

UA Measurement WG Meeting

10 January 2024

Attendees

Nabil Benamar

Anil Kumar Jain

Anna Bagdasaryan

Duksh Koonjoobeharry

Eunice Pérez

Jim DeLaHunt

Joel Okomoli

Sanoussi Baahe Dadde

Setondji Hervé Hounzandji

Seda Akbulut

Yin May Oo

(Apologies by Imran Hossen for traveling)

Meeting Agenda:

1. Welcome and Roll Call
2. Finalizing the [5-year action plan](#) for Measurement WG to achieve the [UASG's 5-year strategic plan](#)
 - a. *Organize the list, shortlist and prioritize*
 - b. *For which years can we include each task in the action plan?*
 - c. *Is there enough tasks in the WG for 5 years or is there a need to restructure the WG after a while to achieve the strategic objectives and fulfill all tasks? (e.g. academia, business, etc)*
3. Finalizing 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>
4. Quick update on UA Curriculum <https://community.icann.org/display/TUA/Draft+UA+Curriculum>
5. AOB

Meeting recording: [Link](#), password GVyrW21a! =

Meeting Notes

Seda greeted the WG and presented the meeting agenda on screen to start the meeting. Main topic this week is finalizing the 5-year action plan.

Agenda#2: 5-year Action Plan for Measurement WG

Seda presented the 5-year planning document and explained that WG needs to review the listed action items, select the priorities, set the timeline, and share some action items to the relevant WGs. If there are no fitting WG to pass along the action item, UASG may need to consider restructuring and form a different WG to carry out the tasks (eg. academia or business related tasks).

Regarding the tasks related to businesses, Nabil said working with those who are interested in deploying Universal Acceptance Adoption, and sharing the success stories would inspire the rest. UA Adoption would be the main focus of the WG.

Seda suggested reviewing each action item one by one. Jim pointed out that

- 1) Achieving a consensus within UASG on strategic situation and main strategic obstacles to UA Adoption
 - a) making plans without having the idea of the terrain, whether they are mountains or roads or swamps
 - b) make sure we have the same understanding
- 2) Interested to hear what are the ways to come up with business related goals for the 5-year plan.
 - a) UASG branching out into business aspects and planning to grow the capabilities.

Seda said M1, M2, M4 and M16 are related to business aspects.

Duksh said there would be a lot of communication to be done. Looking at the survey report for now, and over the five years, Duksh asked if we need to use the survey to create awareness and continue with the tasks, and how to loop in newer feedback. Seda said the Communication WG would help with the tasks which require public attention and more work on communication. Seda said the biggest project for awareness is organizing the UA Day events, before the UA Day launch, the Local Initiatives and UA Ambassadors also did some awareness activities.

Seda also shared the link to [UA Readiness Report](#).

Jim shared in chat: *“To find out about activities of the existing Communications Working Group, you can 1. Join their meetings, and 2. Read the notes from their meetings at <https://community.icann.org/display/TUA/UA+Communications+WG>”*

Setondji asked how to understand the UA Readiness Report, and suggested Measurement WG to periodically update the UA Readiness. Seda briefly explained.

Jim asked to clarify with Setondji to follow up with his question. Setondji asked how to measure the website UA readiness. His question was related to M5.

M5:

Jim tried to answer that we have to measure some samples of websites with the most traffic to figure out how close we are to achieve the goals. Nabil added that the sample websites are the top 2000 from the list of websites with the most traffic from a statistical matrix. Seda confirmed that this part is related to M5.

M1:

The first point is to figure out what did work and what did not. This is to measure the UA related work within the UASG. Seda said the UA Academic WG might be formed to create concrete measuring mechanisms, and measure the work of each WG within the UASG. It would measure the 5-year UA goals and achievements.

Setondji asked if the working groups need restructuring, especially the Tech WG and the Measurement WG. Nabil answered that currently there are 4 working groups, Local Initiatives and Ambassadors, and each WG has their own tasks in academia. Nabil said the Measurement WG would be able to take on the academic curriculum activity without the need of creating another WG. If the workload becomes too much, an Academia WG would be created, however, WG could balance the workload so far. We might need one in the near future.

