

# UA Measurement WG Meeting

## 29 November 2023

### Attendees

Nabil Benamar

Imran Hossen

Kunle Olorundare

Bibek Silwal

Gopal Tadepalli

Joel Okomoli

Stephen Dakyi

Ece Cetin

Seda Akbulut

### Meeting Agenda:

1. Welcome and Roll Call
2. Developing a [5-year action plan](#) for Measurement WG to achieve the [UASG's 5-year strategic plan](#) (30 min)
3. Drafting the SOW Rating email software using EAI Self-Certification Guide (phase 1) - Continue from the Project plan section. <https://docs.google.com/document/d/1kz4ZcEG1t-XTnpxpXgZMGG9iOoysYVJw/edit> (30 min)

[Meeting recording](#) (Passcode: @LD75&rbWY)

### Meeting Notes

Seda initiated the UA Measurement Working Group (WG) call, welcoming participants. The primary agenda item was the 5 Year Action Plan. Due to insufficient participation, Agenda Item 3 was deferred, and opinions on the action plan were sought.

- [5-year action plan](#)

Seda shared the 5 Year Plan, highlighting a shift from UA awareness to adoption. The plan outlined goals, including 50% website acceptance and 99% support for EAI and ASCII email addresses, with yearly breakdowns. Seda emphasized the UASG's role in influencing stakeholders like governments and businesses for UA adoption.

Kunle Olorundare stressed breaking down goals into SMART strategic initiatives for effective measurement. Participants discussed the importance of time frames within the

5 Year Plan, ensuring specific, measurable, achievable, relevant, and time-bound objectives. Kunle also suggested breaking down yearly goals for better measurement and transparency.

Seda clarified the working group's role in measuring progress on set goals. Seda outlined the ongoing Five-year Action Plan and encouraged participants to provide suggestions and address comments on the documents in the chat.

Nabil provided insights into the strategic 5-year plan, emphasizing its measurability regarding website and email readiness. He highlighted the ongoing efforts within ICANN to extract measurements and build statistics, transitioning the focus from awareness to adoption globally.

Seda steered the discussion towards defining action items for the 5-year plan, noting the approaching December 31 deadline. She underscored the shift from awareness to adoption, expressing the need for tangible results in deploying universal acceptance. Seda also outlined high-level action items, including evaluating past activities, planning based on successful endeavors, and assessing the effectiveness of the UA working groups.

Nabil and Seda explored possible approaches for UA adoption, considering both bottom-up and top-down strategies. Seda presented existing action items, suggesting the addition of phase 2 approaches for further analysis and testing on various platforms, such as e-commerce and contact management systems. The conversation concluded with a focus on UA testing to identify potential challenges and solutions for broader technology stacks. The working group aimed to finalize action items by the upcoming December deadline, emphasizing a transition from awareness to effective adoption of universal acceptance.

Nabil suggested Seda to copy and paste relevant items from [FY24 annual action plan](#) into the document for further adjustments. They discussed specific tasks related to gap analysis and periodic updates.

Joel confirms his regular participation, opting to stay muted due to background noise. Nabil inquired about the necessity of tasks from M.7 to M.14, originating from the FY24 action plan, and Seda proposes potential customization for each fiscal year, such as dependencies for e-commerce platforms and other platforms.

Seda noted that the tasks related to curricula will be a continuous process, likely spanning one or two years. Nabil adds that there might be a need to create another working group for academia outreach and updating curricula, emphasizing the ongoing progress in the

measurement working group regarding curricula updates. Nabil also mentioned discussions in the admin team and coordination working group about creating a new working group for academia outreach. He updated the group on the progress of updating curricula, including feedback from the contractor and future meetings to finalize the work.

Seda mentioned that UA-related curriculum will also be part of UA Day events, and it will be added to UA Day presentation materials for those interested in organizing UA curriculum events.

Nabil sought updates on the current presentation PowerPoints for UA Day 2024. Seda explained that awareness presentations were being finalized and new materials were being developed for UA curriculum and adoption events.

Nabil mentioned the upcoming talks and expressed the need for new and updated materials for presenting at Middle East Space on 5 December, and at the Nepal session on 20<sup>th</sup>.

Bibek suggested having a more defined monitoring mechanism for task M.1 at the end of the fiscal year. He emphasized the need for a structured approach to compile data on what worked and what didn't. *(M.1: Figure out what worked and what did not, and then plan to do more of what had worked out. Figure out what to measure for UASG effectiveness.)*

Seda acknowledged the suggestion, proposing to summarize the task for measuring UASG's effectiveness and structure to address Bibek's comments. Bibek confirmed that the proposed summary addresses his concerns.

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

Seda shifted the conversation by sharing a link to the Statement of Work (SOW) for outsourcing work related to Gmail, Microsoft Outlook, Zoho, and EAI readiness levels. The group discussed the process of outsourcing, and Kunle asked for clarification on the selection process for the vendor. Seda explained the SOW process, involving the Coordination WG review, call for proposals, and a review to select qualified individuals or entities for the tasks.

Seda also explained the process of reviewing proposals for outsourcing work. She mentioned the involvement of vendors in working group meetings for consultation,



alignment sessions to ensure work alignment, and the publication of finalized reports on the UASG document hub.

Seda then discussed a change made to the Statement of Work (SOW) based on feedback from the team, removing the bug reporting section. The decision is to handle bug reporting separately through ICANN, as vendors might face challenges in responding to bug reports.

Kunle asked for clarification on the selection process for vendors. Seda provided an overview of the call for proposals, community input, and the review process to select qualified individuals or entities for the tasks.

Kunle suggested moving the meeting 30 minutes earlier, and there's consideration for accommodating participants from various time zones. It was agreed to conduct a Doodle poll to finalize the meeting time. Seda mentioned that it may be too early for the US-Canada time zone.

Nabil expressed gratitude to the new participants for their valuable input. The meeting ended with the announcement of the next meeting in two weeks, and participants thanked each other and said goodbye.

**Next meeting:** Wednesday, 13 November 2023 at UTC 1500

#### **Action items**

<b>No.</b>	<b>Action Item</b>	<b>Owner</b>
1	PowerPoints Presentations for UA Day 2024	Seda