UA Measurement WG Meeting
13 July 2023

Attendees

Nabil Benamar

Joel Okomoli

Engr. Kunle Olorundare

Olivier Kouami

Seda Akbulut

Meeting Agenda:

1. Welcome and Roll Call
2. Decide on the next working item: M6 or M7? ([Action Plan](#))

   (Note all items can be done in parallel.
   M6 and M7 can help identify the benefits for becoming UA ready. M7 was supported by EAI WG more than M6.)

3. Drafting SOW based on the item selected action item.<mark>(Next call)</mark>

4. Feedback on FY23 Annual Report Structure (M1)

5. AOB

Meeting recording: [link](#) <ZK#%2re2SC>

Meeting Notes

Seda started the meeting by suggesting to decide M6 or M7 from the [FY24 Action Plan](#), in order to prepare a statement of work (SOW).

M6 Market research to identify growing email or social media products which

M7 Rating email software using EAI Self-Certification Guide (phase 1)

Nabil took the floor for discussion, he asked for comments from WG members. Seda added that there are some Measurement WG action items which are related

to the EAI WG. Those items may have dependency on the EAI WG. Suggestion from EAI WG's is to start with M7 (Please see the Appendix). Nabil valued the EAI WG's suggestion on working on M7. Kunle suggested defining the scope in order to avoid overlaps.

Nabil noted that the Tech WG also has EAI related action items and we collaborate with each other by touching base on different parts of the issues. Since we are addressing the issues, we should work on the missions, scopes and gaps. Kunle asked about how to communicate between WGs for particular action items. Nabil acknowledged the concern, and added that the roles of WGs do not conflict or overlap in that sense. The Measurement WG basically conducts the gap analysis to identify the current status and issues, then Tech WG suggests resolutions to those issues identified. On the other hand, EAI WG focus on identification of relevant technology in supporting EAI, work on remediation of the technology and providing training materials for email software and service providers to promote EAI support and deployment.

Seda confirmed that the collaboration may and should happen between WGs, but there is no overlap on work items. Depending on the self-certification guide written by the EAI WG, Measurement WG will rate email software using EAI Self Certification Guide and then report on ratings, and identify problems with the guide. The Tech WG would also check if the solution is working suitable and accurately.

Performing self-certification on open-source email services was presented at ICANN76, and we would like to continue with commercial ones.

Decision: M7 is chosen, SOW for M7 will be prepared.

Feedback on FY23 Annual Report Structure
M1 Prepare and publish UA Readiness Annual Report

UASG publishes an annual report this time of the year. M1 action item relates to the FY23 UA Readiness Report. Seda shared the FY22 Annual Report as an example.
Seda presented the proposed update based on feedback, and asked for the Measurement WG's input.

Earlier Feedback from community:
   - It was 52 pages which seemed too long to read.

- It shows not only the state of UA readiness, but also the information about what UASG is up to, it is at the level of UASG activity report.
- There should be more infographics.
- Report should be shortened.

Seda shared the proposed changes based on the earlier suggestions. The idea is to split it to two parts:

	Report 1: UA Readiness	Report 2: UA Activities
Purpose / Content	-Present the current status and progress of UA Readiness levels of platforms, systems, applications, etc. -Present local / global achievements with governments, academia, tech companies, stakeholders etc. - List of remediation activities (Bug reports, fixes, GS issue logs) -Present local gap analysis -Present resources to become UA Ready (Guides, Roadmap, Self Cert Guide, Test data, etc) -Refer to next year's Action Plan to address UA Gaps. (Looking Ahead)	- Present the work of UASG, ICANN and contributing stakeholders as per the past year's Action Plan. - List of outreach and engagements activities - List of training activities - List of Blogs published - Refer to UA Day Recap Report - Refer to UA Readiness Report for FY23 reports

Nabil agreed with suggestions getting the report reorganized.

Joel agreed with Nabil, and asked if this annual report would direct to other technical documents as separate documentation.

Seda responded to that the report would reference the published documents. The idea is to make it short and give brief information, but it could include more pointers to guidelines such as on this ICANN website for getting UA-Ready.

There was no other question on M1. Seda concluded that the proposal to reorganize the Annual Report was agreed. Seda would later share the draft

reports. The planned timeline for publishing the UA Readiness report is late August or early September.

Preparation for the next meeting
Due to the limited time for drafting the SOW for M7 in this meeting, it was decided to start it in the next meeting. Nabil welcomed participants and WG members to send comments and concerns through the mailing list instead of waiting for the next meeting for this item.

Shared links for newcomers:
-   Annual UA-Readiness-Report
-   UASG-FY24-Action-Plan
-   Make-your-system-UA-Ready

The meeting has ended.

Next meeting: Thursday 27 July 2023 UTC 1600

Action items

No.	Action Item	Owner
1	SOW template for M7 to be prepared	Staff
2	Writing SOW for M7 (to be done in the next call)	Measurement WG
3	Share the draft of Annual Report to WG	Staff

Appendix

Notes on M7 from EAI WG:

Jim explained that this item suggests paying a vendor to do a study following the self-certification guide process and make ratings of market leading email software packages or services.

Jim explained that by doing this, although some big companies, such as Apple Microsoft, Google, may not appreciate it, we can get serious feedback from someone who follows the guide comprehensively. In addition, we will get the ratings which would encourage the companies to solve EAI/UA problems.

Mark formerly suggested his team India would do the rating based on the guide for Microsoft email service. However, as that team is no longer with them, he is fine a third part doing this activity instead.

Khaldoun said he could contribute since he already has experimented on this. Mark encouraged Khaldoun to work with the Measurement WG on M7. However, Measurement WG first needs to draft a SOW for anyone to start working on this task.

Seda asked how EAI WG would like to give feedback on the order of preference between M6 and M7.

EAI WG's Feedback on M6 and M7 to Measurement WG: We can't gauge the efficacy of M6. There could be no one in the list or maybe dozens. Whereas we are certain that we need to have M7. M7 is better than M6.