DDI Marketing and Partnership Group Minutes

5/3/17

Conference call

Attendees: Barry, Wendy, Dan, Ron, Jared

Agenda

1. DDI website
   1. Extending edit permissions to keep certain pages current:
      1. Training
      2. Marketing
      3. Other?
2. Discussion of Training group’s proposal for animated videos
3. Review 2018 (fiscal) Marketing Plan for DDI Members meeting
4. Presence at ESRA and APDU conferences later this year
5. Improved documentation for 3.2 and 2.5 – make sure to publicize
6. Other?

Notes

1. DDI website
   1. Extending edit permissions to keep certain pages current:
      1. Training
      2. Marketing
      3. Other?
   2. *Add issue to JIRA, fyi for Kelly (include Jared, Amber, etc).*
2. Review 2018 (fiscal) Marketing Plan for DDI Members meeting
   1. *Partnerships dimension of Marketing and Partnerships group – was originally conceived as more a one-on-one high level executive outreach activity (Chuck, Arofan)* 
      1. *What kind of “relationships”or partnerships are developed – personal or organizational?*
      2. *Actually have made inroads establishing organizational relationships (AAPOR good example).* 
         1. *Dan S. has already reached out to ORCID.*
   2. *Rescheduling DDI Members Meeting* 
      1. *Historically IASSIST brings a broader international group together.*
      2. *Babystep it? Breakup Members and Scientific Board, or have multiple meetings?*
      3. *Evaluate attendance at EDDI, NADDI, IASSIST and project effects.*
   3. *Coming into our own budget-wise.* 
      1. *Send Jared and Steve next years projections based on this year’s budget.*
3. Presence at ESRA and APDU conferences later this year
   1. *Wendy will rattle cages at APDU – poster? Distribute materials?*
      1. *Will talk with Dan G.*
   2. *ESRA status for promoting? Sponsorships – yes.* 
      1. *Level of sponsorship – stand or not, start with Bronze? Sponsored item in bag? Peter Granda willing to man stand.*
      2. *Any deadlines – Jared and Barry will birddog.*
   3. *Dan S suggests RDA in September?*
4. Improved documentation for 3.2 and 2.5 – make sure to publicize
   1. *Was added to formal Marketing Plan for 2018*
5. Discussion of Training group’s proposal for animated videos
   1. *TABLED*
6. Other?