

UA EAI Working Group Meeting

30 April 2024

Attendees

Mark Svancarek

Biassa Arsen

Harsha Wijayawardhana

Jim DeLaHunt

John Levine

Kunle Olorundare

Prof Ibrahim Tchakala

Seda Akbulut

Yin May Oo

Meeting Agenda:

1. Welcome and roll call
2. Detail planning on EAI Self-Certification Program: Plan Document
 - a. Complete the Plan document as it will be used in the 5-year plan
 - b. E2.2 on the Plan doc is scored as E1.1 in the word document. Number codes and content should be aligned on the consolidated document
https://docs.google.com/document/d/1uOP0EghHkkmMDmdnTr1XXB-4kCjHmTLnsdF3V_WOxEA/edit
 - c. Add timeline and associate the task to goals
3. AOB
 - a. Meeting time cycling

Meeting recording: [Link](#); password Jo&?54d!8X

Meeting Notes

Yin May presented the suggested meeting agenda to the WG.

AOB: Alternative Meeting Time

Mark suggested having an alternative meeting time for other participants to be able to join in, and for the WG to practice inclusiveness. The meeting time could cycle between the usual UTC 14 and another time for the rest of stakeholders who would be more convenient to join the meeting at a different time. Jim supported Mark's suggestion of rotating meeting times, since the aim is to get more involvement. John said at any chosen meeting time, someone may have a conflict. He could see the effort, however, a good meeting time for one means there could be another possible conflict as well. Mark said John's reminder was taken. Harsha just joined the meeting and said that he had schedule conflicts the other times.

Agenda#2: Detail planning on EAI Self-Certification Program: [Plan Document](#)

Mark briefly presented the draft.

E2.1 “Items related to UASG resources for a future self-certifier”

There is a task about UASG resources for the self-certificating people, to be updated through the website. WG suggested updating the resource to the correct version. WG agreed to make sure all the linked documents are up to date.

Since Harsha was at the meeting, Mark mentioned the training videos. Harsha said he created some documents to aid the training. Harsha will edit the originally long document to summarize and share to the WG. The short videos would be created as Harsha thought it would be helpful. Video items would be the focus.

John said we have a list of contents to be planned ahead of time. John said if the content is ready and links are not, they could be hosted on other media platforms. Mark agreed. Mark listed down the task items in the section.

E2.2 “Items related to self-certification and score generation”

Mark said this item is also dependent on ICANN since Arnt would be handling the requests. And the automated test could be performed by John’s code. The requirements were discussed and listed in this section. Jim suggested learning more about the required content before making the SOW for the running automated testing on email products.

Jim recalled that Task.4 has been completed up to a certain level. Mark answered that the [score generator sheet](#) is like 90% completed. Jim said the steps would be:

1. Making the sheet
2. Updating the sheet
3. Making the discoverable tool

Mark listed the steps under the relevant task. Jim also suggested making the spreadsheet usable for early users of the Self-Certification Guide.

Task.6 is in collaboration with Measurement WG, on testing the top 3 email products and services on EAI readiness using the EAI Self-Certification Guide. Task.7 would be the second generation of the scoring spreadsheet.

E2.3 “Items related to score Submission processes”

For the purchase decision makers, how reliable would the results of self-certification be, and how would the WG make sure of it. Score submission process would be the first part. How to verify the testing person of a product and validity of the results and scores, this would be a challenge. The details of the tasks are as listed in the document.

E2.4 “Accepting scores and confirming proper process”

This part is about handling score discrepancy, to check reliability of results submitted by possible competitors or false advertisement. WG has not reached this far and this could be beyond WG’s control. To publish the scores of high-scoring products would also be a problem of policy conflict with ICANN. WG needs an answer or work around. Announcing the score and being listed as EAI-ready with a Silver/ Gold/ Platinum Level could be a marketing motivation for softwares to have awareness on EAI readiness.

Mark asked WG would like to resolve the pending items between E2.1 to E2.3 resolved, before proceeding with the planning further.

Seda answered some of the questions. For the policy with conflict of interest, Seda suggested informing the Coordinating WG first. Mark could join the upcoming meeting and raise the issue at the meeting and discuss this.

Regarding the request to change the self-certification guide to PDF file version, there would require a round of reviewing before adding it to the document hub, thus, Seda suggested WG to let the current version run first and see if adjustments are needed. There are comments and edits in the document shared to the community as a Google Document version on the UASG website’s sub-link, EAI Self-Certification page. Mark accepted the suggested changes in the document. The document could be updated with a new date as a PDF file on document hut.

Jim asked if the contents of EAI Self-Certification Program could be added to the UASG.tech page. Jim said that having the Self-Certification Program would mean more content such as FAQ, training or guides, and score validation or solutions would be required. Seda said posting content as documents could be done, however, reviewing by the EAI WG itself, UA-Coordination WG and ICANN staff would be required before posting. Since it would need time for reviewing, publishing documents in a timely manner could be challenging. For versatile content, it could be on the [EAI WG's wiki page](#). ICANN staff would be able to help the WG update the documents on this page. Mark said it would be alright.

Jim asked to confirm if WG could request adding documents to the mentioned page without going through the ICANN reviewing process. Seda answered that sharing documents in the Google Document form would be alright, however, the PDF version would need to be reviewed by ICANN before releasing to the public. Jim was concerned that every document would need a review and cause delay. Seda showed the [Draft UA Curriculum](#) page as an example.

Jim was concerned that WG was not aware of the comments in the document and there was miscommunication to work on resolving the comments with ICANN staff. Jim also shared concerns on the comments on the document which says some planning items may not be doable. The purpose of this self-certification guide is to affect the market, and attract the buyer's awareness. The product owners would need a logo to add on their relevant platforms like websites. The process to create market dynamics could face obstacles due to ICANN's policy on not-favoring proprietary software. Mark said the bullets 2.a and 2.b would be the points of communication with the actual guide users and the user inputs could lead to better solutions. To publish this version would be the least worst choice.

AOB: Meeting time

The meeting time was discussed to move around to make sure the vice-chairs and other people from different time zones could attend. The next meeting would be in two weeks, and the new meeting time would be decided.

AOB: UA Coordination Meeting

Mark confirmed with Seda about the Coordination WG Meeting agenda. One is about ICANN’s policy concerns on mentioning the proprietary software on the UASG’s EAI Self-certification page, and another is about verifying the test results or test scores from the same organization, company, or entity. Seda will separately share the details of the meeting to Mark.

Meeting adjourned.

Next meeting: Tuesday, 14 May 2024, [TBD] UTC

Action items:

No.	Action Item	Owner
1	Inform the WG for the next meeting time	Yin May
2	Finalize the Plan Document of EAI Self-Certification Program	WG
3	Edit and format the 5-year planning document offline	WG, Mark
4	Share the training document to WG	Harsha
5	Process the latest version of EAI Self-certification Guide to be published as PDF format, also on the document hub.	ICANN Staff