Anil also added that WGs may find some tasks are overlapping with each other, and collaborate. UASG was able to establish itself in the past 8 years. Now the gears have shifted from UA Awareness to UA Adoption and training. To take UASG to the next level, UA Measurement WG's support on academic training becomes an important part. This is one of the considerations to embrace, since there would be more once the universities start to adopt the UA curriculum. There are other potentially new WGs as well, such as UA Day WG. Jim said M1 is alright to him.

Jim said the 5-year Strategic Plan of UASG indicates the importance of change. So increasing the scope of UASG or creating new WG should be described in the document. Now the WGs are working on their part of planning. The overall UASG plan and each WG plan would affect each other. The task list we now have has items unrelated to the Measurement WG, however, these appeal to us, and listing them out would show us specific areas to explore further. Jim asked how would the UASG's Strategic Plan improve from this.

Anil said the 5-year plan is to show what would be ahead of us, and it would be defined by the bottom-up approach of the planning work from the WGs. UASG would also be learning how the WGs have been carrying out the tasks and collaborating with each other. The Coordination WG would recommend the leadership for defining the next steps. While the emergence of new WG is one potential, a merger of existing WG also could happen as well. A proper charter with well defined rules and regulations for the working groups would take place.

Jim said he believed there would be a visible road ahead after finishing the 5-year planning although he was skeptical. Changing the scope of UASG and rolling out a new WG would take at least a year. Within these 5 years, there would be change of scope and structure, Jim suggested the 5-year strategic plan document mentioning those aspects. Jim would like to make sure all WGs share the same understanding of strategic situations. A bigger picture is needed to pave the path.

Anil responded that the decision to have or not to have a new WG is still undefined. The discussion was to cover the possibility of it. The whole community would be informed once there is a decision and action to take place.

Seda mentioned a new feedback which was captured by the survey conducted by the Tech WG. The request was to appoint UA consultants and recommend softwares which support UA and IDNA2008. Seda let the WG discuss whether to take this as an action item.

Jim shared about the ongoing conversation of the EAI WG, to which extent would ICANN allow sharing the information of UA/EAI ready softwares to the public. Jim shared that ICANN policy prevents promoting individual products, or brands. This conflicted with EAI WG's intent of creating some motivation by showing acknowledgement of their effort to be UA/EAI ready by listing these UA/EAI ready softwares on the UASG website. Jim took the action item in row 19 as an example, and asked for more guidance on this matter.

Seda said there may be some related action items regarding the UA-ready list of software products or services. Some action items could be merged with M4. M17 could be merged with M2 as well.

Nabil said there are many tasks to be discussed, and nearing the end of the meeting. Seda said the action plan could be discussed through the mailing list as well.

Agenda#4: UA Curriculum

Nabil reminded WG that the next meeting would be the UA Curriculum with Dessalegn, and Seda requested WG review the UA Curriculum prepared by him. The meeting of UA Curriculum would be a joint meeting with the Tech WG.

Seda shared more information about the community update page, UA Curriculum tab. There are 12 micro-modules in the document to look into. After reviewing the curriculum, the WG would need to discuss the next step. Seda requested WG take a look at the UA Curriculum and share inputs on that. Seda also shared how to leave comments on the document.

AOB: Next Meeting

Seda shared that the next meeting would focus on the UA Curriculum. Date and time was confirmed to be 17 January 2024 for the presentation of UA Curriculum. Nabil suggested that the normal meeting should be on 24 January 2024 as well. Jim suggested checking with Dessalegn first. Nabil said since 17 January is not regular meeting time for the UA Measurement WG, the meeting would be scheduled on 24 January as well. The meeting ended.

Next meeting: 24 January 2024, Wednesday UTC 15:00

Action items

No.	Action Item	Owner
1	Send invitation for the upcoming meeting	Seda
2	Review the UA Curriculum	WG
3	Prepare to finish the SOW	WG
4	Distribute the 5-year plan to WG mailing list and continue the discussion	Seda and WG
5	Review the draft of UA Curriculum and share inputs on that	WG