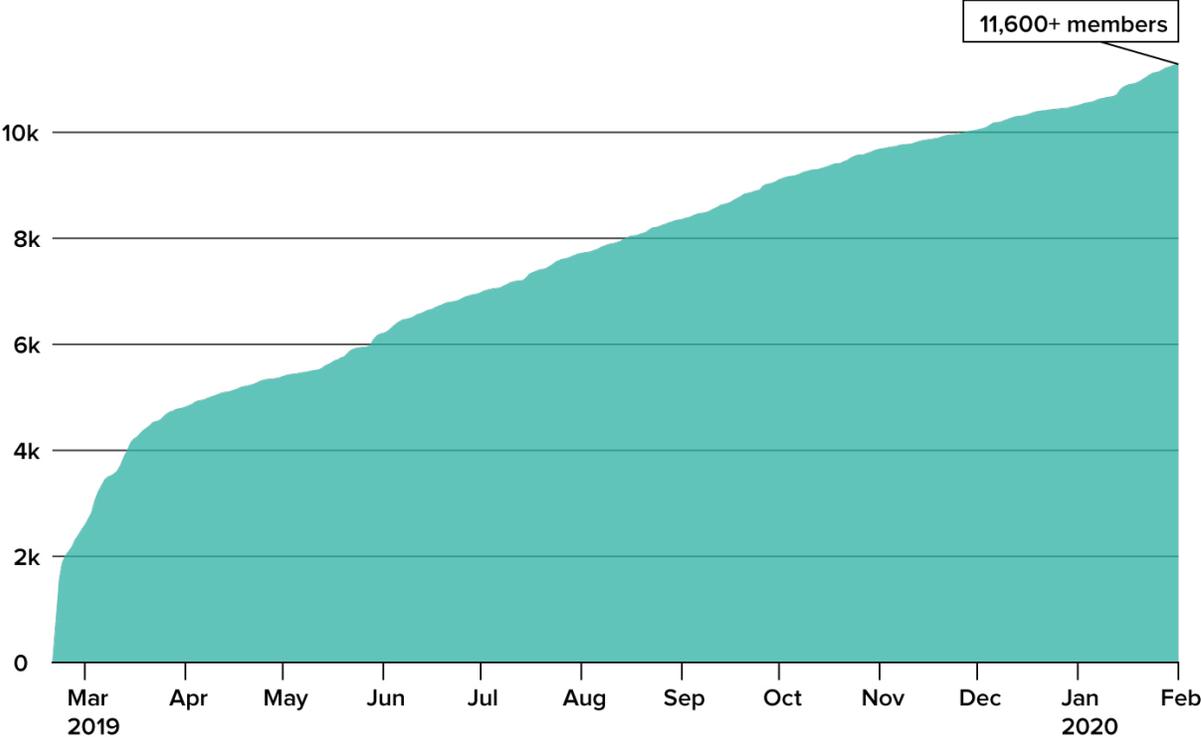
Data is at the heart of every organization on earth. Understanding and communicating with data relies, more and more, on data visualization. This task is performed by millions of people every single day. And as this work has become more specialized and more in demand, the people performing that work needed a place to connect with each other, be exposed to new ideas, and learn relevant skills.

The Data Visualization Society was founded to serve as a professional home for those working across the discipline while leading others into this growing, dynamic field, and to increase the visibility and value of data visualization to the general public.

We realize this vision by investing in communication platforms and events to connect members, education platforms for teaching and learning, and leveraging those resources to foster skills growth, knowledge exchange, and meaningful critique. Our community will grow by engaging and encouraging underrepresented voices, and giving a place for ideas to be shared among data visualization developers, designers, artists, teachers, enthusiasts, and users.

Our success can be measured not only in the growth of our member base, but in the impact we have in shaping the field of data visualization and creating a flourishing, cross-functional, collaborative environment for everyone working within this discipline. DVS was founded based on a holistic vision for data visualization that saw equal validity in the approaches we see in business intelligence, art, data journalism, science communication, analysis and the many other reasons for data visualization.

