

Notes

# UA Measurement & Monitoring Call

2015-23-11 23:00 UTC

Attending	Alina, Elaine, Kal, Mark, Michael, Rich, Al, Pensri, Don	
History	<p>Mark &amp; Elaine provided a brief history of the Website UA readiness work that has been undertaken by Donuts. Donuts continues to work on this as they have spare time.</p> <p><i>There are two phases to this work. The evaluation and the outreach. It was felt that the evaluation could be done by realitively inexperienced people, but outreach to website owners and managers would require a higher level of knowledge and abilities to engage.</i></p> <p><i>Michelle DeSmyter is joining ICANN and will provide administrative support to the UASG. Spare time will be used to pursue additional website evaluation – including an expansion on the work done by Donuts to include additional TLDs – including IDNs.</i></p> <p>Mark also noted the APNIC Labs study which showed that there was no underlying barrier within the DNS, but it did point out that there was an issue between Internet Explorer and Adobe Flash and Mozilla Firefox and Adobe Flash. Bug reports have been filed with all three organisations.</p>	
Brands	Michael Palage reported discussions with a number of Brand TLDs and their efforts toward UA. A number of them are working with their <u>suppliers</u> to encourage a broader pursuit of UA.	
Outreach	<p>Once a website was identified as not being UA Ready, a number of outreach strategies were discussed:</p> <ol style="list-style-type: none"><li>1) Continue the generic one-on-one engagement pioneered by Donuts. <i>The UASG has taken Donuts' simple message and translated it into more than a dozen</i></li></ol>	Michael to test the idea of leveraging a trade associations mana with the folks from .realtor



	<p><i>languages. This will be posted on the UASG Wiki soon.</i></p> <p>2) Find relevant trade association or community groups to raise awareness. These are ‘unignorable’ organizations. This might include Big Brands, Large Trade Associations or Community Groups. Don noted that in New Zealand the Māori Internet Society has raised awareness that most Government Departments were not able to accept domain names in Māori – one of New Zealand’s three official languages and one that uses Macrons – thus making it an IDN.</p> <p>3) As noted above, large Brands are raising the issue with their suppliers.</p> <p>4) The Regional ccTLD organisations were identified as another channel to community outreach.</p>	
Documentation	<p>Before further testing and evaluation can proceed, the documentation of what constitutes UA Ready needs to be finished.</p> <p>Mark noted the need for additional, targeted, Use Cases within the documentation.</p> <p>The documentation is still seeking additional comments from the community and the UASG is still seeking additional applicants to do this work.</p>	
Additional M&M Projects	<p>We started to discuss the other projects identified in the UASG budget, but determined that until we get a definition of UA Ready, there was no point in pursuing them</p>	
Next Meeting	<p>In a fortnight – 2015-12-08 @ 23:00 UTC.</p> <p><i>NB: If there is a better time desired by participants, particularly people who want to participate but find the time challenging, please let the group know.</i></p>	