

UA Communications Working Group Meeting

29 June 2020

Attendees :

1. Jane Sexton
2. Jessica Ranftl
3. Joan Katambi
4. Lilian Ivette (Vice Chair)
5. Mark Datysgeld
6. Mohamed Elbashir
7. Rahul Gosain (Chair)

Meeting Agenda

1. Review previous meeting action items

No.	Meeting Action Item	Owner	Deadline	Status
1	WG members to final review of the messaging document	WG members	Wednesday 1 st June 2020	Completed
2	Change the meeting frequency to monthly, the next WG meeting will be held on Monday 27 th July 2020 at 16:00 UTC	Mohamed	Wednesday, 1 st June 2020	Completed
3	Update the WG on approved budget for FY21	Mohamed	Once Approved by UASG	Pending

2. Review the revised UA messaging document
3. <https://docs.google.com/document/d/1EYabDU-huDGTo8Cx3KyNESIdVFgJ7-43-Oz50kiGY4/edit>
4. WG Prioritized FY21 activities and budget
5. Future meetings frequency
1. AOB

Meeting notes

Mark D. gave an update that he is making progress in developing the UASG.tech website mockups which will be to be ready in the coming few weeks.

Jane Sexton provided a detailed review of the updated UA messaging document to the WG members, ICANN comms. team has been working to reshape the messages to make it comprehensive and concise at the same time.

The group agreed to close the UA messaging document and asked ICANN staff to start using the document after completing a final review.

Developing a communications strategic plan is the WG top priority which will be done by ICANN's Communications team and reviewed by the WG.

The chair indicated that in the next phase the WG will be reviewing the implementation of the communications deliverables, for example, publishing UA materials or using UA's agreed messaging in the UASG social media channels. Therefore, the group agreed to shift its bi-weekly meeting to become a monthly recurring meeting.

Mohamed informed the group that the USAG is currently reviewing the overall UASG budget for the financial year 2021 (July 2020 – June 2021), once the budget is approved, the UA comms. WG will be notified by its approved allocated budget so it can start prioritizing its deliverables and start the implementation.

Next WG meeting : Monday, 27th of July, 2020

Action Items :

No.	Meeting Action Item	Owner	Deadline
1	ICANN's Comms. Team to finalize/start using the UA messaging document	ICANN's Comms. Team	Next WG meeting
2	Change the meeting frequency to monthly, the next WG meeting will be held on Monday 27 th July 2020 at 16:00 UTC	Mohamed	Completed

Last meeting Action items

No.	Previous Meeting Action Items	Owner	Deadline	Status
1	Update the WG on approved budget for FY21	Mohamed	Once Approved by UASG	Pending