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?