

DDI Marketing and Partnerships Group

Report and Plan 2018

Team:

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Mission Statement

- Coordinate marketing activities, establish DDI brand, ensure consistent messaging
- Interface with other standards bodies
- Increase the DDI user community and DDI Alliance membership

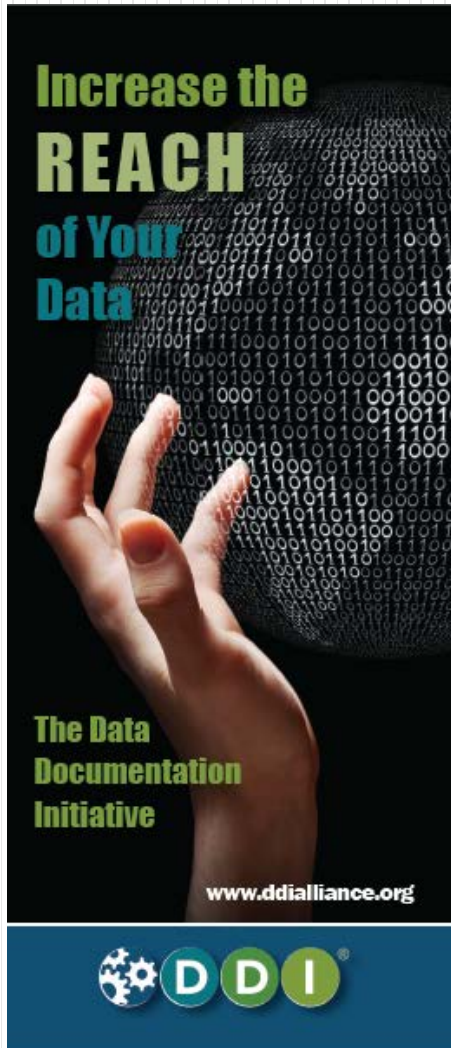


What worked during the past year?

- Materials development
 - Updated tri-fold brochure
 - ICPSR Data Fair webinar (coordinated with Training)
 - Ongoing Website design and maintenance
 - Monitor with Google Analytics
- Conference attendance
 - New promotional materials, rolling presentation, conference schwag
 - Expanding promotion to new communities/conferences
 - Sponsorships and ads at AAPOR, IASSIST, ESRA
 - AAPOR Transparency Initiative outreach
 - IFDTC, ACSPRI, 3MC,




Brochures and Ads



Increase the
REACH
of Your
Data

The Data
Documentation
Initiative

www.ddialliance.org



DDI[®]

Making data accessible to a wider audience.

DDI – the DATA DOCUMENTATION INITIATIVE
is a free, international standard for describing data produced by surveys. It encourages comprehensive description for discovery and analysis, and supports effective data sharing.

DDI can document & manage different stages in the research data lifecycle:

- conceptualization • collection • processing
- distribution • discovery • archiving

DDI facilitates understanding, interpretation, and use by:

- people • software systems
- computer networks

DDI ensures that your data are:

- Documented • Discoverable • Interoperable

Discover the benefits. DDI is being used in over 80 countries.

Major projects using DDI include:


- Inter-university Consortium for Political and Social Research (ICPSR)
- U.S. Bureau of Labor Statistics
- UK longitudinal & birth cohort studies (CLOSER)
- International Household Survey Network (IHSN)
- Consortium of European Social Science Data Archives (CESSDA)
- German Microcensus Data Archives
- Statistics Denmark
- Statistics Canada
- Midlife in the U.S. longitudinal study (MIDUS)

ATTEND OUR PANEL, Sun. 10:15 am:

*Collecting, Managing & Sharing Data—
Using the DDI Standard Across
the Survey Research Lifecycle*

LEARN MORE at BOOTH 29

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 - IFDTC, ACSPRI, 3MC,
- Coordination with other DDI groups
 - Quarterly meetings
 - Establish online Help (Training)
 - Archiving material (Publications)



What didn't work during the past year?

- Formalize conference evaluation demo
 - Proposal to host evaluations at conferences attended
 - Performed at NADDI since 2015
- AAPOR invited reception
 - Expensive and sparsely attended
- In Development:
 - Establishing relationships with other standards bodies
 - AAPOR Transparency Initiative
 - ORCID Organization Identification Registry
 - Refining division of labor among working groups



Plans for next 12 months

- Continue to improve website, materials, message
 - Update time-sensitive content on website
- Continue/expand conference presence and attendance
 - Consider more sponsorships, “getting in the program”
 - Place ads in programs; distribute business cards at booths/exhibitions
- Formalize conference evaluation demo
 - Propose to host evaluations at conferences attended
 - How to proceduralize without incurring excessive cost?
 - Avoiding favoritism or conflicts of interest vis-à-vis tools
 - White paper, presentation, or brochure on NADDI evaluations?



Plans for next 12 months

- Promote improved (new) documentation for 2.5, 3.2
 - Coordinate with TC on releases
- Identify and target most relevant organizations
 - How to proceduralize outreach?
- Outreach to tools and software, not just other standards
 - R, SPSS, StatTransfer, Stata, etc.
- Evaluate proposal: Consider rescheduling DDI Members and/or Scientific Board Meetings
 - Promote and increase attendance at DDI user group conferences
 - Comingle members, current users, and potential audiences
 - Examine attendance numbers at NADDI, EDDI, and IASSIST



Resources required next 12 months

- 2018 budget (\$15k)
 - Ongoing - marketing materials, producing ads, printing brochures, schwag
 - Ongoing - conference attendance, outreach, travel
- New: Outsource tasks not being accomplished by volunteer contributions
 - Website maintenance
 - Updating social media?
 - Conference evaluation tool
 - AAPOR Transparency Initiative tool
 - Educational videos (coordinate with Training)

