

Notes

UASG Coordination Group – Face to Face Meeting

October 11 & 12 2016

V0.2

<p>Attendance: In DC:</p> <ul style="list-style-type: none"> • Christian Dawson • Don Hollander • Edmon Chung • Gwen Carlson • Mark Scancarek • Ram Mohan • Dennis Tan (Day 1) • Cyrus Namazi (in & out) 	<p>Remotely:</p> <ul style="list-style-type: none"> • Rich Merdinger • Lars Steffan <p>Others:</p> <ul style="list-style-type: none"> • Michael Kende & Andrew Kloeden – Analysis Mason • Anna Ludwig, Jessie DiMarino & Andrew Robertson - Edelman 	<p>Apologies</p> <ul style="list-style-type: none"> • Jiankiang Yao
<p>Administrative</p>	<p>Gwen will be taking over the paperwork process associated with getting a contract created, a purchase order procured, and invoices paid. This will be done as part of a role of a new person joining Gwen’s team.</p>	
<p>Administrative</p>	<p>Election We need to develop a protocol for an election for Chair and Vice-Chairs in the new year.</p>	<p>Action: Don to produce an election process and schedule for use next year. - Done</p>
<p>Administrative</p>	<p>Create a place where UASG documents can be stored and shared.</p>	<p>Action: Don to organise a shared drive.</p>
<p>Budget – FY16/17</p>	<ul style="list-style-type: none"> • Reduce EAI Gatherings by \$60k • Add \$20k to create EAI Documentations <ul style="list-style-type: none"> ○ Quick Guide 	

	<ul style="list-style-type: none"> ○ Good Practice Guide ○ Introduction to EAI ● Reduce UA Evaluation Automated Tool budget by \$25k with an expectation that this won't be spent at all if the Senzar product is endorsable. ● Reduce UA Logging amount by \$75k as this will be carried out by ICANN Global Support ● Add \$100k for additional industry analysis by the likes of IDC, Forrester and others. ● Remove \$50k from the UA Conference as we don't think we'll be ready for that this calendar year. 	
Budget FY17/18	Potentially include provision for outsource engagement and follow-up teams that are regionally based.	
Budget FY17/18	Consider engaging someone to write grant applications. Consider applying for Google Ads, Bing Ads, LinkedIn ads concession from UASG participants	
Community Outreach	One area that we want to expand is our engagement with 'amplifiers' of our message. These are organization who will be able to take the UA message and amplify its coverage to different groups. This will also allow broader exposure of the UA Issues to those searching for the topic when initially exposed.	<p>Potential Amplifiers include:</p> <ul style="list-style-type: none"> ● ICANN ● ITU ● ISOC ● GAC ● ccNSO ● I* Groups generally ● NTIA ● NIST ● IGF Mag ● UNESCO



		<ul style="list-style-type: none"> • UNDP • SGP • EU • GSMA • Society of Accountants. <p>In addition, we'll look to encourage local initiatives through ccNSO and Government GAC Representatives. We'll initially target those ccTLDs that are running IDN ccTLDs as well as those who operate new gTLDs .</p> <p>See UASG008 for a model for local engagement.</p> <p>We will try to get UA on the talking points for ICANN bi-laterals with governments.</p> <p>We will also try to organize one-on-one engagements with targeted ccTLDs.</p>
Community Outreach	The Group wanted some additional clarity of purpose for our Community Outreach effort to ensure that efforts are aligned with our overarching objective for being and with our target audiences.	
Community Outreach	Edelman (Anna Ludwig, Andrew Robertson & Jessie DiMarino) provided a reminder of our Communications Objectives, our intended audiences and our activities underway.	



Community Outreach	We decided to better define our target audiences and the key words that we'll use for targeted advertising but NOT to deploy them until we have tangible material to point toward. This will include mitigated programming libraries. <i>There was a general view that our targeted audiences of computer programmers are probably cynical of advertising.</i>	
Community Outreach	It was agreed that we WOULD set up a UA branded product store where products would be provided at cost. This is NOT expected to be a revenue generation operation and there is not expected to be any expense.	
Community Outreach	Engagement Staff. We spent time talking about how we actually engage with our target audience once they are aware of UA through our other communications measures. One idea is to outsource an outreach and follow-up action group on a regional basis. The outsourcing model allows a greater number of individuals involved, though probably not full-time. It also allows for local management and local time zones, cultures and languages.	
Community Outreach	Reach out to Internet Governance Schools and those teach Internet Governance topics to make sure that UA is included in their curriculum.	
Community Outreach	Create a 'Commitments' page of those organisations committed to being UA Ready. Also solicit testimonials.	



Community Outreach	Besides targeting an organization's CIO, CMO and other C* folks, consider adding those responsible for an organization's Corporate Social Responsibility.	
Community Outreach	<p>Advisory Panel</p> <p>Significant discussion occurred around engaging message 'amplifiers' – both organisations and individuals.</p> <p>We agreed to appoint an advisory panel who will provide advise up to three times per year. We believe the burden on participants will be low – a few hours around each advising session.</p> <p>The positions will be honorary – no remuneration.</p> <p>A separate paper will be produced detailing the Outreach efforts to amplifying organisations and advisors.</p>	
Community Outreach	<p>Academia</p> <p>We will put more emphasis in engaging Academia to the UA cause.</p> <ul style="list-style-type: none"> • Programming training programs at secondary and tertiary levels as well as dedicated training programs. • Internet Governance programs at tertiary and post-grad levels as well as dedicated training programs. 	
Community Outreach	Create re-publishable article on why UA is important for the next Billion Internet users and the SDGs	<p>Audience:</p> <ul style="list-style-type: none"> • IGF Participations



