

UA Communications Working Group Meeting

8 October 2019

Attendees:

- 1. Ajay Data
- 2. Anna Ludwig
- 3. Dennis Tan
- 4. Ejikeme Egbuogu
- 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 Omane
- 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)
 - 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.
 - 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)
 - 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.
- 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)
 - Edelman provided an overview of upcoming blogs, bylines and social media planned for the remainder of the month.
- Admin matters (Sarmad)
 - 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

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