

UA Comms WG Meeting

04 April 2022

Attendees

Anil Kumar Jain
Raymond Mamattah
Adebunmi Akinbo
Dhananjay Garg
Poncelet Ileleji
Mark Datysgeld
Arinola Akinyemi
Seda Akbulut

Agenda

- 1) Welcome and Roll Call
- 2) Reviewing [FY22-23 Planning document - Comms WG.docx](#)
- 3) AOB

Meeting Notes

Anil started the meeting and gave a short summary of the last meeting. Seda shared the FY23 Planning document to review. Seda explained about the process that starts with reviewing the current [FY22 Action Plan](#) tasks. Then it will continue to drop notes about the status of each task. For the status codes, we will use the following:

Completed
In progress
Under planning or contracting
Not started

Budget discussion is out of scope of planning as this will be decided by the UASG Leadership. Comms WG shall make a new list for FY23 that consist of the tasks that are not completed in the existing year and add more actions if necessary. Then we will prioritize these tasks and take it to UASG Leadership .

The tentative timeline for FY23 Planning is as follows. Important milestones are highlighted. The review process shall be completed in three meetings (including this meeting).

No.	Step	Tentative Date
1	Review of Color coded FY22 Action Plan review by UASG Leadership (WG Chairs)	15 May 2022
2	Review of Color coded FY22 Action Plan review by UASG Coordination Team	25 May 2022
3	Review of draft of FY23 Action Plan based on input from UASG Leadership and Coordination Teams	01 Jun 2022
4	Share draft with community for input	15 Jun 2022
5	Second draft of FY23 Action Plan based on Community input	25 Jun 2022
6	Review the FY23 Action Plan with coordination and leadership team	20 Jul 2022
7	Finalize FY23 Action Plan	31 Jul 2022

In summary, FY23 Planning review process is as follows:

- To go through the previous year action plan and take the decisions from previous year tasks whether it will be taken forward to the next year.
- Suggest new tasks for following year
- Prioritize and shortlist the tasks

FY22 Project Status

Seda added the meeting notes in relation to the FY23 in [this document](#). The status of each action item was also double checked from [FY22 UA Comms WG Action Plan](#) -Tracking Sheet on Comms WG wiki page.

Item C1: Develop Comms Plan

This item is about developing UA Messaging on Social Relevance, Career Opportunity and Business Opportunity that comes with UA. The document is expected to be released in April 2022.

Item C2: Content for communications channels

Scripts are yet to be developed - Status is in progress

Item C3: Organize a strategic comms partner

ICANN contracted with Collin Roberts about this task- Status is completed. It is decided to include this for the next year as well because this is an ongoing effort that we always need.

Adebunmi asked the question about the contract and how the work is assigned to a vendor. Seda briefly explained by showing the ICANN wiki page for SOWs and how it is announced for proposals.

Item C4: Review UA/EAI content and its dissemination channels

This item includes several documents and tasks, such as content matrix, newsletters, social media messaging. - Status is in progress - This item can be taken to the next year.

Item C5: Translation of relevant reports and case studies

Completed for requested documents - Status is completed - Decision is to continue as per requests.

Dhanajay asked whether this should be done by the community, through ICANN or by a vendor? Anil says it depends on budget and workload. Seda shall confirm it later.

Item C6: Maintain social media (Twitter) presence of UASG

ICANN Comms team is managing social media (Facebook, Twitter and LinkedIn) - Status is in progress - Decision is regular process to be taken to next year

Item C7: Maintain UASG.tech website

Contracted work by ICANN - Status is completed - Decision is to be renewed on a regular basis.

Item C8: Review and implementation of UASG.tech new design

Review can be undertaken by the Comms WG on a regular basis - Status is completed - Decision

Mark briefly gave an update on structuring work of documents for the UASG website and suggested keeping this work on current FY23 action plan. Mark said the website is still average after we worked on it. Mark suggested making it good by better presentation of the available information. He said there will be a point to analyze the comparison of media outreach and website content presentation.

He pointed out the latest announcements are at the bottom of the web page, members area etc. For this a new round of item C8 should be repeated. Anil suggested to rephrase it to “Review and Upgrade UASG.tech website” Seda pointed out about SEO and audits of Website tasks to be added in FY23.

Item C9: Reach-out and present the UASG/UA community in the national, regional IG forums/events

IGF subgroup strategic document to be completed - Status is in progress - Decision is to continue the work.

Item C10: UASG Annual Report

FY21 UA readiness report has been prepared in FY22. - Status is complete - Decision is continuing the effort during FY23. Anil suggested going through the above items again to make decisions for items that must be continued for FY23. Adebunmi suggested including all in progress items. The decision is to include all above items to be continued in FY23 action plan.

New tasks shall be added in the next meeting. All members are encouraged to put their suggestions/comments in the suggestions section for new task items to be added in the Proposed Projects FY23. Seda talked about some of the suggestions already mentioned in this section.

Mark talked about recent research he conducted on the list of international language organizations. Mark suggested circulating it to Comms WG for inputs.

Adebunmi talked about communication challenges using skype platform and suggested exploring other communication channels.

Seda mentioned that Skype and Telegram are the tools that ICANN org does not support for their own staff. She added that the community can communicate with each other how they see best but they need to leave ICANN staff off for channels other than mailing lists. If there are some important points or decisions talked at these channels, Comms WG members should notify via mailing list for ICANN org staff and for the other Comms WG members that are not joining Skype channel etc.

Anil requested Seda to circulate ICANN policy and requested everyone to join the Skype group.

Next meeting: Monday 18 April 2022 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Adding suggestions to suggestions section in FY22-23 Planning document - Comms WG.docx	All
2	To share ICANN communication policy	Seda
3	To share Mark D.'s recent study with Comms WG for inputs	Seda