

# UA Communications Working Group Meeting

## 24 August 2020

### Attendees :

1. Abdelmonem Galila
2. Jane Sexton
3. Jessica Ranftl
4. Lilian Ivette (Vice Chair)
5. Hadia Elminiawi
6. Mohamed Elbashir
7. Rahul Gosain (Chair)
8. Raymond Mamatattah

### Meeting Agenda

1. Review previous 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	Completed

2. Update on UA Communications Activities
3. [FY21 Action Plan and WG Projects](#)

#	Task	Budget (USD)	Ref. from ICANN68
C1	Develop Comms plan	0	T1
C2	Develop comms for reaching out to Programming language library maintainers	0	T8
C3	Publish case studies with comms partner	25,000	C5
C4	Review and implementation UASG.tech website	5,000	C8
C5	Organize a strategic comms partner	25,000	C12
C6	Maintain social media presence of UASG	0	C17
C7	Translation of relevant reports and case studies	10,000	C20

4. Update on UA FY21 case studies
5. UA Stakeholders Engagements:
  - Develop a survey to identify the national and regional stakeholders and UA events for FY2
    - Regional webinars and raising UA awareness
    - Engagement with developers or tech industry communities
6. AOB

### Meeting notes

Mohamed confirmed that the Universal Acceptance FY21 budget has been approved and that the working group can start working on launching and implementing its FY21 projects.

Jane provided a detailed review of the UASG social media engagements, blogs, and the communications team activities for August 2020.

Mohamed provided a brief about planned case studies for FY21 which will focus on the successful EAI implementations and lessons learned for the organizations that are working to become UA ready.

The group discussed the idea of conducting a survey to identify national or regional stakeholders for UA remediation and engagement. Hadia has volunteered to work with staff to develop the survey.

**Next WG meeting:** Monday, 21<sup>th</sup> of September, 2020

**Action Items :**

<b>No.</b>	<b>Meeting Action Item</b>	<b>Owner</b>
1	Start drafting the WG projects Statements of Work (SOW) starting with the UASG website redesign	WG members, Mohamed
2	Develop a survey for identifying national and regional UA stakeholders	Hadia, Mohamed