# UA Comms WG Meeting
## 02 October 2023

**Attendees**

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|---|---|
| Anil Kumar Jain | Ihueze Nwobilor |
| Raymond Mamattah | Imran Hossen |
| Abdalmonem Galila | Jiankang |
| Abdulnasir Roba | Maria Kolesnikova |
| Amina Ramallan Nigeria | Mohammad Kawsar |
| Bibek Silwal, Nepal | Qing Cai |
| Chilufya Mulenga | Regina Fuchsova |
| Faisal Ali | Mr. Matogoro |
| Godsway Kubi | Sarmad Hussain |
| Franklin Agbenyo | Seda Akbulut |
| Harsha Wijayawardhana | |

**Agenda**

1. Welcome and roll-call
1. ICANN78 Prep week slides
2. Review inputs on improving the UASG.tech website *(list down what to update and how)* -(volunteers: Sandra, Mark D.)
3. Status update: UASG Newsletter issue2
4. UA Day 2024 Planning
    1. Prep for ICANN78
    2. Timeline
    3. Format (level of events / theme)

**Meeting recording**

**Meeting Notes**

- **ICANN78 Prep week slides**

The group reviewed the slide deck for the ICANN78 prep week session. Each

working group (WG)should have a maximum of three slides to facilitate effective communication and planning. The team presented a slide outlining completed and ongoing projects, including the release of the first newsletter and the start of outreach activities. Anil proposed adding a slide to the presentation that would detail the financial year plan from C1 to C9. Seda noted the restriction on the number of slides, and Anil suggested that they could reduce another slide to accommodate this. However, the group has not come up with an idea of which slide to be removed. Seda also noted that it will not only add one slide to Comms but also add one slide to each WG. Hence it may reduce time from presenting the real work.

Abdalmonem suggested the creation of a URL, something easy to remember, like https://2024.universalacceptance.day, and discussed the potential use of a shorter domain name for this purpose. [https://universalacceptance.day/](https://universalacceptance.day/) should be a generic page. Seda agreed to consider this idea further during the UA day planning and added it to the UA Day planning document.

Anil suggested presenting the first intro section of the UASG slides, and Raymond should do the Comms WG portion. Raymond confirmed.

Anil thought about adding the UA Day slides to share some high level numbers, such as how many events occurred in how many countries. Seda shared that it can be done in a dedicated session at ICANN78 main week.

- **Review [inputs](#) on improving the UASG.tech website**

Anil suggested sending a reminder to all working groups for their suggestions on the UASG.tech website improvements.

Maria suggested sending the agenda for the Communications Working Group meetings before the meetings. Seda agreed to try to share the agenda items earlier if confirmed by the WG chairs.

Anil suggested asking Sandra and Mark to work on this and share their

improvement steps. He also suggested sharing the website input page with the other WGs and getting their inputs by a given deadline.

- **Status update: UASG Newsletter issue2**

Raymond updated the group on the status of the UASG newsletter issue 2, promising to have it ready for comments by the end of the week. Anil thanked Raymond for his update and the target date for the next newsletter issue. Anil also shared that he would be submitting a report for the newsletter on his attendance at two seminars (APTLD84, and about DNS Abuse)

Bibek gave a presentation of UA and IDN for 1 hour and he will share details with Raymond for the newsletter.

Maria expressed difficulty in translating local events information into English and asked whether this was a requirement for sharing such information. Seda suggested including a brief English summary and a link to the original Russian content. Giving a paragraph-long space in the newsletter in English would suffice. The newsletter cannot hold the whole content in English anyway. That paragraph can be either translated by the Local Initiative or by ICANN Comms/Translation Services if sufficient time is given before the release of the newsletter. Sarmad confirmed. Maria asked for a Google form to send information on local events for the newsletter? If not available, it could be useful to make such a tool for everyone. Seda asked Raymond to share the link with the group when ready.

