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.