UA Comms WG Meeting
4 December 2023

Attendees

Anil Kumar Jain	Jessica Dadzie (EGIGFA)
Raymond Mamattah	Krislin Goulbourne-Harry
Sandra Rodriguez El Salvador	Ruby Damenshie-Brown
Amina Ramallan	Thoko Miya
Anna Bagdasaryan	Regina Fuchsova
Godsway Kubi	Ece Cetin
Harsha Wijayawardhana	Seda Akbulut
Maria Kolesnikova	

Agenda

1. Welcome and roll-call
2. Newsletter issue#3
3. Develop and implement a strategy on how to reach out to different people to submit local/national/regional proposals. (UA Day 2024 Planning)
4. Developing a 5-year action plan for Comms WG to achieve the UASG's 5-year strategic plan (deadline 31 Dec 2023)
   1. Review the comments on 5-year plan and address anything relevant

Meeting recording

Meeting Notes

Seda initiated the meeting and welcomed participants.

Anil mentioned that there are fewer participants at the meeting as this meeting was not on the regular period. He asked Raymond to give a brief on the newsletter as he couldn't update participants during the previous meeting.

- **Agenda2#: Newsletter issue#3**

Raymond provided updates on the Newsletter, mentioning that it would be released in January and would feature messages from the vice-chair and other working group members in rotation. He also discussed the content, focusing on updates from the ICANN78 meeting and preparations for the UA Day.

Anil suggested including summaries of other various UA activities and outreach sessions during ICANN78 in the Newsletter and incorporating announcements about the upcoming UA Day Global event host country. He suggested including the decisions taken at ICANN78 UA sessions, and the upcoming Middle East Space session on UA day on 5 December 2023. Raymond confirmed that most of these elements were already part of his plan.

Agenda#3: UA Day 2024

The conversation then shifted to promoting UA Day and attracting more proposals. Raymond suggested reaching out to the Internet Service Providers and Connectivity Constituency (ISPCP) within ICANN and the Internet Governance Forum (IGF), and Anil Kumar Jain suggested contacting GNSO, ccNSO, PTI, and ISPCP. Raymond also volunteered to reach out to ISOC and IG forums.

The participants discussed the ongoing submission of UA Day proposals until December 15, with around 30 proposals received so far, primarily from Africa. Raymond suggested additional outreach efforts to specific organizations.

Anil shared that he will join the India IGF on 5 December and he will share the UA Day message. He asked about the status of reaching out to previous UA Day organizers, and Seda explained that the Global Stakeholder Engagement (GSE)

team was handling the outreach. She added that ICANN org also informed the SOs and ACs about the proposal window as well.

Anil requested email addresses for the chairs and vice-chairs of GNSO, CCNSO, PTI, and ISPCP to directly contact them and promote UA Day participation. Seda mentioned that she had the support staff's email addresses and could inquire about forwarding messages.

The discussion concluded with Anil seeking further suggestions for reaching more communities and making a bigger impact on UA Day participation, but no additional comments were made at that time.

Thoko suggested focusing on social media and reaching out to regional coordinators and stakeholders to boost engagement. Anil acknowledged the importance of social media and requested an update from Seda. Seda mentioned the existing social media posts UA Day but considered direct outreach for effective communication.

Thoko emphasized using internal channels for communication. Anil suggested repeating announcements on social media, WhatsApp groups, and reaching out to ICANN staff for wider dissemination. Thoko mentioned having stakeholders, especially regulators, involved in the process. Seda proposed targeted outreach paid campaigns on social media.

- **5-year action plan**

The meeting transitioned to a discussion about the 5-year strategic plan, with Seda providing insights into the previous discussion. Thoko suggested engaging

regulators, and Raymond supported understanding business mindset barriers. Raymond suggested exploring partnerships with industry associations.

Anil appreciated the suggestions and encouraged active participation. Seda proposed organizing targeted outreach campaigns and refining strategies based on feedback. The meeting concluded with plans to move forward with the 5-year strategic plan.

Anil Kumar Jain facilitated the meeting, attempting to engage Sandra and later Raymond for their suggestions on the 5 Year Strategic Plan. Sandra faced technical issues, and Raymond inquired about the progress on the website updates. Seda explained that suggestions were collected, awaiting consolidation by Sandra. She drew attention to 5-year plan rather than diving into detail of each action's status.

Anil inquired about Sandra's comments, but her connection remained problematic. Maria asked about the timeline, and Seda clarified the December 31 deadline for the working group, followed by community input and finalization by February 27. She suggested hurrying on to completing the plan. Some actions suggested may be outsourced.

Anil proposed UASG representatives participating in SOs and ACs meetings to enhance communication and feedback channels. Seda mentioned existing collaboration with SOs and ACs. The conversation concluded with Anil thanking participants for their contributions.

Anil emphasized the importance of coordination with SOs and ACs for implementing the 5 Year Strategic Plan. The discussion revolved around the additional task of involving the UASG community in SOs and ACs meetings. Anil proposed nominating a representative from the UA discuss group to ensure communication between UASG and SOs and ACs.

Maria expressed concerns about the limited time to finalize the plan and suggested a focused approach to structuring tasks and assigning responsibilities. Anil acknowledged Maria's practical suggestions and encouraged her to help define tasks against each plan. Volunteers were welcomed to join Sandra's team for compiling website suggestions.

The discussion shifted to the need for structuring the strategic plan and assigning responsibilities. Maria emphasized the importance of finalizing the plan structure within the limited time frame. Anil acknowledged Maria's suggestions and committed to working with the leadership team to detail each plan into tasks. The conversation concluded with Godsway and Jesscia to compile website suggestions, and members were encouraged to submit feedback on the 5 Year Strategic Plan through various channels. An announcement was recommended to members to reach out to groups for UA Day celebrations, emphasizing both financial and material support for potential organizers.

Seda noted in the chat for Godsway and Jessica on how they can order the list of website inputs.

Anil urged participants to share the plan with other working groups, and Jessica volunteered to contribute. The meeting concluded with a reminder to submit suggestions and convert plans into tasks, ensuring the timely submission of the 5 Year Strategic Plan to UASG leadership. Seda gave the final remarks to end the meeting.

Seda discussed the possibility of a social media paid campaign to promote the UA Day call for proposal announcements. Mentioning previous experiences on paid campaigns, Seda highlighted the potential benefits and sought input on key audiences and regions for targeting. She shared a link for reference and encouraged further discussion on the mailing list.

Anil expressed gratitude to Seda and encouraged members to take advantage of the social media campaign opportunity. He then inquired about the following meetings, confirming it to be on December 18th, the last meeting of the year.

The meeting concluded with Seda thanking everyone and Anil asking for any additional business or announcements. No further comments were made, and Seda was requested to stop recording.

Next Meeting: Monday 18 December 2023, 14.30 UTC

No	Action Items	Owner
1	Suggesting action items for reaching 5-year strategic goals	Comms WG members

| 2 | Providing input on social media paid campaign to promote call for UA Day proposals | WG and staff |
| 3 | Consolidating the [website input](#) and making a final unique to-do list | Godsway and Jessica |