

UA Measurement WG Meeting

21 March 2024

Attendees

Nabil Benamar

Abdulkarim Oloyede

Cengiz Acarturk

Joel Okomoli

Kunle Olorundare

Sushanta Sinha

Seda Akbulut

Meeting Agenda:

1. Welcome and Roll Call
2. [5-year action plan](#)
 - a. What action items from the can be moved to other WGs?
 - b. Map each action item with the strategic goal and define what percentage it will impact on each year's goals.
 - c. Any final comments.

Google doc for 5-year plan:

<https://docs.google.com/document/d/1bAYeHtaswqQ99Re393IIBw6mvkmn7uDUjKzXXQlvZml/edit>

3. What to take up next from the Action Plan
4. AOB

Meeting recording: [Link](#), password @dYSA9c@0m

Meeting Notes

Seda started the meeting by explaining the agenda. WG has finalized the SOW for the testing project on some email products, and calling for proposals would proceed.

Agenda#2.a: The items of the 5-year action plan

The UA Curriculum work was almost complete. Seda also shared about the white paper on IDNA2008 vs IDNA2003, which was in the [planning document](#).

Nabil said this white paper was planned to be taken care of by Jim. Seda said the report on rating the email packages would be out by the same week of this meeting.

Seda said the report on 'Business Opportunity Study' would be consulted with respective experts by ICANN but they may get back to the Measurement WG when needed. The new items are to characterize UA-level of 'Android Platform' and to address issues of the 'HTML5 email field'.

Nabil suggested going back to the ecommerce item and then Android platforms. The ecommerce platform analysis was started and yet to be completed.

Seda shared the most updated [UA Readiness Report](#) is on UASG Document Hub. Nabil suggested summarizing this report to a 15-slide presentation, to be used whenever requested to share information on UA readiness.

Seda suggested WG take a look at action items of other WGs and discuss with other WG chairs if there are shared action items on what can be done to achieve the strategic goals. Also for WG's own action items, if the action item were out of the focus area, the item could be moved to other WGs.

Seda helped WG go through the list of action items. 'Email System Evaluation' was decided to be handled by the Measurement WG. Joel asked if the work would be handled by vendors or by WG members. Seda answered that the vendors would be handling the tasks professionally. Some projects done by volunteers, e.g. the write-up on IDNA2008. The tasks without a planned budget are the ones to be completed by volunteers.

There is a need to identify the timeline as some tasks are to be done yearly, and some would be stretched longer than a year within this 5-year time frame. WG decided 'Email System Evaluation' would be performed every two years.

'Gap Analysis of websites' would be performed yearly as this WG already has experience.

'Measure UASG's effectiveness' was an item to be evaluated every year. Seda questioned whether this item could be handled by all WGs, since this is related to all the WGs. Joel said in terms of UASG's effectiveness, the Measurement WG should lead. Nabil and Joel confirmed that this task would be mainly on the Measurement WG and less related to other WGs.

WG discussed if 'Find ways to bring active internet users into UASG platform' is related directly to the Measurement WG. Nabil said all WG could do this separately.

Every WG would be evaluating their own effectiveness and Comms or Measurement WGs could take the lead. To see whether the strategic goals were achieved, there are tasks on measuring the email packages and the web pages.

Agenda#2.b: Mapping Each Action Item with the Strategic Goals

Seda shared the UASG Strategic Plan 2024-2029 [document](#) to cross reference the strategic goals. Some tasks are not related to the strategic plan, however, they would be kept in the list with lower priority.

Joel said when it comes to websites or email clients and servers, the estimated impact on the goals should be calculated based on different factors. There would be project completions, improvement of softwares or platforms, and WG should discuss further on the contributing factors towards the strategic goals.

SOW of Ecommerce would be discussed during next week's meeting as well.

AOB: SOI Implementation

Nabil shared that during the ICANN79 meeting, someone tried to spoof the chat box with Nabil's full name during the 'Public Forum' session. The message sent by the impersonator was to force those without SOI to quit the community. Nabil confirmed that it was reported to ICANN's legal team. Nabil explained that the SOI system is for the benefit of transparency within the UASG and communities, however, making it sound like forcing it was wrong. Regardless, the SOI implementation steps are taken to proceed.

Seda shared the [joining link](#) to add SOI of individuals in the WG, the deadline would be the mid of May 2024.

The meeting ended.

Next meeting: 04 April 2024, Wednesday UTC 15:00

Action items

No.	Action Item	Owner
1	Share information for the next meeting	Seda
2	Compile presentation slides of UA Readiness of different systems and platforms	Seda



3	Identify timeline of each task as some of them would be repeating yearly	WG
4	Discuss further on the contributing factors towards the strategic goals	WG