

## UA Comms WG Meeting

16 October 2023

### Attendees

Anil Kumar Jain

Raymond Mamattah

Abdulnasir Roba

Godsway Kubi

Krislin Goulbourne-Harry

Regina Fuchsova

Franklin Agbenyo

Stephen Dakyi

Emmanuel Oruk

Ruby D-Brown

Sanoussi Baahe Dadde

Maria Kolesnikova

Seda Akbulut

### Agenda

1. Welcome and roll-call
2. Developing a 5-year action plan for Comms WG to achieve the [UASG's 5-year strategic plan](#)
3. [UA Day 2024 Planning](#) and how to promote UA Day
4. uasg.tech website improvements ([inputs](#))
5. Updates on newsletter#2
6. AOB

### Meeting recording

### Meeting Notes

Anil provided a quick update on upcoming sessions. He highlighted ICANN78 UA sessions and other related engagements about IDNs.

**Main Week (21 - 26 October 2023) (Full Schedule)**

All times are local (UTC+2) unless specified otherwise

Orange row = an UA session

White row = an IDN session

Day/Date	Time	Room	Session
Tue, 10 Oct	<a href="#">16:00 - 17:00 UTC</a>	Prep Week / Online	Universal Acceptance (UA) Community Update
Sat, 21 Oct	<a href="#">9:00 - 10:00</a>	Hall Y 11-12	GNSO: IDN EPDP Working Session (1 of 3)
Sat, 21 Oct	<a href="#">10:30 - 12:00</a>	Hall Y 11-12	GNSO: IDN EPDP Working Session (2 of 3)
Sun, 22 Oct	<a href="#">13:15 - 14:30</a>	Hall 1	Get to Know the ICANN Community: Meet IPC and UASG Members <ul style="list-style-type: none"> <li>Joint Session: UASG and Fellowship (planned for 45 min btw 13:45 - 14:30 local time)</li> </ul>
Sun, 22 Oct	<a href="#">16:30 - 17:30</a>	Hall Y 5-8 (ALAC)	At-Large Outreach and Engagement Session <ul style="list-style-type: none"> <li>ALAC-UASG (<a href="#">Agenda</a>)</li> </ul>
Mon, 23 Oct	<a href="#">16:30 - 17:30</a>	Hall Y 1-4 (GNSO)	GNSO: IDN EPDP Working Session (3 of 3)
Tue, 24 Oct	<a href="#">10:30 - 12:30</a>	Hall C	Five-Year Planning for Universal Acceptance (UA) and Governance of UA Steering Group (UASG)
Tue, 24 Oct	<a href="#">16:30 - 17:30</a>	Hall G 1 (ccNSO)	Internationalized Domain Name (IDN) Implementation Roundtable
Wed, 25 Oct	<a href="#">9:00 - 10:00</a>	Hall G 1 (ccNSO)	Planning for Universal Acceptance (UA) Day 2024

- Developing a 5-year action plan for Comms WG to achieve the [UASG's 5-year strategic plan](#)

Seda explained the timeline and the action plan development process to reach annual targets.

Actions	Owner	Deadline
<b>Strategic plan:</b> Discuss with community in Hamburg ICANN78 – Oct	Admin WG	21-26 October 2023
<b>Strategic plan:</b> After the Coordination WG inputs, ask each WG to come up with their 5-year plan to reach 5-year goals by 31 December.	EAI, Tech, Measurement, Comms WGs	31 December 2023
<b>Strategic plan:</b> Compile WG inputs and discuss with Coord WG and Admin team.	Staff	30 January 2023

<b>Strategic plan:</b> Get community input by 15 Feb.	Staff	15 February 2024
<b>Strategic plan:</b> Finalize the plan by 27 Feb	Coordination WG	27 February 2024
<b>Strategic plan:</b> Present at ICANN79	Admin WG	4 March 2024

Anil urged everyone to provide feedback and modifications to the draft. Anil clarified that the plan involves shifting from awareness to adoption and aims to increase the number of Internet users using IDN domains and EAI.

Maria provided suggestions on a few areas on the strategic plan and Seda noted them down on the shared document.

Maria suggested incorporating concrete actual numbers and percentages into the strategic plan to provide a more realistic perspective. She also emphasized the need for understanding how UASG will report on these achievements in the future Maria proposed the idea of including both positive and negative forecasts in the plan to allow for more flexibility. When talking about concrete numbers, it is a risk for UASG’s reporting.

She also raised concerns about the lack of clarity in the strategic plan, particularly with regards to the specific websites and applications being referred to in the percentages (whole websites, or 2000 global websites). Seda clarified the EAI survey data is based on gTLD zone files.

On the pct table, Maria suggested adding clarification on what the next round means. Seda clarified that it shows the estimated UA Readiness level by the launch of the next round of New gTLD Program.

Maria also asked for clarification on how the measurement progress of EAI survey and websites can be monitored.

- UA Day 2024 Planning

Seda shared the tentative timeline. Raymond asked why there is nothing about Global UA Day Planning on the timeline. Seda responded that all proposals are to be received regardless of their level within the given timeline. Global UA Day is only mentioned to be done on 28 March, according to the timeline.

Raymond asked how the global UA Day event will be selected. Seda and Anil shared that everybody needs to bid for it as other events.

Event	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
UA Day Call for Proposals		1							
Deadline for submission			1						
Forming a proposal review committee		15							
Proposal shortlisting			15						
Materials ready for distribution				15					
Contracting UA Day organizers					15				
Assign UA ambassadors for training					25				
UA adoption reviews						1 Mar - 30 May			
UA Day events						1 Mar - 30 May			
Global event plan						28			
UA Day report									20

- Uasg.tech website improvement

Anil shared that all WGs should be given time to provide inputs by 15 December. Seda sent all WGs an email about this.

- Newsletter issue#2

Seda mentioned that the work is in progress and likely to be published in a week.

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

No	Action Items	Owner
1	Participating ICANN78 and UA Day process	Comms WG