DDI Marketing and Partnership Group Minutes

3/30/2020

Conference call

Attendees: Dan, Wendy, Jared, Barry, Ron

Agenda

* FY 2021 funding request.
  + Marketing Research project
  + – get on track
* Promoting “DDI Lifecycle (3.3)”
* FY 2021 funding request.
  + Marketing Research project
  + – get on track?
  + Ron agrees we should split or delay it. Also mentioned we were going to use DDI Alliance meeting and NADDI to help implement and recruit.
  + Maybe we could do the instrument and protocol development in this fiscal year; the data collection could be done next fiscal year.
    - Are there any initiatives being held up by this report?
    - Yes, the Strategic Plan, which the Alliance has operated without since 2018 – Jared. Jared thinks we should firm up an interim plan. Interim plan could sharpen the goals of the Marketing Research.
    - How would be do invoice with UM SRO? Jared will ask Kelly.
      * Pay for any work done already? And extend it into next year.
      * Wendy asked about carryover – there is no allotment, or earmarking.
    - Jared was posing the question whether we still need this project? Is it still relevant? Ron thinks the same thing.
    - Dan makes a good point, that part of the survey was about member engagement. We should fund an alternative if we don’t go through with the survey. We should try to have a more proactive effort at NADDI and EDDI conferences.
      * Original idea: having one hour conversation with members. We switched to have a 3rd-party because we wanted a neutral data collector. DDI care package (stickers, tchakis, etc.). Let members know who they can call if they have questions or require support. What are their new projects, even if they don’t involve DDI? What is the future?
        + Promote new branding, that DDI is a suite or products.
      * Budget would need to include outreach costs, tchakis, etc.
        + Ron: cover for laptop camera with DDI logo?
      * Wendy is saying that our organization is different now, more about maintenance while development is more a niche.
    - Further, we still don’t have a volunteer group formed to analyze and summarize the results. Even if we proceed with the informal member engagement, that we have a proceduralized way to record and use the information.
* Promoting “DDI Lifecycle (3.3)”
  + Use this as one part of the entre’.
  + Need an elevator speech.
* Jared is revisiting the need for a dedicated support person to help with efforts like these. Essentially a project assistant. Such a position would leverage and take advantage of the volunteer efforts.
  + Get training on board with this.
  + This would help with all our efforts, 3.3, outreach, tchakis.
* Wendy brought up that we need to update the website pages about Moving Forward. Arofan and MRT are aware they need to do that, and that CDI won’t be released until those pages are cleaned up.