

UA Communications Working Group Meeting

6 April 2020

Attendees

1. Abdullah Qamar
2. Anna Ludwig
3. Cheryl Langdon-Orr
4. Dennis Tan
5. Gwen Carlson
6. Jane Sexton
7. Jessica Ranftl
8. Jim DeLaHunt
9. Lilian Ivette De Luque
10. Mark Datysgeld
11. Mutegeki Cliff
12. Rahul Gosain
13. Roberto Gaetano
14. Sarmad Hussain
15. Sivasubramanian Muthusamy
16. Sushanta Sinha

Agenda

1. Review of FY20 Action Plan for planning FY21 – fill in the attached sheet
2. Messaging for stakeholders – next steps
 - a. Technology Developers
 - b. Email/System Admins
3. AOB

Meeting Summary

The WG reviewed the FY20 action plan to determine which activities are still relevant and need to be carried forward. In addition, the WG was asked to contribute any additional items which need to be added for FY21.

C1. Communications Plan is an ongoing effort and should be developed in collaboration with other WGs. The activities finalized by Comms WG in a way defines this plan. It was agreed to develop this plan and review it quarterly for FY21.

It was also suggested to identify clearly what should be finalized in FY20.

It was raised to adjust the communication activities in the context of limited face to face opportunity due to the current pandemic.

C2. C3. C4. These items were identified by the former leadership of the WG. In concept this is a reasonable to proceed, but this requires a significant amount of funds. This also depends on have a clear and well documented strategic plan. In lieu, the WG has identified a particular set of stakeholders which need to be focused on. The messaging needs to be even more focused, e.g. for each programming language community, etc. The WG concluded that it is not at the point where

this work is needed but may be taken up in the future, as needed. It was also suggested to consider a follow up on the whitepaper. These three points were not recommended for FY21.

C5. It was planned to undertake case study for IT and other industries (e.g. travel, hotels, etc.). The work of local initiatives should also be integrated for this purpose, as they reach out to local industry for UA readiness. There has been a case study published on ICANN org's journey for UA readiness.

It was also raised that case studies being developed are very useful but are not well advertised. So the WG should also figure out on how these should be shared in an impactful way.

The WG was informed that there are some additional discussion in process to develop more case studies. The members agreed that the case studies should continue, including smaller organizations and even those which are starting out on this journey. Such case studies should also capture the business case and challenges impeding the work.

It was concluded to include case studies in FY21. Local initiatives be requested to actively recruit organizations for the case studies.

The WG agreed to continue with the review of FY20 Action Plan in the next call.

The WG members were also requested to volunteer to help with the messaging. The mail on communication template was also raised and it was suggested to discuss this over email.

Action Items

| No. | Action Item | Owner |
|-----|--|-------------------------------------|
| 1 | Continue compiling feedback to the UA Comms WG action plan, offline | Rahul + Sarmad |
| 2 | Continue developing messaging for software developers and email admins/service providers for UA: · Social Relevance/Inclusion | Rahul + Dennis other volunteers? |
| 3 | Continue developing messaging for software developers and email admins/service providers for UA: · Career Opportunities | Dennis, other volunteers? |
| 4 | Continue developing messaging for software developers and email admins/service providers for UA: · Business Opportunities | Rahul, other volunteer? |