

UA Comms WG Meeting

15 January 2024

Attendees

Anil Kumar Jain

Raymond Mamattah

Amina Ramallan

Frank Anati

Ganiyu Inusah

Godsway Kubi

Harsha Wijayawardhana

Maria Kolesnikova

Jesse Nathan Kalange

King Eben

Krislin Goulbourne-Harry

Letsatsi Lekhooa

Ruby Damenshie-Brown

Regina Fuchsova

Stephen Dakyi

Sushanta Sinha

Yin May Oo

Seda Akbulut

Agenda

1. Welcome and roll-call
2. Updates on Explainer Videos (Mark Datysgeld) - 10 min
3. Developing a [5-year action plan](#) for Comms WG to achieve the [UASG's 5-year strategic plan](#) - 30 min
 1. Review the comments on 5-year plan and address anything relevant
1. UA Day Preparations - 10 min
2. Updates on Newsletter issue #3 - 5 min

[Meeting Recording](#)

Meeting Notes

Seda initiated the meeting and welcomed participants. Anil celebrated the festive season of everyone as there are three festivals in India.

- **Agenda2#: Updates on Explainer Videos (and the card game)**

Seda left the floor to Mark Datysgeld to provide updates about the Explainer Videos project. Mark D. provided updates on two projects.

a) Explainer Videos:

Mark explained that the project has been in progress for a while but faced delays. [The statement of work \(SOW\)](#) was ready but got lost in the preparation process by Comms WG. Mark is now leading the effort as a vendor to start the project but anticipates the need for updates during a script review. He started storyboarding. The goal is to ensure consistency with the current message for the community. Anil asked whether we can we get some of the videos in UA Day. Mark is willing to deliver as many as possible in line with the contractual terms He urged the group to prioritize reviewing materials for a fast production turnaround when he comes up with the script and storyboard.

b) Universal Acceptance Card Game:

Mark then demonstrated the playing cards to the WG members. He mentioned that a resource, a print-and-play game for universal acceptance, was ready since the previous year. He just needs the Comms WG 's buy-in for the future UA events. The game aims to engage people and make universal acceptance more interesting.

Mark sought approval from the Comms WG to publish the game, highlighting it as an already invested resource, so it will not require additional budget nor approval as it is a free open-source game. He mentioned the possibility of introducing it during ICANN79 for greater visibility and as promotional material at the ICANN or UASG booth. Maria, Anil and Sushanta expressed their interest and excitement and supported the car game idea. Maria shared that for students especially, it may be very useful. They also used different games for students to answer questions so that they get points, and they selected the winner. She wants to see how it is played. And if there are rules for the game, it should be better to be translated to other languages. Mark mentioned that it could be perhaps done by ICANN Language Services.

Mark clarified that the vendor is paid already. So, it comes without a cost. Sushanta mentioned that it is a good way of engagement.

Mark thanked for receiving the support for the card game. He concluded by expressing readiness for upcoming tasks, and said he will share more details about the game in the mailing list.

Agenda#3: 5-year action plan

Seda went through the 5-year action plan sheet and the group discussed whether each item is needed, how to prioritize, and for which year the task needs to be done. The WG's input is noted in the [5-year action plan document](#). Maria explained the differences in some action items that look similar. Anil identified the priorities and recurrence of the tasks. The group reviewed the items until the C7 coded task. They will continue the items from C8 onwards in the next meeting to see if the tasks are supported by the WG and whether it needs to be merged with another similar item.

Agenda#4: Updates on Newsletter issue #3

Raymond shared that the newsletter is currently pending for UA Day selections, and chair quotes. Anil mentioned by next meeting we may have updates on selected UA Day and we will start working on the newsletter.

AOB

Godsway mentioned that he completed summarizing the [website input](#) and we can take a look at it in the next meetings when the action plan is finalized.

Next Meeting: Monday 29 December 2023, 14.30 UTC

No	Action Items	Owner
1	Distribute the card game information and details to the Comms WG mailing list.	Mark Datysgeld