DDI Marketing and Partnership Group Minutes

3/1/17

Conference call

Attendees: Barry, Wendy, Jared, Steve

Agenda

1. DDI naming conventions discussed at Executive Board
2. Update and recap tri-fold brochure production; determine what other promotional materials or schwag to order for upcoming conferences.
3. Review Marketing activities at upcoming conferences.
	1. Discuss AAPOR presence
	2. Update on TI partnership
4. Others items?

Notes

1. DDI naming conventions discussed at Executive Board
	1. DDI 4.
		1. Exec Board considered using both.
		2. Original reason for labels was a large group of users were confused by simple numbers.
		3. Potential compromise: Name is the number, with a slogan that describes: “DDI 4, a Views version of the standard.”
	2. This has ripple effects in updating content on web pages.
	3. Need to first communicate decision to DDI Community.
	4. Distribute some naming ideas to discuss before next meeting.
2. Update and recap tri-fold brochure production; determine what other promotional materials or schwag to order for upcoming conferences.
	1. Printer quotes from Jared. Received three of them ($130-300).
	2. We expect a proof copy from printer before final run.
		1. ICPSR/DDI will be taking some to ACRL conference (end of March).
	3. Other materials:
		1. Still can use customizable 2-faced 1-pager!
		2. Would be nice to archive different versions;
			1. Will archive different versions on the Marketing WIKI (Wendy set up)
	4. Other schwag
		1. Kill clings, buttons. Look at tschakis? Thumb drives with bottle openers? Barry will examine some options from vendor from last year.
	5. Dataverse conference – Steve suggests (6/15)
		1. Push for presence there (Amber, Johan, who else?), booth, schwag in bag, etc.?
3. Review Marketing activities at upcoming conferences.
	1. Discuss AAPOR presence
		1. Confirmed Steve as moderator/discussant for DDI session.
		2. Follow panel with informal get-together, drinks after.
	2. Update on AAPOR Transparency Initiative partnership
		1. Map DDI Codebook to TI fields – easier part
		2. Develop tool that creates DDI XML from TI fields – tougher part, and likely requires funding. Steve et al. pursuing?
			1. Wendy, able to autogenerate a web form interface? Larry doing something similar DDI2-DDI4 in YAML.
			2. Similar to efforts to create Word template for instrument development; use interface that users are familiar with.
4. Others items?