Notes

UASG Coordination Group Face-to-Face Meeting – Hong Kong – January 9 & 10, 2018

Version 18-01-15

00 Attendance/Apologies	Ram (remote), Edmon, Mark, Rich, Christian, Lars, Ajay, Yao, Gwen, Don, Abdalmonem (observer), Caroline (observer), John (observer), Ashish (observer)
02 Introduction & Objectives	The requirements to get the world UA & EAI Ready are huge. But the UASG has already spent three years getting to a point where there is good documentation and a good path forward. What needs to happen now is to accelerate the evangelism, the raising of awareness. The ICANN community, Board and Organisation are supportive of the efforts of the UASG. But, the UASG must continue to produce tangible results. This meeting is an opportunity for the Coordination Group to focus on its current tasks and commit to moving the project forward at an increasing speed. The UASG's numbered documents are of high quality and the group must continue to pursue excellence. The UASG does have brand value and its documents are well referenced, particularly in China and India.
03 Notes from Last Meeting	These were approved

04 Outstanding Items	• No work on UA Awards program has occurred since the last meeting.
	• Now that the UASG has a contract for the production of highlights from the WHD event last year, Christian has committed to getting the edit details
	• Some small indication of progress from ICANN IT, but nothing tangible yet. **Action: Gwen to renew discussions with ICANN IT on:**
	    o **Automated Evaluation Tool**
	    o **Agile Stories**
	    o **Salesforce.com Update**
	    o **Mailman EAI Version**

Universal Acceptance Steering Group
visit/ www.uasg.tech /
email/ info@uasg.com /

| 05 W3C Options | Wendy Seltzer talked through the work of the W3C with respect to internationalization work. The W3C has just one person focused on this broad topic.

The W3C's 400+ members include major web software developers.

The W3C has a Web for All program. They are working to ensure that all their Specifications are International Ready. They do this through Specification, Testing & Implementation guidelines.

The UASG is interested in support for EAI, displaying right-to-left scripts correctly, and providing support for the open dot as a label delimiter.

One question raised was whether the protocol identifiers (e.g. http, ftp) can be transformed to local scripts. *Probably not.*

Action: Don & Wendy to work on a specific sponsorship program. |
|---|---|
| 06 UASG Communications Directions | The Comm's group decided that it was now in a position to launch a Social Media campaign.

Don provided an update on the pilot programs to engage CIOs of Government departments being done in conjunction with the GSE Vice Presidents.

Christian has created UASG Social media accounts on Facebook, LinkedIn and YouTube. Gwen had previously created a Twitter handle.

ACTION: Don to get UASG videos shifted to the YouTube Account.
ACTION: Don to ask Edeleman to produce a Social Media engagement program. This program will also include measures of success.
Action: Don to work with Edelman to start a LinkedIN engagement paid engagement with a budget cap of $5,000 for the first two months.

To measure the impact of the communications initiatives, there needs to be a call to action. These can include:
• Subscribing to a mailing list
• Asking for more information
• Asking for a bundled information pack.
We need to be mindful of asking permission to send additional information and to do so judiciously. |

Universal Acceptance Steering Group
visit/ www.uasg.tech /
email/ info@uasg.com /

07 Purpose and Approach - Discussion	Don reviewed his Purpose and Approach presentation on the UASG's approach to its work. It was well accepted.
08 EAI - Plans for Guangzhou - EAI Day - Documentation - Evaluation Study	Plans for Guangzhou include: - Getting agreement on Downgrading. **The UASG agreed that it felt that downgrading the mailbox name from Unicode to ASCII should be done by substituting a pre-established ASCII Alias. Using any sort of ASCII Encoding of the mailbox on the fly was considered poor practice.** - EAI Day to be targeted at the UASG's 4th anniversary in 2019 – subject to clarity of what EAI Ready means which will come from the Email Software and Services evaluation yet to be contracted. - Getting large email service providers in China to be aware of EAI and encouraging them to put it on their technology roadmap. - John reported that there is someone within the IETF community who is working on a 'universal regex'. **ACTION: John to introduce this person to Don**
09 Organisation Administration	The Help Wanted advertisements have a deadline for the end of this month. To date there has been only one expression of interest in the marketing role – more senior a person than originally intended, but a potentially useful exercise. Don noted that recruitment in New Zealand often goes through recruiters and there was no objection to this approach. We currently don't have position descriptions for Chair, Vice-Chairs or project group coordinators. We reached no decision about whether these were necessary.
10 Local Engagement - GSE - ALS's - ISOC - Computer Societies	- The GSE team are actively working on expanding knowledge about UA. We are working with each regional VP to engage in a small number of countries in a pilot program to reach out to CIOs in Government departments - With ISOC, the suggestion is to reach out to individual chapters. Different chapters have different interests, so a uniform result is not to be expected. **Action: John to raise issue with Raul next time he sees him.** - We're continue to reach out to Computer Societies. Paige from Edelman will continue this effort until we have our technical marketing person on board. - Don has reached out to the ALAC leadership to get traction. We'll see if we can get better engagement in the Puerto Rico meeting.
11 IAMAI Proposal	The UASG met with Chitrita from the IAMAI and was keen to pursue the proposal subject to the following: The UASG will commit to the $50,000 proposed, but the payments will be structured such that the UASG can withdraw if achievements are not meeting expectations.

