DDI Marketing and Partnership Group Minutes

8/30/16

Conference call

Attendees: Barry, Jared, Steve, Ron

Agenda

1. AAPOR Transparency Initiative
   * Summary of call with Steve and Jared
2. Conferences:
   * 3MC summary and followups
     + ESS (Wendy)
   * AAPOR
     + Followups
     + Workshop at AAPOR 2017 (Steve)
   * Looking at next conferences
     + Blaise Users Conference
3. Training
   * Updates to website
     + [Contact Us](http://www.ddialliance.org/about/contact-us)
     + [Ask an Expert](http://www.ddialliance.org/training/getting-started) (Wendy and Sanda)
   * Presentation for ICPSR Data Fair
     + <https://docs.google.com/presentation/d/18L3s2bIxhgH1nW0duwx9KLXHvuEQ3FGh5SYBbCVM8bU/edit#slide=id.g165d76fe93_1_1>

Notes

1. AAPOR Transparency Initiative
   * Summary of call with Steve and Jared
     + Tim Johnson, president-elect AAPOR; Paul Lavrakas prior president. Followup conversation initiated at AAPOR.
     + TI is organizational membership. Some overlap with orgs and concerns between DDI and TI. TI result of review of poorly performing election polls and lack of study-, sampling-, fielding-level metadata to establish quality of data and study. Required metadata overlaps nicely with DDI Codebook tags; synergy with DDI tools.
     + Letter of intent drafted to Board.
     + Next steps contingent on acceptance – HOW to interface with TI.
       - Facilitate connections with the DDI tool community.
       - TI using DDI facilitates/enables deposit into Roper and ICPSR by documenting study-level and methodological metadata, for which DDI-C is adequate. Does not preclude, but in fact may facilitate adoption of variable-level metadata for deposited datasets – TI DDI as an entry point.
   * Workshop proposal for AAPOR 2017 (Steve)
     + “Managing metadata – general use in surveys”
     + “Standard reporting of polls using metadata”
2. Conferences:
   * 3MC summary and followups
     + ESS (Wendy)
     + Westat also present – followup with rep (Brad Edwards – Director of Field Services)
   * AAPOR
     + Followups: followup on contacts made in Austin! Nothing fancy, just a note.
   * Looking at next conferences
     + Blaise Users Conference (Oct 4-6)
       - Attending:
         * Kelly Chatain
         * Colectica
         * Give Swag to these folks?
       - Blaise in process of becoming DDI Alliance member
         * Formally recognize at conference? Jared will followup.
     + [Total Survey Error Conference](https://consol.eventsair.com/QuickEventWebsitePortal/itsew2016/itsew16/ExtraContent/ContentPage) in Australia (Oct 9 – 12)
       - This group could offer another opportunity or opening with DDI, similar to TI. Followup with George Alter, Steve about how TSE can be leveraged to highlight DDI’s features/benefits. TSE uses overlapping terminology. These initiatives could allow DDI to bridge the “understanding gap” by using their language to describe overlapping concepts.
     + [Longitudinal Data Conference](http://ncldconference2016.dss.gov.au/) in Australia (Oct 25-27)
       - Steve organizing workshop with Jon and Barry
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   * Presentation for ICPSR Data Fair (Oct
     + <https://docs.google.com/presentation/d/18L3s2bIxhgH1nW0duwx9KLXHvuEQ3FGh5SYBbCVM8bU/edit#slide=id.g165d76fe93_1_1>
     + Webinar YouTube
     + This is a Primer, but still not a “How To” webinar; we need a true Training video