DDI Marketing and Partnership Group Minutes

4/30/19

Conference call

Attendees: Dan, Wendy, Kelly, Jared, Barry

Agenda

* Marketing research project
	+ Ron: two questions
		- Qualitative review is difficult. How to make sure we get personnel to do this right.
		- Oversight. Need a point person to make sure this moves forward.
		- Hybrid: have a web survey but provides some context. Like the decennial census – call it a Census and tell individuals that it’s a requirement of their membership, but also that it’s in their best interest. “Would you be willing to meet with us afterwards for a more in-depth conversation.”
			* Wendy: have a standard survey with a note that someone would followup with R.
			* Quant: rate relative satisfaction with DDI
			* Qual: in what context’s do you make that rating?
		- Maybe a grant proposal to fund this?
		- Maybe a grad student; approach Maggie or other MLA resource. Like an internship with the DDI Alliance. Mary V, or Peter, or George?
		- ***Ron and Wendy: concerned that whole budget would be used for research only, and momentum would be lost. Shouldn’t be just the Marketing budget that carries this effort.***
		- Perception of potential bias in the results: avoid by making process/instrument transparent as possible.
	+ Wendy:
		- Will be important to know what exactly people are using?
			* Things have really evolved with DDI and include many flavors
			* XKOS, vocabs, etc.?
			* XML, RDF?
			* Where would you (members) like to be involved with DDI?
	+ Dan:
		- Have a followup plan – how are we going to explain the results to users and the EB?
* DDI 3.3 release
	+ Still work to do
	+ List of changes and versions should be updated on the website – Kelly
		- Package itself and documentation has a full change log – Wendy will log with JIRA issue tracker.
* XKOS release
	+ Jared has to submit it to a vote first
	+ Franck and Wendy will release it to different lists.
		- Emphasize it is based on SKOS

DDI 3.3 update from last year’s meeting on 4/25/18 (some of this text is still revelant)

* 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.***

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.