DDI Marketing and Partnership Group Minutes

7/27/16

Conference call with Training group

Attendees: Barry, Amber

Agenda

1. Presentations, Brochures, & Multimedia content (Training & Marketing)
   1. Introductory video ([Link](https://ddi-alliance.atlassian.net/wiki/download/attachments/7864375/Introduction%20to%20DDI.pptx?api=v2)) (…looking at adopting similar production as ICPSR videos [here](https://www.newschallenge.org/challenge/data/entries/data-driven-journalism-a-portal-for-finding-truth-in-finding))
   2. Rolling Presentation  ([Link](https://ddi-alliance.atlassian.net/wiki/download/attachments/7864375/ddirollingpresentation.ppt?api=v2))
   3. Brochure ([Link](https://docs.google.com/document/d/1R8XqXeHWS-gbjKmOyzmKjmcK_QPj92xkxtQ51kTtWac/edit?usp=sharing))
   4. Other multimedia content and collaboration (ideas?)
2. DDI Marketing responsible for generating interest; Training responsible for educating and next steps.
   1. Marketing: 2 flavors, Codebook (simple projects) and Lifecycle (complex projects)
   2. “Archive and funders increasingly require structured metadata”
3. Website
   1. Need contact point – “Ask an expert”
      1. WHO will man?
         1. Ron: maybe a list of individuals (and contact information) with specific expertise. Avoid over-promising.
         2. Amber: add this to Train-the-Trainer responsibilities. Have email queries sent to Trainers and list of experts.
4. Rolling presentation
   1. Roll Training’s intro into Rolling presentation
5. Training will create a webinar, one for Lifecycle and one for Codebook?
   1. Use AAPOR contacts to invite and critique
   2. Jared – data fair at ICPSR, online presentations, Institutional Reps,
      1. September 28, 3 pm EST
      2. Would be helpful if webinar showcases how ICPSR is using DDI
         1. “Look under the hood – did you realize that ICPSR uses DDI to accomplish its archival, discovery, and dissemination goals?”
      3. Promote what DDI *can do*, *not* what it is!
6. Share AAPOR materials on Wiki