

Notes

UA Community Outreach

2015-08-31 23:00 UTC

Prepared by
Don Hollander

Attendance	Alina Syynkova Christian Dawson Diana M Don Hollander Dusan Stojicevic Gwen Carlson	Judy Song-Marshall Kurt Pritz Lars Steffan Mark Svancarek Rich Merdinger
Branding	Logo developed by Edmon Chung was supported.	Gwen Carlson to work with Edmon and ICANN Graphics Designer to refine the logo for different platforms.
Areas to Focus	Community Outreach will focus on three areas: <ul style="list-style-type: none">- Very large email software and service providers with a focus on EAI- Application development communities through trade association, platform providers (Apple, Microsoft, Google, etc.)- Very large web sites that make use of e-mail addresses as unique identifiers. (Top 100) <i>(new since ICANN 53)</i>	
Outreach Processes	<ul style="list-style-type: none">- Identify the groups we want to reach out to, their characteristics and members.- Identify individuals that we may know through our networks- Develop content for specific groups	
Message Review	To make sure that the messages that the UASG is transmitting are consistent and keeping a positive, non-commercial approach, there will be a Message Vetting Panel consisting of: Carolyn Nguyen or Mark Svancarek, Christian Dawson, Rich Merdinger, Kurt Pritz and Judy Song-Marshall. This group has committed to provide response to proposed communications as follows: <ul style="list-style-type: none">- Documents: 5 days	

	<ul style="list-style-type: none"> - Announcements: 2 days - Tweets or other social media: 1 day <p>Existing documents should go through this group.</p>	
Content Creation	<p>The following agreed to take responsibility for creating (or at least instigating) content:</p> <ul style="list-style-type: none"> - Non-Technical High Level Overview: Rich Merdinger and Judy Song-Marshall - E-mail: Lars Steffan - Software Developers: Christian Dawson - Big Sites: Kurt Pritz and colleagues from The DNA. <p>Each will initiation documentation with:</p> <p>Definition of their group and members. Identification of individuals to contact</p> <ul style="list-style-type: none"> - A Contact Strategy - A Message Content Strategy - Sample Message Content 	Creation of Group Definitions, message content strategy and sample message content
ICANN 54 Dublin	<p>Group agreed that a similar format as ICANN 53 should apply: Day 0 Workshop; Public session during the week; engagement with Constituency Groups</p> <p>By that time we should have Fact Sheets and other collateral.</p>	
CMS System	There was no interest in establishing a CMS system to track contacts.	
Next Meeting	Next meeting will be in four weeks time.	
Not Covered:	<ul style="list-style-type: none"> - UA@ APRIGF - UA @ IGF in Brasil - Offer from The DNA for illustration work - UA Community Outreach Budget 	

Summary of Action Items:

1. Gwen Carlson to work with Edmon Chung to refine the logo
2. Mark Svancarek to re-distribute the UA Information document to Review Team.
3. Don Hollander to re-distribute other UA Collateral to Review Team
4. Content creation group to develop:
 - a. Definition of target community
 - b. Contact Strategy
 - c. Message Content