



	<p>Notes from the</p> <h2>UASG Face-to-Face Meeting</h2> <p>Washington DC January 7-9 2019</p> <p style="text-align: right;">2019-01-23</p>
Item	Notes
00	<p>Attendance and Apologies:</p> <p>In the room: Don Hollander (Secretary General), Ram Mohan (Chair & Afiliias), Cyrus Namazi (ICANN – President GDD), Gwen Carlson (ICANN), Dennis Tan (Verisign & DC-DNSI), Rich Merdinger (Vice-Chair & GoDaddy), George Sadowsky (no affiliation), Abdalmonem Galila (.Masr), John Levine (contractor to UASG), Edmon Chung (Vice-Chair & .Asia), Lars Steffen (Eco), Christian Dawson (I2 Coalition), Mark Svancarek (Vice-Chair & Microsoft), Ajay Data (XgenPLus) – Michael Casadevall (tecmoca; consultant), Jennifer Chung (UASG Secretariat), Collin Roberts (Edelman - Wednesday). Melinda Clem (Afiliias – DC-DNSI Discussion), Nick Smith (Versign – DC-DNSI Discussion)</p> <p>Online (for other parts of the meeting): Nitin Walia (India), Rich Jackson (Canada), Marc Blanchet (Viagenie), James Vasile (Open Tech Strategies), Lyman Chapin (Interisle), John Kleinsin (Interisle), Davidson (?), Jiankang Yao (CNNIC); Elaine Pruis, Elena Kilmova, Jay Krishnan, Smith, Ashish Modi, Anna Ludwig (Edelman), Laryssa Winne (Edelman)</p>
	<p>Welcome and high-level review and plan for the days</p> <p>Ram provided a history of the ideas of Universal Acceptance and of the UASG itself.</p> <p>We reviewed the strategic objectives identified in the UASG Face to Face meeting in Seattle in 2017 and considered whether they had been achieved, whether they were still relevant, and whether the UASG still needed to exist.</p> <p>We concluded that we had not yet reached a ‘tipping point’ where members of the software community were pursuing UA on their own. Progress had been made, particularly around EAI, but there is still much work to be done. We also did not see another organisation that might be better positioned to take on the cause.</p> <p>While Ram will lead an email discussion to identify strategic objectives for the next couple of years, we did identify some areas for focus:</p> <ul style="list-style-type: none">- Shift our focus back to predominantly UA and less on EAI. We noted that EAI is important for several reasons and that without an email platform capable of support all email addresses UA would never be fully assimilated.- Get our decisions on Comms efforts more data driven and bringing in more professionals to provide advice and guidance



	<ul style="list-style-type: none">- Continue to find community champions. The UA Ambassadors program has seen some good work.- Get IT departments to see UA as a 'hygiene problem'- Get UA embedded into Government Accessibility standards as well as procurement documentation.- Get core infrastructure (Operating Systems and Programming Languages) fixed so that solutions are automatically deployed when a UA ready release of the underling software is applied.- Continue with case studies. <p>Action: Ram to lead email discussion to consider revised strategic objectives.</p>
01	<h3>Notes from Previous Meetings</h3> <ul style="list-style-type: none">- Barcelona- October 2018 <p>These were approved as correct.</p>
02	<h3>Actions from Previous Meetings (not covered elsewhere)</h3> <ul style="list-style-type: none">- Administrative processes. There needs to be clear understanding between the UASG and ICANN administration on the roles and responsibilities and rules under which the UASG operates. Action: Ram to discuss with Cyrus.- Bug Bounties: The bug bounty proposals received became unwieldy when ICANN requited that they engage with each developer who achieves a bug bounty. Instead, we'll continue to pursue contracting review and remediation work.- Trade Association: Action: Don to circulate our existing list of trade associations to the UA-Discuss list to find people who are members or who might otherwise facilitate the publication of UA Material.-
	<h3>Measures</h3> <ul style="list-style-type: none">- We agreed to relaunch a working group to help with measurement and monitoring. Action: Don to draft a charter and once agreed to start recruiting participants.- Website Analytics. Action: Don to investigate website measures of usefulness (survey of visitors) and tracking of time spent on the website and where on the website.- Automated UA Readiness Evaluation Tool. We think that this may be difficult, but we'll look at what the W3C provides in terms of accessibility as a starting point. Michael agreed to help with at least initial specifications.- Certificate of UA Readiness. More work is needed to get a clearer, measurable definition.- Decided: That the evaluation of website UA Readiness will be split between two of the applicants based on cost, flexibility, references and experience.



