



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

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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

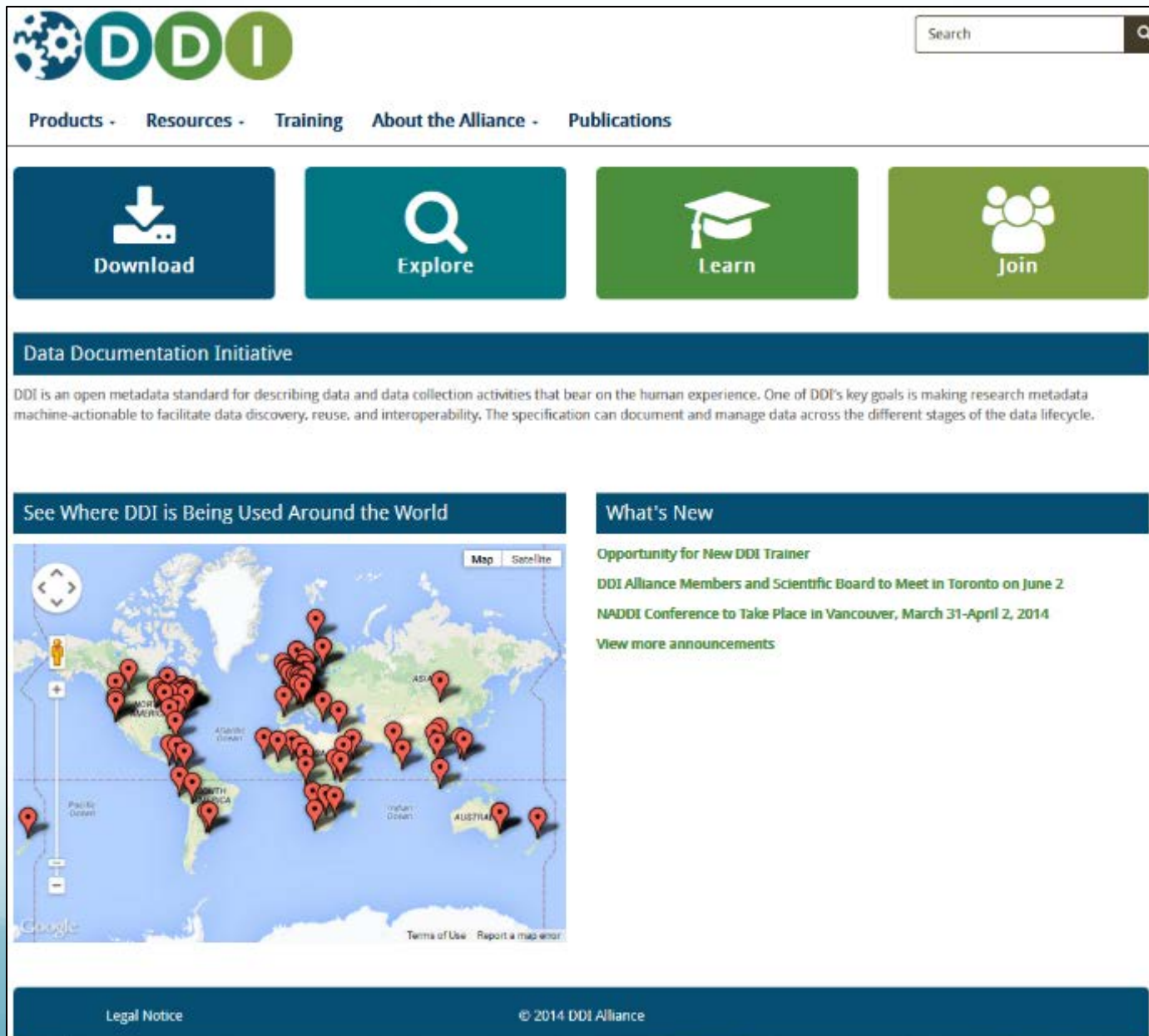


Crafting the Message

- 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



The screenshot shows the DDI Alliance website homepage. At the top left is the DDI logo, which consists of a globe icon followed by the letters 'DDI' in green circles. To the right of the logo is a search bar with the text 'Search' and a magnifying glass icon. Below the logo and search bar is a navigation menu with the following items: 'Products -', 'Resources -', 'Training', 'About the Alliance -', and 'Publications'. Below the navigation menu are four large, colored buttons: 'Download' (dark blue), 'Explore' (teal), 'Learn' (green), and 'Join' (light green). Below these buttons is a dark blue header for the 'Data Documentation Initiative' section. The main content area is divided into two columns. The left column has a dark blue header 'See Where DDI is Being Used Around the World' and a map of the world with numerous red location pins. The right column has a dark blue header 'What's New' and a list of announcements, including 'Opportunity for New DDI Trainer', 'DDI Alliance Members and Scientific Board to Meet in Toronto on June 2', and 'NADDI Conference to Take Place in Vancouver, March 31-April 2, 2014'. At the bottom of the page is a dark blue footer with 'Legal Notice' on the left and '© 2014 DDI Alliance' on the right.

DDI

Search


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Data Documentation Initiative

DDI is an open metadata standard for describing data and data collection activities that bear on the human experience. One of DDI's key goals is making research metadata machine-actionable to facilitate data discovery, reuse, and interoperability. The specification can document and manage data across the different stages of the data lifecycle.

See Where DDI is Being Used Around the World



The map shows numerous red location pins across the globe, indicating where DDI is being used. The pins are concentrated in North America, Europe, and Australia. The map includes a search bar, a compass, and a zoom control. The Google logo is visible in the bottom left corner of the map area.

What's New

- Opportunity for New DDI Trainer**
- DDI Alliance Members and Scientific Board to Meet in Toronto on June 2**
- NADDI Conference to Take Place in Vancouver, March 31-April 2, 2014**

[View more announcements](#)

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Need Help With...

- Data entry
 - Fielded publication records
 - Fielded member records
- Social media for DDI