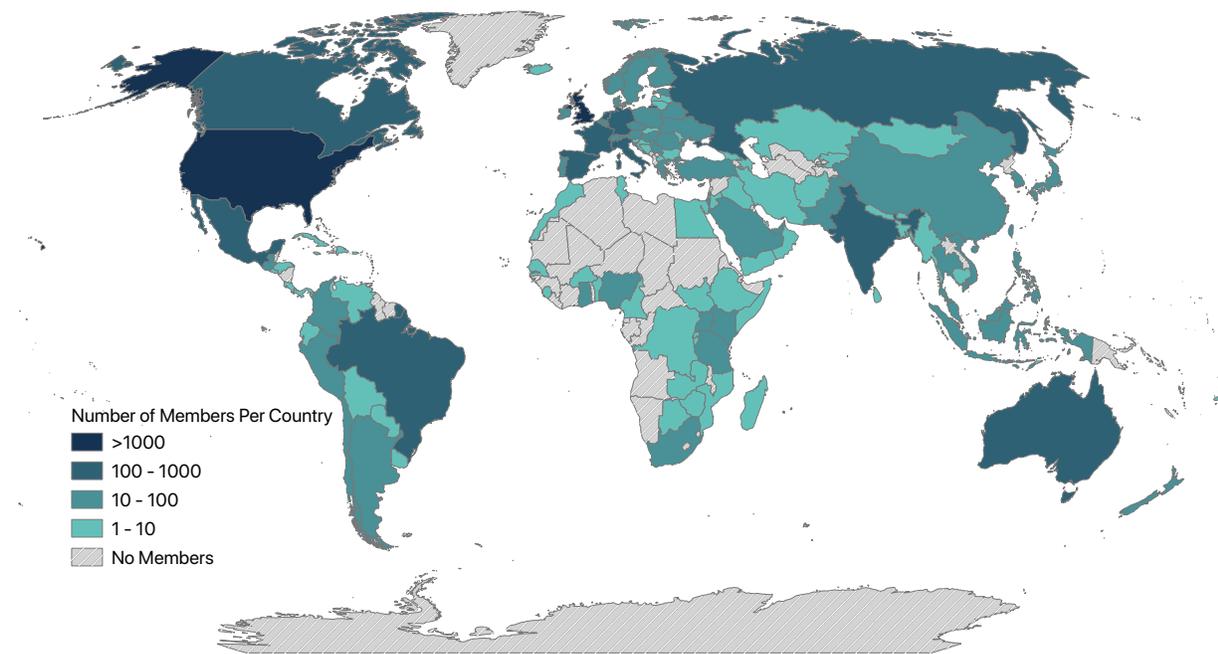
DVS Membership Growth During Its First Year



Why does the world need the DVS?

Data visualization is increasingly important in our modern, data-driven era. The ability to create and read data visualization products is integral to communicating about business, economics, science, politics, education, health, culture, personal finance and many aspects of our everyday lives.

DVS Membership Growth During Its First Year

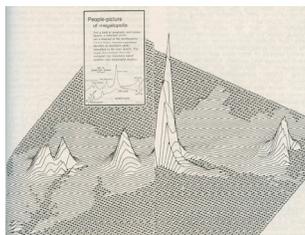


Despite that reach, data visualization is still a poorly defined field. The Data Visualization Society was founded in early 2019 to help with that definition by bringing together a variety of approaches. In doing so we've discovered that historical data visualization has much to offer to modern business data visualization, just as data art offers much to exploratory data analysis, and so on. We expect this cross-pollination to increase and improve the skills and opportunities of our members.

Examples of data visualization from a variety of sub-domains



A view on despair
Sonja Kuijpers



People-picture of Megalopolis
The Best of Creative Computing, Volume 1



Train Traffic in the Netherlands
Jan Willem Tulp



Facial Hairstyles and Filtering Facepiece Respirators
CDC

Our Beginning

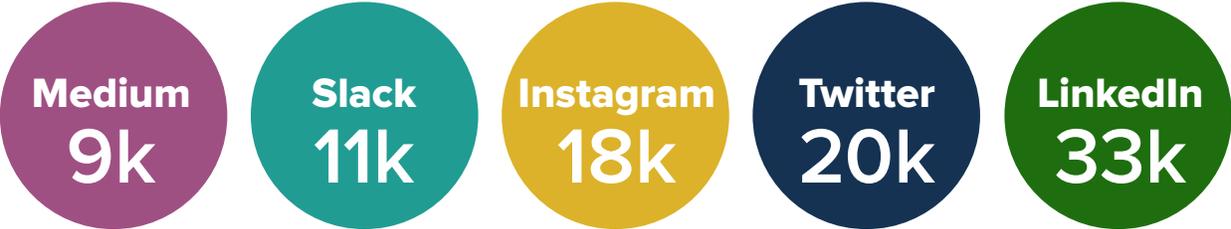
Early on, our members found value in having a shared space to communicate with other practitioners and offer structured and unstructured feedback. While our first year has had a few structured approaches to supporting our members, its value has been primarily in fostering those conversations and distilling the results in one way or another for our members and the broader community.

In 2019, DVS leadership, including the Founders, Board, and Advisory Council, has tried to highlight the importance and penetration of data visualization into the everyday lives and society not only of our members but of the world at large. Whether it's in Nightingale articles about data humanism, our moderated discussions about the best approaches to data visualization for low and middle-income countries, or our partnerships to leverage data visualization for social good, we have heard over and over again from our members that we have provided value.

