

UA Comms WG Meeting

27 September 2021

Attendees

Maria Kolesnikova
Mark Datysgeld
Collin Roberts
Poncelet Ileieji
Jane Sexton
Imran Hossen
Charles Donaldson Ogira
Abdulmonem Galila
Seda Akbulut

Agenda

1. Welcome and Roll-call
2. Action Plan FY22 (update and task planning)
3. Comms WG collaboration with UASG Working Groups (update, new projects)
4. Continue Comms Meetings weekly or bi-weekly on Mondays
5. AOB

Meeting Notes

A draft of [FY22 Action Plan and Progress](#) was discussed. There are in total ten plans for this year. The following projects were discussed under FY22 Action Plan:

- C1 – Develop Comms Plan
- C2 – Content for communications channels: Explainer videos
- C3 – Organize a strategic comms partner
- C4 – Review UA/EAI content and its dissemination channels
- C5– Translation of relevant reports and case studies
- C6 – Maintain social media presence of UASG
- C7 – Maintain UASG.tech website
- C8 – Review and implementation of UASG.tech new website
- C9 – Reach-out and present the UASG/UA community in the national, regional IG forums/events
- C10 – UASG Annual Report

Progress of each project was discussed.

For project C1, we are working on a strategic communication plan. A draft is being prepared for it which will be shared by next month with WG.

Regarding C2, a subgroup is made which will work on script of videos and discussing videos in detail. The script of videos will be shared with other WGs as well.

Regarding C3, contractor Collin Roberts is hired. Project C3 will include four UA case studies, ten UA blogs, social media management and creation of material on mass media. In the next meeting, topics for case studies for this year will be discussed.

Regarding C4, there are two things to discuss, internal communication and external communication. For internal communication, newsletter is started. UA in events and UA in news are the two things that can help update everyone about UA within WGs. For external communication, it was decided to maintain UASG content matrix for which we are communicating with other WG. They are prioritizing documents. Once they are prioritized, we can start working on it.

Project C5 is about translation of relevant reports and case studies. Anyone in the group can ask for a translation of that document which he/she feels is necessary for their local community. Redesigning and maintaining the website is in progress. UASG website is redesigned to make it like a document hub which will make it easy for users to access documents and information.

Regarding C9, which is about presenting UA at national platforms. This involves UASG representation in global IGF platforms. We have formed a sub group to meet on a monthly basis. In December, we have a global IGF and we need to decide in the next call how UA will be presented on that platform, and how it can be promoted. It was suggested, instead of one announcement in several channels, there should be several announcements starting two months before the IGF and it should be repeated every two weeks.

As per C10, UASG Annual Report for the last year was announced and published already. Each project in the Action Plan is assigned a priority level.

A UASG033 report was published, but it has not been disseminated properly. It is the part of Comms WG to communicate the reports and find the target audience for that report. The work includes doing the direct engagement with maintainers of libraries and providing them with updates on the reports. With the work on UASG033, it was identified that the developers on github could benefit from switching libraries, but somebody needs to communicate the results to them. A technical person who was involved in the project can volunteer the Comms WG on writing a template letter to be disseminated. While doing so, whether the outreach should be done directly to the developers or on open sourced platforms were discussed. While people keep changing their framework in software, and the data is still fairly accurate because it is recent, communicating this sooner is better.

Furthermore, updates were shared about working with other WGs. Content matrix was shared with chairs of other WGs. Explainer videos script need review from other WGs. For that, the document is shared with other WGs on the wiki page.

Four projects are under progress that can be seen in the statements of work wiki page. Two of these projects; browsers and social network applications will be completed and reports will be available till the end of October. After the reports are available, we can start working on its dissemination.

For the other two projects, namely “EAI Technical education and awareness to developers, AND UA readiness Evaluation of Standards and Best Practices” . We don’t expect an update yet, at least not in October.

Survey is made by Tech WG which is about what are the challenges faced by the Community regarding UA. It was discussed to promote the Annual plan and discuss it with others WG as well.

Next meeting: Monday 4 October 2021 UTC 1600-1700

Next agenda items:

- The agenda of the next meeting was identified as discussing more on dissemination of the UASG033 report. Who will write a technical outreach letter and when the outreach will be done, how it will be prioritized and whether it can be completed this year or next year.
- Discussing the case studies and shortling them.
- Deciding on how UASG will be represented on global IGF in December, and how this can be promoted.

Action items

No.	Action Item	Owner
1	Publish updated FY22 Action Plan on wiki page	Seda
2	Create a doodle poll for occurrence of meetings	Seda