	<h2>Software Remediation</h2> <ul style="list-style-type: none">- We have had some success with getting programming language libraries reviewed and remediated. Some libraries are not worth fixing as they are based on IDNA2003 and there already exists an IDNA2008 version. The UASG has a page of results published at www.uasg.tech/software- We discussed a proposal from Open Source Strategies to create and promote an entirely new, compliant, set of libraries. There was discussion (no clear resolution) on whether a new library and the attendant efforts for adoption would be better than a remediation of existing libraries. ACTION: James Vasile to take comments and consider a revised proposal.- We had some discussion on the level in the 'stack' where remediation needs to be addressed. This will depend on the programming language. But it is clear that we may need to target some operating systems to ensure that the calls from the programming language libraries will be effective.-
	<h2>EAI</h2> <ul style="list-style-type: none">- Analysis done by John Levine shows that the EAI readiness made positive progress once Microsoft's Outlook365 platform became compliant. Details of the analysis to be published in a forthcoming blog post. (The folks at .Asia did a similar exercise within their zone. John and .Asia team to exchange code.)- Ajay provided an update from the RajaMail effort. The update reiterated the importance of getting more systems UA Ready.- Quick Guide to Variants: John Levine to see if the IRTF can address the issue of managing variants of mailbox names for mail system administrators. There is already good material available on variants in the ICANN IDN pages. A re-write of UASG007 will include a section on domain name variants.- Talked to the folks at Internet.nl about including EAI in their evaluation and they declined.- EAI at events: John has provided two tutorials on EAI at M3WAAG meetings and another is set for February. John will also provide a similar presentation at the Certified Senders Alliance meeting in Europe later this year. And John will also be giving a presentation at TechDay in Kobe.- The M3WAAG has a Domain Name Abuse Working Group. Don to ask Carlos Alvarez, co-chair and ICANN liaison, the let us know if there are any UA issues that arise.- The EAI Exchange Program Scholarship Fund was approved. Details, including visa issues, to be worked through by the EAI Coordination Group.
	<h2>Documentation</h2> <ul style="list-style-type: none">- Reviewing of documentation: Don provided a schedule of each existing documentation and when a review will start. There was discussion on what we publish and how we archive our documents and what our naming convention should be. Action: Michael to initiate a discussion of such.



	<ul style="list-style-type: none">- We discussed UASG005 and UASG007 with the team from Interisle who indicated that there were symptoms of misunderstandings that were pervasive in the document. They suggested that instead of revising the documents, they should be re-written – UASG007 particularly.- The UASG agreed to increase the value of the contract to cover this extra cost.- The UASG agreed to provide Interisle with a clear understanding of the intended audience for each of the two documents.- The UASG agreed to remove UASG005 and UASG007 from the website and put in their place a note with a message that the documents were under review.
	<h3>Financials</h3> <p>Report showed that of the \$1.1 million budget, roughly \$130k had been spent through the end of November.</p>
	<h3>Elections & Position Description</h3> <ul style="list-style-type: none">- Action: Don to review the dates in the election documents to make sure that there's sufficient time between steps and that a decision will be known while many people are at the ICANN meeting in Kobe. Don to then publish the schedule.- Retiring Chair and Vice-Chairs to continue to be subscribed to the UA-Coordination Groups mailing list for six months.- Action: Ram and Don to work on a transition mechanism and process.
	<h3>UASG @ ICANN64</h3> <ul style="list-style-type: none">- We'll have a 6x2 ft table. Gwen to organize- We'll have three pull-up banners. Gwen to organize- We'll have a roster for people to attend the table.- We'll review UAG003 and get it translated into Japanese and available at the table- If we get more than one EAI operator (we currently have XgenPlus) we'll offer EAI addresses. Action: Ajay to confirm with Marvin Wu of Coremail .- Rich to bring spare UASG Decals to give out- UASG to have a Day 0 workshop- UASG to have a mid-week community update- John Levine giving presentation on EAI at Tech Day- Ajay and Martin Botterman to organize and participate in ISPCP outreach
	<h3>IDNA2003 & IDNA2008 & Browsers</h3> <p>John reported on some research that he's been doing in looking at IDNA2003 vs IDNA2008 standards in domain names. There are a few names that are registered that do not conform to IDNA2008 standards.</p> <p>Action: John to share details with UASG Coordination Group who will then use informal contacts within the registry community to advise of the issues.</p> <p>Action: Scan to be repeated annually.</p>