From the start, DVS has aligned its initiatives with the following guiding principles that define the impact we want to have in our field:

- Provide clarity to data visualization professionals who need to evaluate their skill level, the educational landscape, professional opportunities and important themes of professional data visualization. This drives our work toward fostering critique, industry review, accreditation, and sharing job opportunities.
- Empower our members and their audiences to be able to create and read data visualization products, respectively. The technical and communication skills necessary to perform data visualization are varied--they cannot be taught in a single environment or by a single expert. To this end, DVS has created a robust publication and is working on a mentorship program and conference; these resources aim to give practitioners the ability to easily learn about all aspects of data visualization and connect to practitioners with different strengths than their own.
- Bring together data visualization practitioners across tools, industries, and borders to innovate within our field and create new, emergent techniques. Increasing connectedness of the field means an increase in how much we can learn from and work with one another, giving us an opportunity to make all of our members stronger just by connecting them and making them aware of the techniques being used in other areas. DVS aims to increase this cross-pollination through social media, partnerships, education, networking, and leadership.

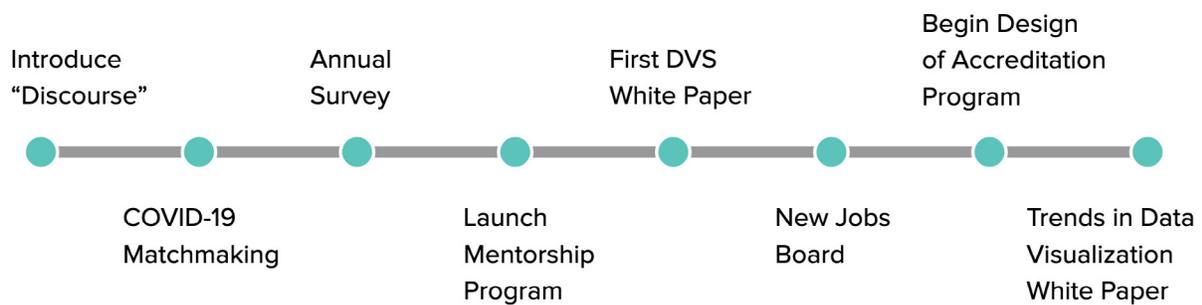
Social Media Impact During the First Year



2020

Our focus in 2020 is to refine the existing resources we already have in our Slack, the Nightingale publication and our website. Along with improving the existing experience of our members and the public, we will move forward with several initiatives that we have messaged to our members and heard positive feedback about. Along the way, we will formalize and better support local chapters and events. We will continue to host online discussions like our early career Q&A with veteran practitioners, publish Nightingale articles, support structured critique and advertise these initiatives on social media.

2020 Timeline



The programming and resource development planned for the next five years requires more resources than the volunteer effort that achieved so much in 2019. To address this, we will seek both individual and organizational contributions to support our mission. At the organizational level, DVS will pursue meaningful partnerships for financial, in-kind, and related support.

At the individual level, we are introducing paid membership options. While we have created value for our members, paid memberships are not about paying for what DVS has done but rather investing in the vision for what we can do to serve the wider data visualization community of designers, developers, artists, teachers, and consumers.

The Next Five Years

2020-21

- First conference
- Introduce paid memberships
- Educational materials for teachers and students
- Reviews and recommendations for tools and learning materials
- Regular white papers that distill the experiences and expertise of our members for wider recommendation to the community
- More accessible methods for online conferences and workshops in order to connect DVS members regardless of their geographic or economic situation
- Form partnerships with other community programs as they develop in our field as well as maintain partnerships with organizations and vendors that provide the most value to our members

By 2022

- Expand Nightingale to include a print edition
- Develop audio-visual content
- Scale the mentorship program and integrate it across our other methods for promoting education and professional development
- Roll out accreditation to provide the means for individual members to self-evaluate as well as for DVS to better understand where members are focusing their skills training



Looking Forward

In five years time, data visualization will be even more a part of our everyday life. By then, the Data Visualization Society will be a globally recognized professional association for people learning, developing, designing, teaching about, coaching on, and otherwise engaged with data visualization. A thriving global leadership team of full-time staff will support education, accreditation, partnerships, and operational initiatives, while a decentralized model of local chapters provides in-person collaboration and connection opportunities for members.

With stable revenue and established partnerships, as well as a wealth of material developed through our programs, we will provide professionals at every stage of their career with the fundamentals to succeed whether they view data visualization as a profession or a skill.

A thriving mentoring program and resources for early career professionals will all emphasize guidelines for ethics and standards.

In order to create more of these early career professionals, the Data Visualization Society's education initiatives will have defined a core curriculum in data visualization. With this curriculum, we provide the framework to allow age-adjusted introduction of data visualization into various subjects.

Concurrent with developing the professional skills of practitioners, we will have material and effort focused on increasing the data literacy of audiences both in business data visualization as well as in personal data visualization. We will not only be the predominant organization in the space of data visualization, but also an important voice in accessible design, journalism, diversity inclusion, and data literacy.

Beyond our practical impact on our profession in education, events, credentials, and other tangible assets, we will shape the conversation on ethics in data visualization and remind our members of the voices of those represented in datasets.

As data visualization becomes increasingly mainstream, we will see more and more ways that our organization and members and profession can influence the world. We take our responsibility seriously and hope make to make the world a better place.

