

## UA EAI Team Meeting

21 September 2021

### Attendees

- Mark Svancarek
- Nitin Walia
- Priyatosh Jana
- Vadim Mikhaylov
- John Levine
- Sarmad Hussain
- Seda Akbulut

### Meeting Agenda:

1. Welcome and roll call
2. Continue work on the self-certification guide
3. Planning work focused on new stakeholders:
  - a. TLD Registries & Registrars
  - b. Academia: Beginning review of the curricula
4. Talking about adopting a terminology to replace EAI as a part of completing work on the self-certification guide.
5. AOB

### Meeting notes:

#### Continue work on the self-certification guide

The group has been working on self-certification guide, which allows suppliers to attest to what level of internationalized email support they offer and allows purchasers to have some information about that too. The focus is mostly on the suppliers, rather than consumers.

The draft version of the document has been completed in this meeting. The category “User support and user experience” was removed as its details were absorbed under the EAI communication and messaging heading. In this guide, software vendors are encouraged to clearly indicate EAI support and mention EAI as a feature in their products, included in marketing materials. To that extent, what information and details need to be mentioned about the EAI user support experience has been discussed. There are multiple approaches for a system provider to promote such materials:

Over social media, with help videos on Youtube, by making sure the search engine is optimized for own website and pointing to UASG.tech certification page are amongst the new additions made under the “EAI communication and messaging” table.

Another example is given from a panel organized for ccTLDs, where CNNIC shared localized email addresses to their support teams so that they provide training as well as actual experience on localized email address for own staff and to support consumers.

Promoting EAI user support/experience marketing materials, what information is included, where they are posted and how to ensure they are discoverable are detailed in this table. After listing all these options, the group then assigned scores to each example given under “EAI communication and messaging” table. (gold/platinum). The group made the following additions:

Marketing materials and public messaging reference this self-certification guide to prospective end users	Platinum
When certified, seek and get a logo + link to provider’s website on UASG.tech	Platinum
Provider’s materials point back to UASG.tech certification pages	Platinum
Presence on web and/or social media promoting certification levels and pointing to other resources	Gold
Help materials such as videos on YouTube	Platinum
Demo experiences directly on the supplier website	Platinum
Issue mailboxes to your own staff for use in sales, outreach and customer support	Platinum

One comment was if there are thirty requirements for gold and if one of them is missed, does the supplier still qualify for Gold? This criterion was captured under “Ratings of systems based on ratings of components”, but not completely and algorithmically: *“The rating of a system is based on the overall behavior of the system. So, a system can have a high rating even if the components have no rating or a lower rating.”*

The group then created a new heading, Self-Certification Process, and captured the above point under Step 3a:

*“Decide if scores are suitable for promoting, post results to UASG.tech (or other?) generates a score using a published algorithm - can create custom composite scores.”*

Under the “Self-Certification Process” heading, main steps have been identified along with the two new work items. The suppliers should be able to select what they are doing via check-boxes or drop-down menus on UASG.tech where the algorithm will work behind to calculate the score, and generate the certificate. To define this algorithm, the group created a new work item for themselves. The other work item is about how to provide support via UASG.tech.

If a supplier wants to get a logo manually, we can potentially create customized logo to be used on the website.

## **Create a Curriculum & Outreach to Academia**

As part of our focus on new stakeholder academia, one of the ideas is that to start from the source. So, we go to the ACM's website where curricular recommendations are published.  
<https://www.acm.org/education/curricula-recommendations>  
<https://www.acm.org/binaries/content/assets/education/ce2016-final-report.pdf>

These are generally used by universities across the globe to develop their own curricula. Instead of reaching out to all universities, if one can go to the source, and inject the relevant resource within the relevant curricula, such as Computer Engineering, Computer Science, Information Systems, etc., then they will automatically populate globally to the academic organizations.

The curricula also show the general outline of the topics, descriptions of lessons, details, how many hours should be spent. Academia outreach plan was outlined with the following steps:

1. **Decision on target programs:** We need to go over the list of fields and decide first which of them are relevant to UA. (e.g., Computer programming)
2. **Assessing the curricula:** We then identify which curricula we need to intervene with. If they have an existing area, how that can be enhanced. If that's a new area, how much time and effort should be allocated.
3. **Outreach to the chairs of the curricula/program:** Each program has their own chair. We will discuss with the chairs to see if they can include our materials in the next revision.

To kick-off the conversation on ACM work, the working group discussed forming a new sub-group from EAI WG, Tech WG and UA-Discuss community members.

### **Action Items:**

<b>No.</b>	<b>The meeting Action Items</b>	<b>Owner</b>
1	Final review on Self-Certification Guide: Cleanup / reorder/ merge the content of the self-certification guide. Review the glossary. Find a better terminology for EAI. Adding an Executive Summary. Reviewing all the comments on the doc before finalizing.	EAI WG
2	Forming a sub-group to focus on academia	UASG
3	Developing the plan on ACM Curricula	The new sub-group