UA Comms WG Meeting

21 August 2023

Attendees

Anil Kumar Jain	Mohammad Kawsar Uddin
Arinola Akinyemi	Persis Yentumi
Frankie Wolanyo	Raymond Mamattah
Krislin Goulbourne-Harry	Regina Fushsova
Godsway Kubi	Samwel Kariuki
Hadia Elminiawi	Sandra Rodriguez
Henrietta Ampofo	Alhassan Sulemana Alhassan
Harsha Wijayawardhana	Seda Akbulut
Lavish Mawuena Mensah	

Agenda

1. Welcome and roll-call
2. Status update: Review the Upcoming Events Schedule on Comms WG Wiki (C5 Action Item) - (volunteers: Henrietta, Persis)
   a) Asia Pacific Regional Internet Governance Forum - Aug 29, 2023
   b) Africa Internet Governance Forum - September 19-21 (Hadia and Yaovi will add a few words on UA separately on their sessions)
   c) Africa Internet Summit -September 26-30
   d) Nigerian Peering & Interconnection Forum - October 2023
3. Finalizing the requirement for the UA/EAI content format (materials, key message, audience, dissemination channels) (C3 Action Item)
   a) Next step is the Comms WG chair to write all WG chairs to share information by filling out a standard format.
4. Review inputs on improving the UASG.tech website (Harsha, Mark D, Adebunmi) *(list down what to update and how)*
5. Status update: UASG Newsletter issue2 - Raymond and Sarata
6. AOB

Meeting recording: link, password K%j^XiCH^9

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Meeting Notes

Anil started the meeting by introducing the UA-Comms group to the newcomers and requested Seda to share more about the UA community.

Agenda 2# Review the Upcoming Events

Seda shared the information on how to navigate on the UASG.tech website, Seda navigated the 'Member area' part of the website, which has links to where the community wiki pages of respective working groups are. The wiki page of each WG contains the working documents, the meeting notes and the meeting recordings. For the Comms-WG, the document links include the Event Form (Upcoming External Events Form), and the response-answer sheet.

Seda demonstrated how to submit the Event form. Based on the previous responses, the four upcoming events are listed in the agenda. Seda asked for help from the new volunteers and other participants to help add more information about the upcoming events.

More on event update:

Hadia updated that she would be participating in the Africa Internet Governance Forum, and she would fit in some UA parts as discussed before. Raymond asked if Hadia is joining it on site, and if she needed any onsite support. ICANN would not be supporting onsite participation. Hadia was fine with just online support and would share a few lines about the proposal to the WG. When the WG is agreeable with Hadia's keypoints suggestions, she would go ahead. Hadia's idea was to tie the concept of UA to the already registered topic. The main topic is about the AI design phase and making phase.

Seda thanked Hadia and suggested that to link some parts of the topic to UA, it would be a good idea to communicate the keypoints with the WG beforehand. If Hadia can share the joining details of the event, the other participants would be able to join online as well.

Need help: More about the upcoming UA related events (2.b, 2.c, 2.d)

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Agenda 3# Finalizing the requirement for the UA/EAI content format

Seda shared that this discussion was for C3 of the Action Plan, the previous round of the UA Content Matrix was carried out by Maria's leadership. Some parts of this document need updating and Seda invited the WG to give inputs on the formatting, and the format would be shared with UASG leadership. Each leader of the WGs would be able to share this to respective groups and suggest adding new documents or updating the old links.

Seda presented the existing document structure of the UA Content Matrix, where the new updates and inputs are required. Anil said this would be good to add inputs from WG leaders and he would communicate with them for more inputs. For the formatting, it would be better to have the same format which has worked across the different WGs. Anil invited the participants to contribute or comment on the current formatting. There were no comments.

Anil proposed two action points on getting inputs from WGs, one for the format of the content matrix, and another for the document updates. The timeline is until the next meeting.

