

# UA Communications Working Group Meeting

## 20 April 2020

### Attendees

1. Abdullah Qamar
2. Anna Ludwig
3. Dennis Tan Tanaka
4. Gwen Carlson
5. Jane Sexton
6. Jessica Ranftl
7. Jim DeLaHunt
8. Lianna Galstyan
9. Rahul Gosain
10. Roberto Gaetano
11. Sarmad Hussain
12. Sushanta Sinha

### Agenda

1. Continue to review of FY20 Action Plan for planning FY21 – fill in the attached sheet
2. Review the messaging for stakeholders
  - a. [Social Relevance](#)
  - b. [Career Opportunity](#)
  - c. [Business Opportunity](#)
3. AOB

### Meeting Summary

C5. The members agreed that case studies are quite useful for using with technical and other audience. The challenge is that we do not have sufficient organizations who are willing to do it. Moving forward, case studies should be included without a specific number and also involve UA Ambassadors and Local Initiatives to help identify organizations who could participate. One intention was to encourage local initiatives to integrate this goal in their outreach agenda. We do not know if other organizations are adopting UA globally. Either of the UA WGs could look into this, would be up to UASG to decide. However, UA Comms WG should focus on developing and disseminating case studies and not be responsible for finding the organizations. UA coordination team should decide on which WG should take the lead.

UA Comms could reach out to other WG to help identify the organizations for case studies.

C6. UA Day was not organized in FY20. If it is needed for FY21, we need to flesh it out and what are its objectives and specifics. One option will be to define a day and then hold activities globally. It was suggested to draft a paper on its details for further discussion.

C7. The documents are normally going to the relevant WGs, and not necessarily to the comms WG. As all documents are sent to the coordination team, the WG chairs can choose which ones should be sent to the respective WGs.

It was also suggested that someone should do a review. And there should be a clear way to provide a feedback and address it. It is also important to note that the reviews should be done before these are published and translated. The WG decided that the responsibility of review should be with the relevant WG. The WG decided not to carry the review process forward to FY21 as Comms WG activity. The coordination team should find a way forward.

C8. UASG.tech website review is under process. It may be useful to get more volunteers for developing the sitemap and mockups. It was suggested to add an issues reporting email address on the website.

C9. This item is ongoing. It was done for FY20 and will also be done for FY21.

C10. It was raised how the people should be identified and how to run such a program. What are the operational details? Criteria and selection should be done by the leadership team and comms WG should be focusing on promoting it. Some members suggested Comms WG take up all the details. More discussion needs to happen to close this discussion.

#### Action Items

No.	Action Item	Owner
1	Outreach to UA Coordination on identifying organizations for case studies	RG and SH
2	Draft a plan on how to organize a UA day for further review by the Comms WG	LG
3	Volunteer to finalize the review of UASG.tech website	All UA Comms WG members
4	Add to the UASG.tech website an email address to report issues on the website	SH
5	Review the messages for stakeholders <ul style="list-style-type: none"> <li>a. <a href="#">Social Relevance</a></li> <li>b. <a href="#">Career Opportunity</a></li> <li>c. <a href="#">Business Opportunity</a></li> </ul>	All UA Comms WG members