




## Notes

# Measurement Working Group Call

2019-02-14 

1. Introductions
  - a. Don Hollander – Secretary General of UASG and is looking for advice on what to measure and how to measure so we can determine:
    - i. What the state of UA & EAI is and how it's changed
    - ii. How to measure the effectiveness of our projects
    - iii. What measures might be useful for raising awareness of UA in the professional press
  - b. Dennis Tan
    - i. Also part of the DC-DNSI and they are measuring the UA Awareness in the Public Sector.
    - ii. Dennis has a long standing professional interest in IDNs
  - c. Edmon Chung
    - i. Keen to see that our measurement efforts move forward and happy for the exercises to be iterative in their development.
    - ii. Indices affect policies and policies can drive commercial players to actions
    - iii. The Sustainable Development Goals and other indices can be useful particularly if we can get UA & EAI embedded in their measures.
  - d. Jay Daley
    - i. Keen supporter of evidenced based decision making.
    - ii. Keen to measure the state of UA & EAI Readiness and how it changes over time. *Jay thinks that the state of UA may be even worse than we think. How to measure that is the purpose of this group*
  - e. Jonathan “Metrics Man” Zuck
    - i. Also a strong supporter of evidenced based decision making
    - ii. Also heavily involved in policy development for At Large and regularly advocates that decisions be based on data.
    - iii. Has personal experience with a domain name in a new TLD not being well accepted.
2. Review of Charter
  - a. We reviewed the Purpose and Objectives and Composition components of the Charter and have made adjustments.
  - b. <https://1drv.ms/w/s!Aq2WU6G5jDZ5gq5NFjv4BP5N3CcUwg>
3. Don went over the existing measurement activities. **ACTION: Participants to review previously published material listed below:**
  - a. <https://uasg.tech/whitepaper/>
  - b. <https://uasg.tech/wp-content/uploads/2017/09/UASG-Report-UASG016.pdf>
  - c. <https://uasg.tech/wp-content/uploads/2017/09/UASG-Report-UASG017.pdf>
  - d. <https://uasg.tech/wp-content/uploads/2018/09/UASG021A.pdf>
  - e. <https://uasg.tech/wp-content/uploads/2019/02/UASG021D-EN-EAI-Readiness-in-TLDs.pdf>



- f. <https://uasg.tech/wp-content/uploads/2017/09/UASG018-Programming-Languages-Evaluation-Criteria.pdf>
- 4. Meeting Schedule
  - a. There will be time during the UASG Workshop in Kobe on Friday, 8<sup>th</sup> of March. Edmon and Dennis are expected to be there. Jay will be in another meeting. Jonathan not sure.
  - b. We can also find some ad hoc time during the week in Kobe if there's need.
  - c. We'll meet fortnightly for the first quarter and then review after that.

DRAFT