# DDI Alliance Executive Board Meeting
# 4 April 2023

*Present: Libby Bishop, Cory Chobanik, Jon Johnson, Jared Lyle*

## Marketing & Partnership Working Group Review

Jared reviewed the original charge of the Marketing & Partnerships working group, as well as recent feedback about the working group solicited from key stakeholders, including the Scientific Board, the Technical Committee, the Training Working Group, and members of the Marketing & Partnerships Working Group.

The Marketing and Partnerships working group was formed as one of the key recommendations from the 2011 Breckenhill external review of the DDI Alliance, which found "that the emergent [DDI] stakeholders do not see themselves as well served although they very strongly support and need the DDI 'products' and tools.  The broader need for an external/outward-facing Marketing Plan and implementation strategy to promote even more take-up of the standards and Alliance membership needs to be addressed."  The Breckenhill report emphasized three marketing needs:
- Feedback from the user community
- Solicitation of new ideas and functionality not yet implemented
- Attract interest of vendors of statistical software tools and business intelligence software

The Alliance's 2014 Strategic Plan created a new Marketing and Partnerships group and tasked it with four primary activities:
- Build partnerships and strategic alliances (e.g., SDMX, DublinCore, NSF)
  - Make DDI a key resource in the standards community
  - Create shared funding opportunities
- Assess DDI usage, community needs, resources
  - Understand new and existing user communities and their needs
  - Brainstorm new applications for DDI that will broaden its appeal
- Improve DDI web site
- Create new materials explaining value of DDI to non-specialists

Recent feedback about the Marketing and Partnerships working group generated the following suggestions:
- Working group revitalization
  - Recruit new and active working group members
  - Need reliable and adequate budget for marketing
  - Move the partnerships emphasis to the Executive Board or the Scientific Board (keep it separate from marketing)
  - Clarify the line between marketing and training activities

- Internal engagement
    - Engage current DDI users to respond meaningfully to their needs
    - Remind existing members of opportunities for involvement
- External engagement
    - Must define DDI's potential audience (beyond DDI's traditional audiences) and then communicate the value of DDI to them to promote a compelling narrative for DDI adoption

The Board expressed interest in talking with the community about their needs (using a flexible script). Community engagement was promoted as a priority for the Executive Board last year. Questions to ask member organizations could include: What are their needs from the Alliance? What products are useful to them as an organization? What are the key membership benefits to them? Questions to ask generally: Who are the Alliance's customers? What is the Alliance offering? What is the value proposition? What are the levels of service the Alliance can offer? Cory offered to share materials he's used for needs assessments.

In terms of the Marketing and Partnerships working group, the Board noted there is a difference between marketing and communications activities. It can be difficult to find people with the varied skills and interests; therefore, the Board recommended that the goals be explicit and/or narrowly tailored to the highest priority tasks. Discussion of next steps for the working group will continue, especially as the full Board was not present. It was recommended to discuss the Marketing and Partnerships working group at the annual meeting in May.

Upcoming Meetings
    - Executive Board meeting, May 3 at 8am EDT
        - FY2023 (July 2022-June 2023) review
        - FY2024 (July 2023-June 2024) funding requests review
    - DDI Alliance annual meetings, May 30, 1-5pm EDT