DDI Marketing and Partnership Group Minutes

6/20/16

Attendees: Barry, Steve, Jared, Wendy, Ron

Agenda

1. Review 2016-17 Marketing Plan
2. Set priorties for marketing and promotion efforts this year
3. Discuss AAPOR and followups
4. Upcoming conferences
5. Review 2016-17 Marketing Plan
   1. How was Marketing Plan received at Members Meeting?
      1. Who makes the initial contact with Partnerships?
      2. Need contacts to be empowered, and needs to be an organizational outreach not just a personal one. Need a protocol to build diplomatic relationships – what is that protocol involve (besides involvement of Jared, Board members, …?)
      3. Jared – Marketing keeps track and manages new leads?
         1. Keep informal for now, copying Jared, Steve, etc. on initial contacts to make institutions aware.
         2. Keep track with simple Google Spreadsheet.
6. Set priorities for marketing and promotion efforts this year
   1. Any major course corrections?
   2. Are we agreed on overall direction and efforts?
      1. DDI 4 naming – proposal to Executive Board
7. Discuss AAPOR and followups
   1. Initial email followup with offer to route inquiry more specifically to the “correct” contact. Themes:
      1. AAPOR Transparency Initiative
         1. Tim Johnson
         2. Tim Triplett
      2. Census Bureau
      3. Software developer
      4. Individual researchers – lower profile.
   2. Add Spreadsheet to Wiki
8. Upcoming conferences
   1. AAPOR Conference (<http://www.aapor.org/Conference-Events/Annual-Meeting.aspx>) – May 18-21, 2017 (New Orleans)
      1. Field Directors Conference (<https://ifdtc.org/>) – May 21-24, 2017 (New Orleans)
      2. IASSIST starts May 23, 2017 (Lawrence, KS)
   2. 3MC Comparative Survey Design and Implementation Conference (<https://www.csdiworkshop.org/index.php/3mc-2016>) – July 25-29 (Chicago, IL)
      1. Peter Granda attending for ICPSR and on DDI Alliance behalf
      2. GESIS/Achim/Mari attending? Confirm.
         1. Wendy might attend.
      3. DDI sponsored in 2015
   3. Blaise Users Conference (<https://www.aanmelder.nl/ibuc2016>) – Oct 4-6
      1. Not a member yet – Jared
         1. Thinking of what level of involvement they want
9. Membership
   1. CESSDA joinging
      1. Jared – will share list of potential members reached out to.