DDI Marketing and Partnership Group

2/16/16

Attendees: Barry, Jared, Wendy

Coordination among DDI working groups.

* Wendy – overlap among group membership is a good thing.
  + Inaugural meeting at NADDI:
    - Marketing
    - Training
    - Tech (Wendy)
    - Web-comm-newsletter (Kelly)
  + There’s a distinction between working groups and Moving Forward. Wendy will monitor any potential collaborations or conflicts.

AAPOR.

* Side meeting
  + What is our audience size? Let’s err on the small size.
  + Barry will circulate list with potential invites (orgs)
    - Need to assign responsibilities.
    - Reach out to Hilton Austin Hotel for price quote?
      * Friday 13th, 6-8 pm (sessions wrap at 5:45)
      * 20-30 people, layout for cocktails
    - A/V support? Depends on price.
      * Have a demo loop?
    - Handout of introductions of DDI reps in room
  + Potential participants (and liaisons)
    - Federal agencies
      * BLS – Dan Gillman
      * Health agencies
        + NIH – Jay Greenfield?
        + NIA – Barry
    - Software companies
      * SPSS - ?
      * CASES - ?
      * Blaise – Jeremy/Dan
      * DevInfo – Wendy
    - SROs
      * Gallup – Barry
      * Pew - ?
      * NORC - ?
      * University of Wisconsin Survey Center - Barry
      * ISR/University of Michigan – Jared?
* Evaluation
  + Work on NADDI presentation; goal of pushing it for next year’s conference.
* Marketing materials.
  + Overall, where on these materials should the URL be? Do we need http://?
  + Jared will get input from graphic artists.
  + Decided Banner content – very simple and benefit-centric.
  + For Flyer, more white space available
    - Include more orgs using DDI
    - Make less-academic oriented.
    - Need new image options.
      * BeforeAndAfterDDI image?