DDI Marketing and Partnership Group Minutes

1/17/17

Conference call

Attendees: Barry, Jared, Ron

Agenda

1. review of the DDI trifold brochure
2. discussion of naming DDI 4
3. NADDI, AAPOR, IFDTC, IASSIST conferences coming up this spring
   * European Survey Research Association conference (Lisbon, 7/17-21, 2017)

Notes

1. review of the DDI trifold brochure
   * Ron really likes the content.
     + Contact Us “eager to talk”. “DDI members are eager to talk about the use of DDI in projects.” Update email address?
       - [ddi@ddialliance.org](mailto:ddi@ddialliance.org) works fine.
       - All inquiries are routed to Jared, confirmed.
     + Let’s Get Technical
       - “to use the information in various ways”
       - “DDI is based on XML Schemas,” … but there are RDF representations, etc.? We can always update this when DDI 4 is released. Or we can ask Wendy or Colectica if this is still accurate.
     + Visually set off the Before/After panel?
   * More About DDI
     + Presentation add “One document, many uses”graphic from one page brochure; remove “World digits” graphic.
   * “Let’s Get Technical”
     + “Technical Details” “Looking Under the Hood” “Technical Specifications”???
   * Update color scheme to match new website style and logo
     + Images are pretty dated. Include some new Stock photos?
   * Make “Contact Us” link same as under “Time to Get Started!”
   * “DDI – A Documentation Solution for Research Data”
     + “Many individuals and organizations from over 80 countries are already using…”
   * Mention “International standard” somewhere?
2. discussion of naming DDI 4: DDI Views or just DDI 4?
   * The mnemonic of using a name can be helpful to users, Ron says he was involved in these type of discussions for DDI Codebook and Lifecycle.
   * Wendy reminded us in an email that we’ve been using Views in a variety of areas involved with the Moving Forward efforts. The important point is to be consistent with our final choice.
3. NADDI, AAPOR, IFDTC, IASSIST conferences coming up this spring
   * + European Survey Research Association conference (Lisbon, 7/17-21, 2017)
     + Did not talk about individual conferences except AAPOR. DDI will have a presence at each of these conferences.
   * AAPOR 2016 was successful, especially presentations, posters, and booth activity; outside sponsored event was not well-attended and we’re not sure of its impact, cost/benefit-wise.
   * Barry will followup with Jen Dykema.
   * What about having a private DDI dinner and inviting individuals from our Panel session and booth? Would be easier logistically (maybe, unless we have to make a large reservation), and perhaps more effective.