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