

UA Comms WG Meeting

03 May 2021

Attendees

Abdalmonem Galila
Mark Datysgeld
Sarmad Hussain
Jim DeLaHunt
Hassan El-Meligy
Maria Kolesnikova
Gwen Carlson
Jessica Ranftl
Lilian Ivette
Sana Younus

Agenda

1. Welcome and Roll-call
2. WG Chair updates
3. FY22 Projects and activities finalization
4. AOB

Meeting Notes

The Comms WG did a review of the FY22 working plan. WG focused the FY22 working plan on four projects:

- C1: Develop Comms plan
- C2: Content for communications channels: Explainer videos
- C3: Organize a strategic comms partner – Edelman
- C4: Review UA/EAI content and its dissemination channels
- C8: Review and implementation UASG.tech website

Project C1, part of FY21 will continue in FY22. The primary goal of this project is to make efforts of UASG public. There is a need to decide budget for this plan. Deciding a budget requires analyzing target audience. Problems in technical messaging was also discussed as a part of this project. There is no proper channel to reach out to developers.

In project C2, a discussion about making some short explanatory videos regarding technical concepts of EAI/UA was made. The videos will be animated and can be 3 to 5 minutes long. WG will develop detailed requirements of these videos in terms of statement of work. These videos

will be used for stakeholders. At first, only one video will be made and based on viewership and response from audience, more can be developed. Estimated budget is \$10,000.

In project C3, the number of blogs was increased to 7-10 and case studies to 3-4.

In project C4, how to share UASG content was discussed. There is a lot of work done about UA and EAI but it has not yet reached the desired audience. So, it should be a part of Comms WG to target right audience. It will include concrete face to face channels in addition to social media.

According to project C8, uasg.tech website will be redesigned to improve navigation. Although a part of last year plan but due to some obstacles the project could not be completed. The proposed budget for this project is \$5000.

The next step was identified as creating a more granular version of the list.

Next meeting: Monday 17 May 2021 UTC 1600-1700

Action items

No.	Action Item	Owner
1	Follow UASG on social media.	All
2	Share updated FY22 Plan on the mailing list.	Sarmad