DDI Marketing and Partnership Group

4/19/16

Attendees: Barry,

Agenda

Marketing at AAPOR

* 1. Firming up presentation, format, schedule, responsibilities for our side meeting at AAPOR
		1. *What is the theme or goal of this meeting?*
			1. ***Followup of Jon/Louise meeting in 2014***
				1. ***Integrating DDI into the full research data lifecycle, from design to analysis.***

***Broadening use of DDI to solve problems in all stages of lifecycle.***

* + - * 1. ***Intro to DDI for newbies***
				2. ***How to find out more, get involved***
			1. ***Goal: increase DDI Alliance membership, community***
			2. ***1 hour: Jon/Steve/Barry, Dan, then Tim, then Questions, then Open***
	1. Finalize email invitation message
	2. Assign outreach responsibilities:
		+ Federal agencies
			- BLS – Dan Gillman ***(10 min talk from Dan?)***
			- Health agencies
				* NIH – Jay Greenfield?
				* NIA – Barry
			- BJS – George Alter ***(10 min talk from Tim Kearley?)***
			- NSF???
		+ UK data collection agencies – Jon, Louise
			- TNS-BMRB
			- GfK
			- IPSOS-MORI ***(not attending?)***
			- Natcen
			- ONS
		+ Software companies - Jared
			- IBM/SPSS - ?
			- CASES - ?
			- Stata - ?
			- Blaise – Jeremy/Dan
			- DevInfo – Wendy
			- Triple-S (standard) - Jon
		+ SROs - Barry
			- Gallup – Barry
			- Pew - ?
			- NORC – Tim Mulcahy (George will handle)
			- Roper – Bill Block (Mark Maynard?)
		+ Academic departments running surveys
			- CLOSER - Jon
			- ISER (Essex) – Jon
			- University of Wisconsin Survey Center – Jen Dykema (Barry) ISR/University of Michigan – Jared
	3. Social media presence?
		1. Push a coordinated message via Tweets
	4. Brochure:
		1. Two versions: one simple, one involved.
		2. Steve’s idea: Olof’s presentation – 1 DDI, 10 different things
			1. Leverage your data with DDI
				1. Emphasize the advantages and benefits of Re-use