Marketing and Partnerships Group Discussion

NADDI 2015

Topics

- Target audiences and how to reach them

- Crafting the message

- Marketing materials -- New logo and graphic identity, website

Marketing Group Members

- Kelly Chatain
- Arofan Gregory
- Chuck Humphrey
- Steve McEachern
- Ron Nakao
- Barry Radler
- Wendy Thomas
- Mary Vardigan

Goals of Outreach

- Increase DDI membership

- Increase use and adoption of DDI and get new DDI users

- Encourage new people to become involved in DDI stewardship

- Work with other research standards bodies to integrate and exchange information between DDI and other standards

General Stakeholder Groups

- National statistical institutions

- European infrastructure projects, including CESSDA

- Academic libraries

- Health sciences

- Large research projects (MIDUS, HRS, PSID, ELSA, IPUMS, WLS, VETSA, National Children's Study, etc.)

- Survey research organizations

Strategic Partnership Possibilities

- Standards-developing organizations
  - W3C
  - Dublin Core
  - ISO

- Community-based organizations
  - CASRAI (research administration metadata)
  - DataONE/EML (Ecological Metadata Language)
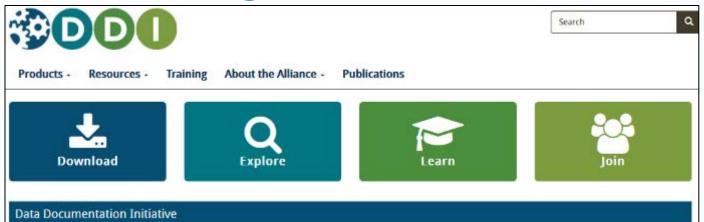 - CDISC (Clinical Data Interchange Standards Consortium)
  - Research Data Alliance

Crafting the Message

- Demonstrate successful applications of DDI

- Make the business case for different communities

- Example: World Bank IHSN/ADP project to support NSIs in Africa, Asia, Oceania, and Latin America to share data

- How can we move forward on this?

New Logo and Website

Need Help With…

- Data entry
  - Fielded publication records
  - Fielded member records

- Social media for DDI