UA Comms WG Meeting
18 September 2023

Attendees

Anil Kumar Jain	Keolebogile Rantsetse
Raymond Mamattah	Harsha Wijayawardhana
Abdalmonem Galila	Amina Ramallan Nigeria
Abdulnasir Roba	Persis Yentumi
Ruby Damenshie-Brown	Godsway Kubi
Bibek Silwal, Nepal	Sushanta Sinha
Emmanuel Oruk	Sarmad Hussain
Franklin Agbenyo	Seda Akbulut
Johnkenedy Kungura	

Apologies from Sandra Rodriguez due to conflict with ICANN 25th anniversary.

Agenda

1. Welcome and roll-call

2. UA Day 2024 Planning (prep for ICANN78)
3. Brief update on Annual UA readiness Report
4. Review inputs on improving the UASG.tech website *(list down what to update and how) -*(volunteers: Sandra, Mark D.)
5. Status update: Review the Upcoming Events Schedule on Comms WG Wiki (C5 Action Item) - (volunteers: Henrietta, Persis)
6. Status update: UASG Newsletter issue2 - Raymond and Sarata
   - Newsletter should be for UASG work and WG updates instead of personal messages.
7. Updates about AIS proposals

Meeting recording

Meeting Notes

Seda initiated the meeting, with the main agenda item being planning for UA Day 2024.

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- **UA Day 2024 Planning (prep for ICANN78)**

She encouraged team members to review a UA Day report from the previous event for ideas.https://www.icann.org/ua-day-en. Collaborations with other organizations were highlighted as important.

As per the communication within the Coordination WG UA Day Planning task is taken up by Comms WG due to some operational challenges with creating additional WG dedicated for UA Day. This is also one of the action items for Comms WG, and the UA Day planning needs to be communicated at ICANN78, The group discussed the date for UA Day, with suggestions for flexibility in the date range.

Seda discussed the potential focus for the upcoming UA Day, suggesting that adoption might be a key theme.

Sarmad suggested developing a high level plan, identifying milestones, and timeline for potentially hosting multiple events around 28 March 2024.

Abdalmonem raised that if the UA Day is on a single day it will be in the middle of Ramadan and there will be some logistics issues. He raised a flag from now on to share his concern.

Sarmad shared that the UASG Leadership team made some decisions, one of which was to spread the UA day in a 3-months window around 28 March. It is not preferred to extend it more than 3 months. He raised the need to set a timeline for application period and events.

Raymond raised a concern about the short time difference between the two events(UA Day and ICANN meeting), suggesting that the dates be changed.

Sarmad shared that if everyone wants the date to be changed there should be a consensus with the UASG community and that needs to be taken to the

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Coordination WG.

Anil joined the meeting and said that to prevent clashing, it can be before and after 28 March, in a one month window, such as 15 March-15 April. We can increase the window to a longer one. Abdalmonem suggested expanding the window to 45 days.

The group also addressed scheduling conflicts with the UA Day, Ramadan and ICANN Meetings in March 2024, proposing to extend the UA Day celebration period to 1-3 months of window. However, it is not set yet and the discussion will continue.

Seda suggested sharing UA Day planning agenda items with the other working groups and ua-discuss list so that they join UA Day planning meetings at Comms WG. Anil agreed with this.

As for ICANN78, there will be one exclusive session for UA day, one for 5-year UA planning and focus areas. There will also be some coordination meetings with some SOs and ACs during ICANN78.
Anil suggested the Comms WG come up with a theme for 2024.

Anil also proposed the creation of a Google Doc for discussion and contribution from all members about the UA Day.

Raymond: asked for an ad hoc community just like the previous one. We follow the same path.

Anil shared that they asked for a separate WG for UA Day. Common sentiment is that the staff resource is limited for the existing WGs and an increase in the additional community time is not possible at this stage. So the idea is to take up the UA Day work by an existing WG, Comms WG in our case.

Anil said there are learnings from previous UA Day. Clear framework is needed.
- **Brief update on Annual [UA readiness Report](#)**

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Seda explained that the report, which covers the status of systems, platforms, and software updates, would be divided into two parts this year due to its length. She also mentioned that a separate report would be made for the activities of UA Ambassadors and local initiatives. The first draft of the report was ready, and Seda invited feedback with the aim of publishing it by the end of the week or early next week. Anil echoed the importance of the report as a learning tool and encouraged others to review and comment on it.

- Review inputs on improving the UASG.tech website

Multiple inputs have been received and shared in the previous meetings. Sandra was absent in this meeting to share updates about the action items to improve the website.

Samuel raised a concern about the website not being updated and suggested it be a focus going forward. Anil acknowledged the concern and requested other members to contribute to the task force led by Sandra and Mark D to update the website.

Godsway suggested the need for clearer communication of the organization's mission and vision on the home page. Godsway also recommended adding more content to the page to encourage users to explore the platform further.

Samuel liked the homepage but added that it should have a fresh look which can be done with images. There should be images next to text at the home page. It becomes boring with more texts. Anil said that images are ok but for mobile it may be different we can discuss later.

Anil asked for a deadline for website update. Seda shared that there is no deadline set. But, the final date for implementation is June 2024 as it is a FY24 action item. Anil suggested to give time for feedback to other WGs by the 1st week of October.

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- **Status update: Review the Upcoming Events [Schedule](link) on [Comms WG Wiki](link)**

No new upcoming events were entered. No actions required.

- **Updates about AIS proposals**

Raymond submitted a proposal for 60 - 90 minutes. It is pending for review at the moment.

- **Status update: UASG Newsletter issue2**

Anil suggested releasing the newsletter before or during the 78th session, and asked about the frequency of newsletters for the year.

Raymond shared he is working on this and that UASG chairs have not provided their quotes yet. Raymond said that the planned date to release the issue2 is end of September.

Seda said that the quotes should not be personal messages or promotion, but rather focus on the news. Also the main aim for the newsletter is to include the news, upcoming events, new publishing since the last issue.

The meeting was closed by thanking all for an extra 10 minutes to discuss these points.

Next Meeting: Monday 02 October 2023, 14:30 UTC

No	Action Item	Owner
1	Share Comms WG UA Day planning agenda in ua-discuss and other WG mailing list.	Staff
2	Share a Google Doc with the Comms WG to start discussion and collect ideas for UA Day Planning	Staff
3	Share website input page with the other WGs and get inputs by 1st week of October	Staff

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