DDI Marketing and Partnership Group Minutes

4/25/18

Conference call

Attendees: Dan, Wendy, Kelly, Jared, Barry

Agenda

* Prototype release
	+ Achim’s framing hypothetical document
	+ Still need Q&A update to the website addressing Prototype release
	+ Specify communication vehicles for announcement
* DDI 3.3 release
	+ Coordinated message/schedule with Prototype release
* Idea bin:
	+ DDI is a specification; it’s not a standard until everyone is using it. We should promote DDI by communicating “Look, all of these organizations are using DDI and you should too.”
	+ Potential for funding initiatives that encourage use and adoption of DDI
		- <https://www.nsf.gov/pubs/2018/nsf18060/nsf18060.jsp?WT.mc_id=USNSF_25&WT.mc_ev=click>

DDI 3.3 update

* Content should be ready end of April.
* Wendy has worked on additional documentation
* **Goal: Get it released for public review by IASSIST.**
	+ XKOS will also be released, but is very specialized and won’t be released at the same time.
* Messaging about 3.3:
	+ 2 announcements really:
		- Public Review
		- Then the actual Release
	+ Further alignment with GSIM
	+ More GSIM content
	+ Extending with new features, rather than new changes
		- Sampling and weighting components
* Vehicles
	+ Message Announcement Update on Website - Kelly
		- Updating specification area
		- Best practices for DDI 3.2 *and DDI 3.3* – Wendy
	+ Press Release – Jared and Barry
		- Vehicles:
		- DDI Listserve – Jared or Barry
		- Also our Home-made list:
		- <https://docs.google.com/spreadsheets/d/1gQBUkeVgLB3ZrNysFZxCtYiwWMstn7OH064_RYUuLTg/edit?usp=sharing>
		- Other standards bodies:
			* RDA - Barry
			* European Stat Agencies UNECE – Therese’
			* ICPSR - Jared
			* Roper - Bill
			* IASSIST – Bill?
			* MPC - Wendy
		- Update the Wikipedia page – Dan!

DDI 4 Prototype update

* ***Jared suggests: Any communication about 3.3 or 4 include mention of both.***
	+ ***Separate and distinct communication messages could be confusing, no matter how clear they are individually.***
* Wendy thinks earliest prototype will be ready is end of June, FYI.
	+ Kelly says more likely end of July.
	+ Usually 4-6 week review period for product – wait until 3.3 is reviewed? Don’t overlap?
* FAQ
	+ Start with message for Prototype first, and use original message sent out in December by Jared.
	+ Then fill in the FAQ – Barry will start and distribute FAQ doc.
* Kelly created a sandbox containing all the prototype releases:
* <https://drive.google.com/drive/folders/1vufPalp5Gp5lPVMR22AqOdEMlaVh1n7L>

Other:

* Kelly is slammed with website responsibilities – how to get help?
	+ Wendy suggest bringing topic up at member meeting – ask for help from members.
	+ Relatedly, how would the DDI Listserve related to what Barry is proposing as an Announcement List.
	+ Dan’s idea “Sign up for announcements” on the home page.
		- Jared continued to look at web services.
* Promotions:
	+ AAPOR – 1200 brochures in tote bag
	+ IASSIST – 387 brochures and stickers
	+ Tschakis
		- Slap bracelets popular
		- Ice cubes – meh
		- Carabiner USB sticks - $$
		- New stickers – easy to send in totes
		- Pens – easy to send in totes
		- Brochures – easy to send in totes
	+ The nice swag is great for user conferences and training groups.
		- Idea: Send swag to groups that are using or training in DDI, e.g., World Bank.