UA Communications Working Group Meeting
8 October 2019

Attendees:
1. Ajay Data
2. Anna Ludwig
3. Dennis Tan
4. Ejikeme Egbruogu
5. Fouad Bajwa
6. Gwen Carlson
7. Jane Sexton
8. Jay Paudyal
9. Jessica Ranftl
10. Maria Kolesnikova
11. Mark Datysgeld
12. Poncelet Ileleji
13. Rahul Gosain
14. Roberto Gaetano
15. Samuel O. M
16. Sarata Omame
17. Sarmad Hussain
18. Shiva Upadhyay

Agenda
1. Overview of preceding meeting & action items (Ajay/Sarmad)
   a. Comms WG charter
   b. Chair/Vice Chair nominations
2. Planning (All)
   a. Website redesign
   b. Messaging + comms plan, developer focus
   c. ICANN66
3. Activities in progress (Edelman)
4. Admin matters (Sarmad)
5. AOB

Meeting Notes
- Overview of preceding meeting & action items (Ajay/Sarmad)
  o Comms WG charter:
    ▪ Since the 24 Sept. meeting, no further feedback has been received. Once elected, the Comms WG chair will give the charter a final review.
  o Chair/Vice Chair nominations:
    ▪ Sarmad will bring nominated individuals to date – who have submitted his or her Statement of Interest – to leadership for consideration.
- Planning (All)
  o Website redesign
    ▪ Mark Datysgeld volunteered to lead the effort and build a team to evaluate the current website and determine what updates are needed to improve the user experience and searchability. Dennis Tan volunteered to assist.
• **Action:** Any working group member interested in assisting on this website effort should make it known to Mark by the 13th of October.
  
  o **Messaging + comms plan, developer focus**
    - The group discussed reevaluating current Universal Acceptance messaging, specifically for software developer, email administrator and government official audiences. Key, reoccurring messages need to be reviewed (e.g., becoming UA-ready is comparable to a “bug fix.”).
    - A small working group is needed to review existing Universal Acceptance messaging and compile the key themes. This information will then be brought to the Tech and EAI working groups for feedback. Once the messaging is completed, the Comms working group can establish strategies and tactics to communicate it.
  
  • **Action:** Any working group member interested in reviewing current messaging ahead of ICANN66 should make it known to Gwen.

  • **Action:** Edelman, Gwen and Jane will compile a short list of messaging-related questions to be shared with the Tech and EAI working groups, as well as ICANN66 attendees.

  o **ICANN66**
    - Universal Acceptance promotion at the event will include content in each of the ICANN daily newsletters, printed materials at the UA booth and significant social media promotion. There will also be a presentation regarding Comms working group efforts.

• **Activities in-progress (Edelman)**
  
  o Edelman provided an overview of upcoming blogs, bylines and social media planned for the remainder of the month.

• **Admin matters (Sarmad)**
  
  o Sarmad gave a reminder that the Comms WG WiKi page will continue to host meeting minutes and audio recordings for future reference.

• **AOB**

**Action Items**

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<thead>
<tr>
<th>No.</th>
<th>Action Item</th>
<th>Owner</th>
<th>Deadline</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Bring nominated Chair and Vice Chair to date – who have submitted his or her Statement of Interest – to leadership for consideration.</td>
<td>Sarmad</td>
<td>11 Oct. 2019</td>
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<tr>
<td>2</td>
<td>If interested, volunteer for the website redesign committee being led by Mark Datysgeld.</td>
<td>All</td>
<td>13 Oct. 2019</td>
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<td>3</td>
<td>If interested, volunteer to evaluate current Universal Acceptance messaging for software developer, email administrator and government official audiences.</td>
<td>All</td>
<td>15 Oct. 2019</td>
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<td>4</td>
<td>Compile a short list of messaging-related questions for the Tech and EAI working groups.</td>
<td>Edelman, Gwen and Jane</td>
<td>22 Oct. 2019</td>
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