DDI Marketing and Partnership Group Minutes

8/12/19

Conference call

Attendees: Dan, Wendy, Kelly, Jared, Barry

Agenda

* Announcing a DDI Alliance website reorganization that Jared and I are heading up.
* Considering a name/brand for the UML model, as suggested by Arofan and advocated by Dan S.
* Starting work on the marketing research project.
1. Announcing a DDI Alliance website reorganization that Jared and I are heading up.
	1. Website: Jared – not really a redesign, but a cleaning up. Jared and I will reorg and then bounce a beta version off of the Marketing group.
	2. Arofan and Wendy – current site very hard to navigate. Wendy: goal is to keep organization narrow but shallow.
	3. Steve – Getting Started, there are 9 issues to get started with. Which are critical – Arofan also suggested moving a few items to existing or new categories.
2. Considering a name/brand for the UML model, as suggested by Arofan and advocated by Dan S.
	1. “The idea that DDI 4 Core be re-branded to reflect its intended use has been discussed: DDI-Codebook and DDI-Lifecycle have brands which reflect their intended use, while DDI 4 Core does not. A re-branding would communicate to users the purpose of the new release, and minimize confusion as to which version of the standard is best suited for their applications - currently, the use of the version number indicates an erroneous relationship between versions 3 and 4 which is causing some confusion among the potential users of the new standard release, as it did when earlier releases were referred to as “DDI 2” and “DDI 3”. (Suggestions have been along the lines of "DDI - Integration," "DDI - Cross-Domain," etc.  Identifying a better name for the DDI 4 Core will need further exploration and conversation with the Marketing group and others.)”
	2. DDI 4 Core – Arofan: DDI 4 Core, a working title, is not a production standard for documenting the whole data life cycle. Its functional use needs to made clear. Aligned with Lifecycle and supplemental to it, but doesn’t replace it. The first part of DDI 4 to be brought to production will be Core. The suggested idea of “DDI – Integration” is consistent with “DDI – Codebook” and “DDI - Lifecycle.”
	3. Wendy: Is this a distinct standard? Right now, it is only an internal working title. The prototype was released as the “DDI 4 Prototype.”
		1. Barry concurs. Are we going to have multiple new DDI 4 products? Or will DDI 4 Core evolve as modules are added to it. Very much want to avoid the DDI 4 naming debacle. We’ve already branded the UML model as DDI 4…
	4. Dan S: One result of DDI is mapping it (the UML model) to other standards – a great use case would be integrating into/with DDI from other standards. Dan thinks DDI 4 would be most useful as a mapping tool, as a cross-walk format.
	5. Ron: Likes “integration.” Mapping and crosswalk as Dan said, but these can be misinterpreted. “DDI Integration Module” allows for modularity and future add-ons.
	6. Steve: We should have this conversation when we have something ready for production. There isn’t anything set in stone. Arofan is replying that they are on schedule to release something for review by the December deadline.
		1. Barry: we should avoid the naming the initial review something other than final product’s name.
	7. Decision tabled for now. Arofan will ask the MRT team for more ideas; Barry requested that summary text clarify what Core does and how it will be distinguished from DDI 4 and other DDI products.
3. Starting work on the marketing research project.
	1. First task: Navigating financial relationships. Currently, the UWSC quotes Barry $30k for project, contingent on an internal transfer. UM and DDI Alliance would require sole source justification to pay UWSC through IOA. Easier path might be for UM SRC to conduct the research and be paid with a simple internal transfer – Jared will explore.
	2. Meantime, Steve suggested that schedule for working out goals and methodologies be accelerated.
	3. Decision: move forward on both fronts; clarify budget/payment responsibilities and start firming up methods.

Other:

 Update conferences on wiki.