



UASG Communications Working Group Charter

V 2019-12-20

Purpose

The Universal Acceptance Steering Group (UASG) Communications Working Group's purpose is to collaborate with other UASG working groups and ICANN org to develop a communication strategy for the UASG and undertake its execution, including:

- I. To develop a communication strategy for the UASG and to oversee its execution, in collaboration with other working groups.
- II. To identify key target audiences.
- III. To develop effecting communication strategy while ensuring consistency across all materials and outreach/communication channels.
- IV. To review, recommend, and to track, communicating outreach engagements and to prepare associated materials.
- V. To evaluate the efficacy of its communications and outreach efforts

Outcomes

The communications Working Group (WG) aims to develop and undertake the following, in consultation and collaboration with other UASG working groups and support of ICANN org. The UA Communications Working Group aims to prioritize the scope of the following work:

- Development of a Communications Plan (Comms Plan) which includes developing strategy, messaging and outreach efforts
- Development of syndicated messaging strategy for various stakeholders identified under the UASG Action Plan, including the following:
 - o Technology developers
 - o Email tools and services providers
 - o Public sector
- Customized outreach activities to be based on the Comms Plan, including the following:
 - o Articles and Information published in various media outlets
 - o Blogs, announcements, case studies etc.
 - o Social media posts (Twitter, Facebook, LinkedIn, etc.)
 - o Presentations
 - o Other activities as may be needed
- Regular updates in the UASG.tech website
- Dissemination of UA Ambassador efforts within the community
- Annual report on evaluation of the efficacy of outreach (in collaboration with UA Measurements WG)

The Communications WG will develop messaging and outreach materials including writing, preparing slide decks, and coordinate for printing, shipping and other activities with the support of ICANN org.



Membership

Membership should include some representation from:

- UASG Coordination Group
- Members from the UASG Community, with experience in communications

Membership will be self-selecting. UASG standards of behaviour apply. See <https://uasg.tech/wp-content/uploads/2019/01/UA-Expected-Standards-of-Behavior.pdf>.

Chair of the Working Group:

- UASG Leadership team would nominate the working group chair and vice-chair, in consultation with the UA Communications WG members. The working group may identify candidate chair(s) based on rough consensus. The chair will be member of the UA Coordination Group along with UASG Chair, Vice-Chairs and other Working Groups' chairs.
- Chair(s) should have a solid understanding of communications strategies; ability to develop clear and concise messaging; strong writing and editing skills; expertise in verbally communicating/presenting to global audiences; and excellent planning, organizational, execution and time management skills. Academic background in a relevant discipline is desirable, with hands-on communications experience (in-house or agency).
- The chair role is for one calendar year. He/she should be nominated one month prior to the end of the current chair's term to ensure a smooth transition. There is no limit on the number of terms chair(s) may have.

Operations

- The UASG ua-comms@icann.org mailing list will be used for communications
- About meetings;
 - o **Frequency:** Held regularly at a time convenient for the participants.
 - o **Attendance:** Meetings are open to all – including non-appointed members of the Working Group.
 - o **Meeting agenda:** The previous meeting record and a meeting agenda will be forwarded to members of the Working Group before the next meeting.
 - o **Objectives:** Meetings will end with a clear understanding of expectations and assignments for next steps.
 - o **Duration:** Meetings are expected to be one hour. Extension of time, in 15 minute increments, will require the consent of the majority of members attending that meeting. Consensus will be indicated with a show of hands.
 - o **Meeting Minutes:** The Secretariat will keep a record of meeting attendees, key issues raised, and actions required along with work allocations and delivery deadlines as agreed to during the calls. Comments from individual members will generally not be attributed and a verbatim record of the meeting may not be prepared. Meeting minutes will be circulated to be reviewed by Working Group members, and subsequently the document may be circulated among wider UASG membership for information purposes. Any changes to the record of the past meetings shall be in writing and forwarded to the Secretariat prior to the next meeting.



- Funding for the working group is available as per UASG's Action Plan and following UASG and ICANN org processes.
- Any ICANN supported training and meeting or any ICANN supported travel will be booked through ICANN org. This requires at least three months advance notice.

Meeting Ground Rules

- Speak one at a time – refrain from interrupting others.
- Wait to be recognized by chair before speaking.
- Chair will call on people who have not yet spoken before calling on someone a second time for a given subject.
- Share the oxygen – ensure that all members who wish to have an opportunity to speak are afforded a reasonable chance to do so as far as practicable.
- Maintain a respectful stance toward all participants.
- Listen to other points of view and try to appreciate other interests.
- Share information openly, promptly, and respectfully.
- If requested to do so, hold questions till the end of each presentation.
- Make sure notes taken are accurate.
- Remain flexible and open-minded, and actively participate in meetings.

Roles and Responsibilities

The Working Group is an advisory group to the UASG Leadership team and the UASG Coordination Group. The Working Group members agree to:

- Provide specific local expertise, including identifying emerging local issues;
- Review all working group communications and comment promptly where required and able;
- Prepare appropriately to attend all meetings possible;
- Complete all required assignments prior to each meeting;
- Relay information to their constituents after each meeting and gather information/feedback from their constituents as practicable, prior to each meeting;
- Accurately declare, articulate and reflect the interests, that the group members bring to the table;
- Maintain a focus on solutions that benefit the entire program;
- Present recommendations for each project at the end of the planning process. The presentation should include subjects such as: Project's Purpose and Need Statement, Alternatives proposed to be studied, Mitigation measures if any, and Project Phasing Plan where required. The Working Group shall select, from among its members, a presenter or team of presenters for purpose of making the above presentation.

The Working Group Chair(s) agree to the following:

- To endeavour to provide Working Group members with the opportunity to collaborate with other Working Group members on making recommendations for project proposal/ proposals;
- To seek to manage Working Group activities to target scope, schedule and budget;
- To keep UASG Leadership/ UA Coordination Working Group informed of progress;
- To endeavour to provide documentation to support recommendations;



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- To seek to provide technical expertise;
- To develop and produce communication and briefing materials and reports to inform local decision makers and other stakeholders;
- To develop communication and briefing materials for the conduct of public meetings necessary to inform and engage the community and to extend support to ICANN org for managing logistics for such meetings;
- To support departure from recommendations with suitable reasoning where required.