

SOW Explainer Videos

Subgroup Meeting

13 October 2021

Attendees

Maria Kolesnikova
Rajiv Kumar
Santhosh T
Imran Hossen
Satish Babu
Seda Akbulut

Meeting Agenda:

1. Welcome and Roll-call
2. Working on the [SOW: Explainer Videos](#)

Meeting Notes

The meeting started with going through the newly added comments on the document. One of the comments was “At the end of every video, we should give room for a feedback channel. That way, we can also generate FAQ Videos, tailored to recurring feedback and questions.” As the videos will also be published on Youtube, people can provide their feedback from there. So therefore, no room is needed in the video for feedback.

Scenario 1 is reviewed in detail. How unfavorable experiences can be turned into positive experience. Both negative and positive experiences need to be handled to some extent. Then we can move to how to become UA ready and the future of internet.

As the benefit of future perspective, the video explains that the next billion users will be from non-English-speaking countries.

As “UASG” stands for UA Steering Group, instead of join UASG, it could be stated as “Join Universal Acceptance Initiative”.

Final message can be changed as per who are targeted.

- If you are government, think of how to make a policy to support the UA.
- If you are a technical person, learn more from our other videos and visit training page to find out about implementing the UA.
- If you are from a language community, reach out to your software providers to push them to implement UA.

All WG members are more than welcome to provide suggestions on the document. Document is open for UA slogan suggestions, which can also spark some ideas for the vendor.

Next meeting: 20 October 2021 UTC 1100-1200

Action items

No	Action Item	Owner
1	Resource materials will be filled out once the table is finalized	All