DDI Marketing and Partnership Group Minutes

11/21/17

Conference call

Attendees: Barry, Wendy, Dan, Jared

Agenda

1. Discuss messaging strategy for DDI 4 prototype – what is the purpose?
	1. *EB at Kansas made decision to release prototype to allay concerns that process was dragging. Also update the AG group.*
	2. *How to communicate work doing with DDI 4? DDI Alliance spending much $ on DDI 4 development, and messaging has been confusing and inconsistent. What’s in DDI 4 Prototype:*
		1. *“Mature” parts of DDI 4 in prototype, but these have never been tested (data description, data capture).*
			1. *Wendy: useful for motivating development and tweaking workflow production.*
			2. *Jared: to explain that we’re done with initial phase, but few concrete times set for any releases of DDI 4. No means to enforce timelines.*
	3. Short-term goal: *“Codebook” was intended to be released in September, so the short-term goal is meant to assuage this missed deadline.*
		1. Target Audience
		2. Timeline
		3. Message: *Soft-pedal this “teaser” announcement. Just an update on progress to date in DDI4 “what have we been spending our time on?” and a “headsup” that a Prototype is scheduled to be released summer 2018. Emphasize that we have a working and supported line of DDI products.*
	4. Longer-term goal: *Emphasize Prototype is an “academic research project.” Not production ready. What are the consequences of a “modular” approach to DDI. Dan: this is really the 3rd release of DDI 4 (quarterly reviews of development drafts)– what has changed, what is similar? Are there other activities that reviewers should be taking? Should we encourage more integration across the disparate pieces than previously? Previously we asked specific questions of reviewers – Wendy thinks we will release specific use cases for reviewers to throw at the Prototype. Bug-trackers will be set up for feedback. E.g., look at interaction between a dataset description and the use of a questionnaire – can this use case be documented with the Prototype?*
	5. **Definition: prototype - not for production, but able to support review of use cases**
		1. Target Audience
		2. Timeline
		3. Message: *In the meantime (up until release in June) we can be developing the FAQ, a specific list of possible use cases that can be applied to the Pilot (this also relies on real documentation being available), the website, and the specific purposes and goals of the Prototype release.*