Universal Acceptance Steering Group
visit/ www.uasg.tech /
email/ info@uasg.com /

	• There need to be specific expectations on attendance numbers • IAMAI to provide references and examples of similar work. • Why is there a need for a mobile App in the proposal? The UASG didn't feel this was a useful allocation of resources when there are so many 3rd party tools.

12 Documentation
   - Introduction to EAI
   - Quick Guide to Linkification
   - University Slides
	• Social Media Linkification is now in the second draft. Don to review and then circulate.
	• University slides now in revision after the first review. A professor from Hong Kong has agreed to provide peer review.
	• Quick Guide to Linkification may need to be reviewed after the analysis of Social Media Linkification Evaluation.
	• In preparation for the IAMAI events, we'll work to get the Quick Guide to UA translated into all relevant languages. **ACTION: Don to work with IAMAI and Ajay to identify relevant languages and scripts and get translation and production work done.**

13 Linkification Analysis	First draft of this report has been received and sent back for revision.
14 Ambassador Program	The Ambassador Program was reviewed. We agreed to proceed. **ACTION: Don to publish Ambassador Program documentation in Help Wanted.** **ACTION: Don to reach out to identified individuals to find out if they would like to participate.**
15 Update – IDNA & Work with the IETF	Latest report is that a solution may be discussed at the IETF meeting in London.

16 UASG @ ICANN6	• Don's written to a variety of ICANN communities to get time in their agendas.
	   o Mark's agreed to provide a 20-minute presentation at Tech Day.
	   o ccNSO looks to provide a 15-20 minute slot.
	   o Core message for Registries (cc & g – particularly IDN) and Registrars is for them to have an EAI Strategy – engagement with an EAI software provider who can help them service their registrants.
	• The UASG has already created a CIO's Blueprint for the Internet Infrastructure Community. This needs to be socialized more.

Action Items:
- **Action: Gwen to renew discussions with ICANN IT on:**
  - **Automated Evaluation Tool** *Done*
  - **Agile Stories**
  - **Salesforce.com Update**
  - **Mailman EAI Version**
- **Action: Don & Wendy to work on a specific sponsorship program.**
- **ACTION: Don to get UASG videos shifted to the YouTube Account.**

Universal Acceptance Steering Group
visit/ www.uasg.tech /
email/ info@uasg.com /

- **ACTION: Don to ask Edeleman to produce a Social Media engagement program. This program will also include measures of success.**
- **Action: Don to work with Edelman to start a LinkedIN engagement paid engagement with a budget cap of $5,000 for the first two months.**
- **The UASG agreed that it felt that downgrading the mailbox name from Unicode to ASCII should be done by substituting a pre-established ASCII Alias. Using any sort of ASCII Encoding of the mailbox on the fly was considered poor practice.**
- **ACTION: John to introduce Sean Leonard to Don.** *Done*
- **Action: John to raise issue of ISOC Chapter engagement with Raul next time he sees him.**
- **ACTION: Don to work with IAMAI and Ajay to identify relevant languages and scripts and get translation and production work done.**
- **ACTION: Don to publish Ambassador Program documentation in Help Wanted.** *Done*
- **ACTION: Don to reach out to identified individuals to find out if they would like to participate.** *Done*
-

Universal Acceptance Steering Group
visit/ www.uasg.tech /
email/ info@uasg.com /