Sponsorship

- The following criteria were developed for deciding on event sponsorship. **Action:**
Don to share with UA-Discuss list:
 - Criterion #1: Participants fall within currently chosen targets - Developers, system architects, CIOs, IT leaders and Internet industry influencers. General consumer audience events do not qualify.
 - Criterion #2: Participants come from UASG targeted geographies. Please note that the EVENT does not need to take place in one of these geographies to qualify.
 - Criterion #3: Care must be taken to ensure that funds are not directed in a manner that appears to endorse or support the development efforts of a single enterprise. To qualify, if an enterprise is to be highlighted, a minimum of three enterprises must share focus. Should a single enterprise be hosting the intended sponsored event, efforts must be focused on the ecosystem of developers that leverage that enterprise, and not the enterprise itself.
 - Criterion #4: A clear call to action needs to be identified, beyond mere awareness. The call to action must move a central UASG goal forward.
 - Criterion #5: This call to action must have established and measurable results, and a report must be generated assessing those results.
- **Agreed: to fund John Levine (fee and travel) to give a tutorial at the Certified Senders Alliance meeting in Europe later this year.**
- **Agreed: To provide part sponsorship for the Hackathon at the Cloudfest meeting later this year.**
- **Don to introduce Michael to Cloudfest organisers to see if there is an opportunity**
Christian and Lars to ensure that their contacts in the industry have preparations completed in time for the Hackathon

Strategic Planning

There was extensive discussion about the draft strategic plan provided. Core notes from the discussion:

- Stakeholders: Where do infrastructure providers, academics and international organisations fall? There should also be a dedicated focus on BIG tech firms.
- Geographies to change from our existing focus on China, India and Thailand to an explicit focus on leading software exporting geographies: China, US/Canada/California, India, EU/Germany/UK/Ireland and Russia. An opportunistic focus on other communities where there's keen local interest.



	<ul style="list-style-type: none">- There was an interest in getting local initiatives driven locally, but there was not to be mini UASG's running locally.- The UASG Coordination Group asked that a revised plan focusing on the WHAT's to be done (rather than the how and the who) be prepared for consideration)- Governments should be a core focus as they have 'purpose beyond profit'. We're looking for governments to include UA in their procurement processes and in their accessibility standards.- George presented a proposal to engage governments and inter-governmental organisations. This could become a UA Emissary program to complement the UA Ambassadors. More work is needed on the details before a decision to proceed can be made.-
	<h3>Comms</h3> <ul style="list-style-type: none">- We reviewed the work that we had been doing- We talked about pursuing some original research and agreed to move forward with a survey of 500 individuals.<ul style="list-style-type: none">o We asked if we could specifically target the top tech companies. Action: UASG to provide a list of the top tech firms that we want to include in the sample set. We also revised the geographies targeted to the new geographic list agreed by the UASG.- The UASG Comm's working group will start working on calls ever two weeks.- Edelman require an explicit Either Gwen or Don will be the decision maker on content.- The UASG will operate on a no surprises approach. Where any material is published that references a specific individual or organization we will seek comments from them before publishing.- We received a briefing from Edelman on paid social media postings, particularly aligned with specific events or publications. We decided not to pursue this at this point in time.- Comms team to think about what it is UASG wants visitors to the website to do (i.e. join the mailing list, sign a pledge, download a document) – this can then be measured.- Website Analytics. Action: Don to investigate website measures of usefulness (survey of visitors) and tracking of time spent on the website and where on the website.- The Comms group to consider refreshing the website.
	<h3>UA Ambassador Program</h3> <p>We talked about the UA Ambassador program throughout the meeting. These notes capture those discussion.</p> <p>The UA Ambassador program was created to provide more people who could talk authoritatively about Universal Acceptance. The application process is ongoing. The appointments are for a period of one year and are at the discretion of the Chair who takes</p>



	<p>consultation with the UA Coordination Group and others who can provide references. Not all applicants are selected. There is no fee for service for the UA Ambassadors. Instead, the UASG support travel, accommodation and event registration fees. The UA Ambassadors work with the Secretary General when requesting funding.</p> <ul style="list-style-type: none">- Gwen to circulate a template for simple reporting by the UA Ambassadors- Don reported that different ambassadors take different approaches to their efforts.- Don to work with the Ambassadors to ensure that there is a consistent tone and style with presentations.- There was discussion about whether the UA Ambassadors could be the focal point for local initiatives. While it could be, there may be other structures and participants to address local initiatives.- Don to organize occasional virtual meetings for UA Ambassadors to share the experiences. Where UA Ambassadors may already be at an event (e.g. ICANN meeting) Don to provide coordination for them to meet and exchange experiences.- Action: To have a small group (Ram, George, Rich, Michael, Ajay, John Levine, Abdalmonem) from the coordination group and look at the ambassador program, and then come back to the bigger group. Target to have something for the coordination group mid Feb, and slate for discussion at Kobe meeting.
	<h3>Local Initiatives</h3> <ul style="list-style-type: none">- CNNIC recentl held the first of their regional engagements. This was recently written up in an ICANN Blog that was amplified by the UASG- The UASG contracted with IAMAI in India to help support an Indic language application effort. The UASG was to be one of several sponsors of the event. The other sponsors did not participate and IAMAI adjusted the deliverable to a series of UA Seminars. After two of these we stopped the program until a program more aligned with our original expectations could be achieved. Action: Ram to meet with IAMAI when he is next in India