DDI Marketing and Partnership Group Minutes

2/8/18

Conference call

Attendees: Barry, Wendy, Dan, Jared, Kelly,

Agenda

* DDI 4 Prototype release (mid-2018)
  + Coordinating messaging
    - *Kelly update – Prototype has just crossed into documentation phase. Need high-level documentation* 
      * *https://ddi-alliance.atlassian.net/wiki/spaces/DDI4/pages/491651/Project+Management*
  + FAQ material
    - *Update DDI Alliance website FAQ*
      * [*http://www.ddialliance.org/resources/faq.html*](http://www.ddialliance.org/resources/faq.html)
      * *Prototype/DDI 4 specific:*
      * *Which version should I use when the new version comes out?*
        + *Is DDI backwards compatible?*
        + *How do I know if I want/should change versions?*
        + *If I’m using an earlier version of DDI, what new functionality will the new version provide?*

*What will DDI 4/Prototype do that I can’t do now?*

* + - * + *If I want to use DDI 4, how do I go about doing that? (transition path)*
      * *When will DDI 4 be ready for production?*
        + *How does this Prototype relate to previous releases.*
      * *More generally:*
        + *“Who is using DDI?”, to encourage potential users to explore different use cases/examples.*
        + *Expand “What do I need to get started?”*
      * ***Deadline for FAQ content: Beginning of April (pre-NADDI)***
* Google Analytics review
  + *Top pages; not very sticky; interesting new/returning users; country of origin*
    - *Kelly confirmed GA is filtering spiders and bots.*
  + *Request period reports from GA*
* [OMB RFI](https://www.federalregister.gov/documents/2018/01/12/2018-00400/request-for-information)
  + The Chief Statistician of the US is seeking suggestions for new areas of research that the federal government should pursue in order to adopt new methods for combining data from multiple sources to produce statistics.
  + Discuss response to RFI as way to promote DDI with federal agencies
  + Due March 12
    - *Jared and Barry will take first pass; deadline 2/15.*
    - *Include in response the size and legitimacy of DDI Alliance and standard, and which orgs are supporting it; extant customer base interested/using DDI. Include link to DDI website.*
* Review upcoming conference schedule and attendance
  + *RDAP potential – suggest doing a presentation, vs. sponsorship.*
    - *Largely academic librarian audience, n~80-100*
  + Update marketing materials and schwag
    - *Slap bracelets (re-order – they are popular)*
    - *DDI lanyards (can be reused for many conferences)*
    - *Buttons – small ones not as effective*
      * *“Ask me about DDI”*
    - *Glasses chamois*
    - *Flashlights*
    - *Die-cut sticker with DDI logo*
    - *Have: USB drive (caribinnear), buttons, pens, ice cubes.*
* Dan S. idea: “NASCAR” page with logos of all DDI Alliance membership.
  + *50 logos at the bottom of home page*
    - *https://www.ddialliance.org/ddi-membership*