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.