Agenda 4# UASG.tech website improvement areas

Anil said the Comms group should work on determining which parts require immediate updates and which parts require more discussion.Seda shared that the UASG.tech website is maintained by an external company, and ICANN cannot directly access or edit it. We can only communicate with feedback and suggestions. Seda has collated all feedback in one document ([UASG Website Improvement Ideas](#)), and suggested the Comms WG to maintain a mechanism within the WG to update the website every time. There should be a volunteer or a group to communicate the changes whenever there is.

Harsha shared his view on the website, suggesting that the UA activities should be updated transparently, for example a blog if possible. Harsha asked how the blog is managed right now and the overview of the updating procedure.

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Seda answered that based on the new updates, the blog posts are done by the contractor. Harsha asked if the LIs would have a change in contributing to the blog. Seda said the webmaster and the content writer are different, the blogs posts normally require to be reviewed by the ICANN's Comms team.
Secondly, Harsha asked if the interface could be more aesthetically appealing, as right now, he sees it as only for tech-savvy people.

Godsway discussed the comment from Mark, saying that he agreed with Mark's comments for Media and Blog. Anil thanked Godsway for suggesting.

Raymond commented on the website arrangement for the media section, which contains items of the outside of the UASG community. He explained that the contents include the links to other publications and other videos. For the Blog, it includes the updates from the UASG community. Raymond wanted to make sure these two are not mixed up.

Agenda 5# Newsletter update
Anil appreciated Raymond's effort for integrating the first-ever edition of the newsletter and asked him to update how the second edition is coming along.

Raymond said the compilation is started and the team member is also helping the process. By the next meeting, it could be presented to the WG and get feedback on what to be added and what to be removed.
Anil asked if Raymond may need any inputs from various WGs, and the leaders would be happy to help. Raymond asked for messages from each WG leader, introduction information of Local Initiatives (LIs) and their activities, and the news from the Admin WG for the community. Raymond would also like to add about the future events in the newsletter. Instead of repeating what is already on the websites, he would add a brief of each event and a link for more information about each of them.

Anil asked Seda to help compile these three types of information to pass to Raymond, the newsletter team, and the WGs.

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Anil suggested receiving inputs from the LIs through emails. Seda suggested that the Comms WG could directly communicate with the other WGs through the WG mailing-lists for efficiency. Seda has shared Raymond's email address to the LIs and suggested they communicate with him directly. Anil agreed and suggested Raymond send the initiation for inputs from the WGs and LIs. Anil would oversee and give guidance to the process as well.

For the news of the regional and local events, Anil asked for Seda's advice on how to get the information ahead of time. Raymond said in the previous round, the newsletter used the published event information. If the timeline does not allow this, we can put the news of completed events.

Raymond asked the community on which way would be better. Anil said picking up the news of completed events and summarizing them is a good approach. Anil suggested communicating through the UA-discuss mailing list and various working groups to gather inputs from any member of any WG or mailing list about the information of their respective local events and share them to the newsletter team. Anil would like the newsletter team to decide the relevance of given information and publish the summary.

Anil asked for any more comments on this topic, and there were none.

AOB
Anil introduced Sandra as another vice-chair of the Comms WG, along with the current vice-chair, Raymond. Anil requested Sandra to communicate with WG leaders and members for the meeting's action items. Anil also invited Sandra to contribute on the possible areas of improvements. Sandra introduced briefly, and agreed to be responsible for the communication across WGs.
Godsway has also volunteered to assist Sandra.

The meeting has ended.

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Next Meeting: Monday [TBD] September 2023, 14:30 UTC

No	Action Item	Owner
1	*More about the upcoming UA related events (2.b, 2.c, 2.d)*	Raymond, Hedia and volunteers
2	write to WG chairs on sharing information on the UA Content Matrix by filling out a standard format i) formatting ii) updates of the existing documents	Anil
3	Invite for more inputs on improving the UASG.tech website	Sandra
4	Communicate with the WGs and LIs to gather inputs towards the newsletter.	Raymond and newsletter team

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