- **UA Day 2024 Planning**

Anil discussed the planning for UA Day 2024, including the timeline, format, and objectives. It was suggested that the UA day could last for a two-three months to accommodate different celebrations and avoid conflicts with religious observances such as Ramadan.

Regina noted the benefits of naming one day for communication purposes, but also suggested including the surrounding months for additional events. Maria agreed. Anil requested Matagoro to share his thoughts.

Mr. Matogoro highlighted the importance of the availability of the trainers which would be difficult if UA Day is done on one day. He suggested a potential budget increase from the previous year. He said that USD 3,000 is not enough for events to present to a wider audience.

Raymond emphasized the importance of forming an ad hoc committee to evaluate proposals before shortlisting. Anil agreed to this and planned to form the committee before November. Sarmad suggested adding a deadline for this in line with the proposal submission deadline. Seda added it as 15 November.

Sarmad suggested looking at the timeline at the end of this document. Anil suggested a three-month window from 1 March to 30 May as also recommended by staff.

Mohammad suggested a timeline to get feedback from the community. Anil said this may be too much to wait for from the community. Seda added that the community will be able to give feedback to the planning during the ICANN78 main week session on 25 October.

Sarmad also responded that we can tighten the window to 2 months, but based on the experience last time 3 months was suggested as organizers asked for additional time.

Anil suggested inviting the community to submit proposals after ICANN78 as there will be many inputs on ICANN78. He proposed delaying UA Day proposal submission dates from November 1st to November 30th and completing the evaluation by December 15th. The plan was seconded by Sarmad, who agreed to adjust the timeline by 15 days.

Anil proposed discussing the outcomes of the first global UA Day celebration, including the number of received and approved applications, and highlighted the contributions of certain individuals. Raymond suggested aligning the call for proposals with the ongoing UA Day celebrations to maximize engagement. Anil agreed with Raymond's suggestion but emphasized the need for a flexible timeline due to the significance of proposals on the timelines. Sarmad offered feedback, suggesting that update sessions are discouraged during ICANN meetings, and proposed focusing on planning the next UA Day during the session. So, we should not give more than 3-5 minutes about UA Day 2023. He highlighted the need for community interaction and decision-making during the sessions.

- **ICANN78 UA Day planning session**

In short, followings are suggested topics for the UA Day Planning session at ICANN78:

- Report from the previous UA Day 2023 and what we were able to achieve in the first meeting. (3-5 min max)
- Concept of UA Day 2024
- Objective of UA Day 2024
- Proposal submission window (timeline)
- Updated timeline as Anil suggested (agreed by Raymond and Sarmad)
- Open for discussion at least 45 minutes for UA Day 2024:
    - What community desire
    - formatting of events (regional/global/etc)
    - Outreach Packages and Support (are these the right packages)

Anil led the discussion about the upcoming events and newsletters. Raymond shared that their proposal for the African Internet Governance Summit was not selected, and assumed that the GSE team had a proposal from ICANN and that's why theirs did not get selected. Anil mentioned that the proposal was submitted a bit late and that might be another reason. Seda clarified that the GSE's sessions are not solely about UA. Lastly, Harsha clarified some details about the events in Sri Lanka in October.

**Next Meeting:** Monday 16 October 2023, 14:30 UTC

| No | Action Items | Owner |
|----|--------------|-------|
| 1 | Share the newsletter Google doc to the WGs by 6 October 2023. And make the full set of newsletter document ready by 13 October 2023. | Raymond |
| 2 | Make available the UA day planning google doc to other WGs and community | Staff |
| 3 | Share website input page with the other WGs and get inputs by a given deadline | Staff |
| 4 | Present the Comms WG slides at ICANN78 prep week | Raymond |
| 5 | To come up with agenda items and confirming the agenda 1-2 business day before the recurring Comms WG meeting | WG chairs |
| 6 | Share UA meeting details with Raymond for the newsletter | Bibek, Anil |