DDI Marketing and Partnership Group

3/15/16

Attendees: Barry, Jared, Wendy, Ron, Kelly, Amber, Jane

Agenda

* Welcome Training group:
	+ DDI website survey responses (implementing feedback into a plan)
	+ Intro to DDI video that Training has started
	+ If there’s time, discussing Training’s involvement in the NADDI evaluation demonstration as a potential pedagogical tool
* Marketing and AAPOR
	+ Firming up details of our side meeting at AAPOR
	+ The invite list - potential participants (and liaisons)
	+ Format of meeting
* Welcome Training group:
	+ DDI website survey responses (implementing feedback into a plan)
		- 40 respondents provided their emails and volunteered more feedback about the website
		- Michelle wants to do some usability feedback at NADDI
		- Google Analytics provides useful context for survey results:
			* bounce rate – people who leave after one click. 51% is about average.
		- Ron and Barry impressed with # of user and page views.
		- Training considers this survey the first of ongoing evaluation efforts of different aspects of the website.
			* Encourage data-driven decision making.
	+ Intro to DDI video that Training has started
		- Is this needed?
			* Could be used as ‘bait’ to draw users in
			* Not meant as a comprehensive training primer
		- Division of labor a larger consideration. What are our 2 group’s responsibilities?
		- Ron suggested following organizational approach:
			* ***Marketing – why DDI?***
			* ***Training – how DDI?***
	+ If there’s time, discussing Training’s involvement in the NADDI evaluation demonstration as a potential pedagogical tool
		- Will discuss with Training group at NADDI while developing the presentation
* Marketing and AAPOR
	+ Firming up details of our side meeting at AAPOR
	+ Format of meeting
		- Tag team with broad outline from Louise:
		- The theme of the conference is “Reshaping the Research Landscape” and that is precisely what we are trying to do, so the presentations should IMHO be focused on three main areas aka the main business case(s) for adoption.
			1. *Improving the flow of information in the survey process (role of structured metadata, tooling e.g. Colectica, lack of common outputs from CAI)*
			2. *Using structured information to manage the survey process (NSF, BLS), would be good if this was questionnaire design centered*
			3. *Using that information for research (MIDUS / CLOSER), connected from question to variable etc*
	+ The invite list - potential participants (and liaisons)
	+ Draft official email invitation (from Jared and/or DDI Alliance), then,
	+ Distribute to DDI community, who will then distribute it more widely to:
		- Federal agencies
			* BLS – Dan Gillman
			* Health agencies
				+ NIH – Jay Greenfield?
				+ NIA – Barry
			* BJS – George Alter
		- UK data collection agencies – Jon, Louise
			* TNS-BMRB
			* GfK
			* IPSOS-MORI
			* Natcen
			* ONS
		- Software companies - Jared
			* IBM/SPSS - ?
			* CASES - ?
			* Blaise – Jeremy/Dan
			* DevInfo – Wendy
			* Triple-S (standard) - ?
		- SROs - Barry
			* Gallup – Barry
			* Pew - ?
			* NORC - ?
			* Roper – Bill Block? Mark Maynard?
		- Academic departments running surveys
			* CLOSER - Jon
			* ISER (Essex) – Jon?
			* University of Wisconsin Survey Center - Barry
			* ISR/University of Michigan – Jared
		- Social media?
* Ron: larger question: how to “on board” new members? Jared has recently had experience of a new person getting involved with the DDI community – how best to bring new members to the table, possibly assign them a mentor? Is this a marketing or a training responsibility?
	+ Jared and other will consider how to treat this situation.