	<p>(Sustainable Development Goals). Edmon and Christian to develop outline and Jennifer Chung to flesh it out.</p>	<ul style="list-style-type: none"> • UN and other Inter-governmental organisations • Government Agencies focused on access growth <p>Messages</p> <ul style="list-style-type: none"> • Be able to empower global commerce • Allows a customer to have their own sense of identity • Supporting the local languages • Add UA to other integral parts that the audience is pursuing – including spectrum management, open access, accessibility. • Use the language of the audience including reference to the Sustainable Development Goals that are relevant.
EAI	<p>Documentation:</p> <ul style="list-style-type: none"> • A Good Practice guide or an Informational RFC through the IETF process. • Engage the M3WAAG in this space. (Christian) 	<ul style="list-style-type: none"> • Rich, Dennis, Mark, Edmon & Yao to investigate the process of initiating a BoF for an informational RFC on EAI Good Practices through the IETF process. • Action: Rich & Mark & Yao to report back on the steps necessary to get a BoF formed within the IETF process by the end of October. • Action: Christian to see if M3WAAG are interested in participating in a Good Practice Guide.



EAI	<p>Documentation</p> <ul style="list-style-type: none"> • Create “An Introduction to EAI” on the same approach that we produced UASG007, An Introduction to UA. 	<p>Mark will produce an initial outline which will be discussed with the EAI community. The UASG will then tender out the work for the development of the documentation.</p> <p>Initial Outline expected to be built during the EAI session at the ICANN57 Workshop.</p> <p>Action: Mark & Yao to build first pass outline by the end of October.</p> <p>Action: Don to prepare Help Wanted notice for a technical writer.</p>
EAI	<p>Documentation</p> <ul style="list-style-type: none"> • Create a Quick Guide to EAI with the target audience niche email application providers (client side and user side) 	<p>Action: XXX to prepare 1st pass Quick Guide by end of November.</p>
EAI	<p>Gathering</p> <p>We decided NOT to hold a gathering this calendar year but instead to hold a ½ + ½ day meeting in Seattle in April adjacent to a UASG Coordination Group face-to-face meeting.</p>	<p>Action: Don to canvas the community on available for first week in April 2017 in Seattle.</p>
Future Meetings	<p>April 10 – 12 2017 in Redmond Washington – Microsoft Campus</p> <ul style="list-style-type: none"> • 1.5 days of UA Coordination Group • .5 + .5 days of EAI Workshop 	



	<p>October 12-13 2017 in Hong Kong – 1.5 day of UA Coordination Group</p> <p><i>These dates are tentative but should be penciled into people's diaries.</i></p>	
ICANN57	<ul style="list-style-type: none"> • Identification of 15 Influencing organisations to be tested and at ICANN57 Workshop 	Action: Lars and Christian to produce list of at least 15 influencing organisations that we are seeking to engage.
ICANN57	<p>Automated UA Testing</p> <ul style="list-style-type: none"> • Don to confirm whether the launch of Senzar's automated UA Evaluation tool will be a full launch or a beta launch • Don to find out what media efforts Senzar's going to do. We would like Edelman to be able to complement this work globally. 	
ICANN57	We'll combine the Call Logging discussion with Comm's Outreach	
ICANN57	We'll include the survey results - but in an easier to read format – Top 6, Bottom 6 topics. We'll seek confirmation from the room on whether the survey results were reasonable	
ICANN57	ICANN Bilaterals – Provide talking points to ICANN executives and ask them to raise UA when they have bilaterals with individual governments.	
ICANN57	Organise one-on-one with ccTLDs/GAC Reps from targeted ccTLDs as identified above: IDNccTLDs and those ccTLDs that have expressed an interest or operate new gTLDs.	



Linkification	<ul style="list-style-type: none"> • Add Linkification to one of the standard articles being developed • Consider an evaluation of Social Media & Messaging Apps for their ability to correctly offer Linkification • Create Bug reports in errant applications 	Action: Dennis to provide an initial list of Social Media and Messaging applications to test.
Linkification & UA Generally	<ul style="list-style-type: none"> • How can we get the App Store providers (Apple & Google's Android) to ensure that the Apps that are being developed are UA Ready? 	
Other	Find out what has been successful in IPv6, DNSSEC, Trusted (???) and W3C deployment	<i>NB: Don has had some discussion with others on the IPv6 and DNSSEC deployments and believes that there has been single or even series of events that have made an accelerated adoption – except: 1) The adoption by major players (Google, Comcast) and in the case of IPv6, the depletion of the IPv4 space.</i>
Other	There was only tepid support for a UA Conference during this financial year.	
Other	There was some support for getting a professional evaluation of the economic model of the size of the UA remediation work. If we do pursue this, we must put it out for bid.	
Other	<p>Some time was spent on how to learn from the success (assuming there has been success) from other initiatives such as:</p> <ul style="list-style-type: none"> • IPv6 • DNSSEC 	



	<ul style="list-style-type: none">• IDNccTLD Fastrack – Don to talk to Chris Disspain• ICT4D – Don to talk to Rinalia	
Other	<p>Senzar is producing an automated web crawler to determine if the client side portion of a website might be UA Ready. The UASG is interested in endorsing this IF it meets our criteria for having source code Open Sourced and its use is unencumbered. The UASG is willing to have it branded by Senzar.</p>	

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Universal Acceptance