



UASG

Roles and Responsibilities and Structures for the Community Outreach efforts of the UASG

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Background

The community outreach efforts of the UASG has several players. This paper looks to more clearly identify the roles for each of the players.

The Players and their Roles

<p>The Community Outreach Coordination Group</p>	<p>This group has been hibernating for several years.</p> <p><i>This group should be resurrected to broaden the participation of the members of the UASG and expand our geographic reach.</i></p> <p><i>The Community Outreach Coordination Group will convene quarterly to consider activities achieved and planned and solicit broader participation in the outreach into local audiences.</i></p>
<p>Community Outreach Co- Coordinators</p>	<p>These roles have been filled by Lars and Christian.</p> <p>Lars and Christian have been participating in weekly calls with Don and the Edelman Team.</p> <p><i>Reduce the weekly calls for Lars and Christian to fortnightly.</i></p> <p><i>The roles are to be the ears and mouth of the Community Outreach Coordination Group. They will convene quarterly meetings of this group and will check on progress and provide advice.</i></p>
<p>Edelman Team</p>	<p>The Edelman team have provided strategic advice and operational roles for the UASG. They have produce Case Studies, provided media placements, and exercised other efforts – including a forthcoming paid LinkedIn campaign.</p> <p>There have been weekly calls to track progress.</p> <p><i>Edelman’s role in the UASG’s Community Outreach efforts will reduce over time. They will exist most of the operational efforts but will maintain a role in the strategic direction and engagement with media, as well as writing blog post and such.</i></p>



	<p><i>Edelman calls will reduce initially to fortnightly, unless a specific campaign requires more frequent engagements. The Edelman calls may reduce further depending on how the Comms operational efforts are achieved.</i></p>
Technical Marketing Team	<p>The UASG will be contracting a separate organisation to pursue the more tactical and operational community outreach efforts. These will include building a database of contacts and communications. They will have specific metrics to achieve as well as providing ad hoc support.</p> <p>The Technical Marketing team will confer with Don at least weekly, and probably more frequently, at least initially.</p> <p>The Technical Marketing team will also provide the IT infrastructure for the UASG CRM system.</p>
The Secretary General	<p>Don will take direction from the Community Outreach Coordination Group and the co-Coordination and build specific deliverables and get them delivered. Don will work with the Technical Marketing Team regularly and will be an active participant in the other calls.</p> <p>Don may also provide some written materials.</p>
GSE Teams	<p><i>The GSE teams will be our eyes and ears and mouth and hands in terms of engagements with senior people in the regions</i></p>
ICANN Regional Comms	<p>The ICANN Regional Comms team will provide conduits into local media and may be able to provide localisation/translation services for small pieces of written work.</p>

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