UA Communications and Coordination Working Groups

ICANN67 / 12 March 2020

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Universal Acceptance

UA Communications Working Group

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Universal Acceptance

Today's Session Will Cover

- **Target Audiences**

- **Ongoing Work**

- **Resources**

- **Get Involved**

Target Audiences

Target Audiences – 2020 Focus

The primary goal for the year 2020 is to focus on groups that develop solutions to help make UA a reality.

* **Software**
    * Standards, programming language and framework developers.
    * Software developers.

* **Email**
    * Email tool and service providers.
    * Email and system administrators.

Geographically, current focus on China, Europe, India, Russia, and the United States.

Ongoing Work

Content Development

Goal: Continue steady drumbeat of owned and earned content to showcase UA efforts and highlight recent achievements.

Current Content Development:

* Case Studies
    * ICANN – to be published soon.
* Communications Plan
    * Official comms plan for 2020 targeted at software developers and email providers.
* Messaging Questionnaires
    * Two developed for the above target audiences.
    * Currently reviewing feedback from the Tech and EAI working groups.
* UA Readiness Framework (UASG026)

Recently Published Content

Blogs (2)

* [Universal Acceptance Continues Momentum During ICANN66](#) – 2 Dec. 2019
* [#Internet4All around the Globe in 2019: A Recap of UA Ambassador Work](#) – 18 Feb. 2020

Media Relations (3)

* TechTarget
    * 19 Dec. 2019: [UA is the first-mover advantage that may be worth billions](#)
* Business Chief
    * 23 Jan. 2020: [Universal internet access – is it a pipe dream?](#)
* Idnworldreport.eu
    * 28 Feb. 2020: [Task Force on Arabic script IDNs – interview with ICANN's Baher Esmat](#)

Newsletters (1)

* ICANN66 Newsletter

Videos (2)

* [UASG Chair's Call to Action](#) (Ajay Data)
* [The UASG and Microsoft Working Towards UA](#) (Mark Svancarek)

Digital Engagement

Goal: Support the awareness the UASG has built to date by bolstering its digital footprint and providing a more user-friendly experience to access information through <u>UASG.tech.</u>

Ongoing Digital Activities:

* Website enhancements
    * Sub-group will continue to assess the structuring of content/pages on the UASG website in order to organize information and create an improved user experience.
* Social media engagement
    * Continued organic community management across LinkedIn, Twitter, and Facebook.
* Social media metrics snapshot (ICANN66-March 2020):
    * Twitter
        * 31 percent increase in followers since start of ICANN66.
        * 203 clicks, 225 retweets, 304 likes, 1,391 impressions.
    * Facebook
        * Highest number of followers than ever before.
        * 19 percent increase in followers since ICANN66.

Completed:

* UA page update on icann.org
    * Updated the UA page on icann.org in an effort to provide content aimed at a wider audience and to promote the latest UA news and updates.

Meetings and Engagement

Goal: Raise awareness of UA in various regional markets through event attendance, speaking, and networking.

ICANN67

* Universal Acceptance sessions:
    * 9 Mar. 10:45-12:15, *UA Technology and EAI Working Groups*
    * 11 Mar. 10:45-12:15, *UA Local Initiatives Working Group and Ambassadors Meeting*
    * 12 Mar. 10:45-12:15, *UA Communications and Coordination Working Groups*

Community Engagement

* ALAC
* GAC
* For a recap of recent engagement activities, please read the UA Ambassador blog on uasg.tech and/or attend the Local Initiatives Working Group and Ambassador session at ICANN67.

Resources

Resource Snapshot

Documents and Presentations

* UA Fact Sheet (UASG003): *Universal Acceptance at a glance, why it matters and how to take action.*
* UA Quick Guide (UASG005): *Definitions of key terms and recommended next steps for becoming UA-ready.*
* Introduction to UA (UASG007): *An overview of the baseline concepts of Universal Acceptance and an introduction to advanced.*
* EAI: A Technical Overview (UASG012)
* PowerPoint Deck: An Introduction to Universal Acceptance

Evaluations and Papers

* EAI: Evaluation of Major Email Software and Services (UASG021B): *Provides details on the Discovery and Analysis phase of the EAI Evaluation project.*
* EAI Readiness in TLDs (UASG021D): *Informal survey of mail servers.*
* UA Readiness of Command Line Networking Tools (UASG 024)
* Global Evaluation of Websites for Acceptance of E-mail Addresses in 2019 (UASG025): *UA compliance of the top 1K websites in the world*
* Paper: Breaking the Linguistic Barriers to Access the Internet
* Paper: Whitepaper on Universal Acceptance

For a full inventory of UASG material, click here.

Get Involved

Get Involved

* Volunteer to write a blog post about UA, EAI, industry events, or other topics related to an inclusive internet.

* Notify the comms WG when you're attending or speaking at industry events.

* Sign up for UA working groups here.

* Follow, share, like, and engage with the UASG on social media, and use the UASG hashtag in relevant posts: #Internet4All
    * Twitter: @UASGTech
    * LinkedIn: https://www.linkedin.com/company/uasgtech/
    * Facebook: https://www.facebook.com/uasgtech/

* Join the UA Discuss email alias: ua-discuss@icann.org

* Report a problem if you find an application or webpage that is not UA-ready: https://uasg.tech/global-support-center/

UA Coordination Working Group

Ajay Data / ICANN67 / 12 March 2020

Universal Acceptance

Agenda

* Progress on FY20 Action Plan

* Challenges and Opportunities

* Q and A

Progress of Technology WG

🟩	Complete	🟩	In progress	🟧	Under planning	🟥	Not started

T1	Define UA Readiness (UASG026).
T2	Review and Revise Test Suite (UASG004) based on T1.
T3	Create a UA Readiness Maturity Model - a map that tells an organization.
T4	Identify relevant standards bodies - IT industry.
T5	Update relevant UASG documentation based on updated standards.
T6	Determine the evaluation criteria for choosing Frameworks and Programming Languages.
T7	Review and Revise Existing Programming Language Evaluation Criteria (UASG018).
T8	Develop two related communications plans and material to reach leading open source and proprietary library maintainers.
T9	Execute review for 20 most popular Open Source Programming Language Libraries and utilities. Identification done by the Technology Working Group.
T10	Execute remediation for 10 most popular Open Source Programming Language Libraries and utilities. Identification done by the Technology Working Group.

Progress of Technology WG

	Complete		In progress		Under planning		Not started

T11	Identify and sponsor suitable hackathons to get Internet infrastructure applications UA ready.
T12	Participate in conferences and developer publications; raise awareness of UA and display changes in libraries to make them UA ready.
T13	Develop training materials for technology training for UA readiness.
T14	Provide oversight and advice for technical issues that may arise. (Leverage T15)
T15	Participate in the development of communications and training materials (presentations, etc.)
T16	Establish measurement criteria for effectiveness of remediation efforts (in conjunction with Measurement Working Group).

Progress of EAI WG

	Complete		In progress		Under planning		Not started

E1	Oversee the review or development of training material for EAI. 1. EAI training for email administrators 2. Detailed training for email software providers. 3. Overview of EAI for managers and policymakers.
E2	Oversee the EAI evaluation efforts.
E3	Keep a registry of email software and service providers and their EAI status; updated ongoing basis.
E4	Experience EAI with free email accounts.

Progress of Measurement WG

	Complete		In progress		Under planning		Not started

M1	Create measures for assessing the UA and EAI readiness of the Internet.
M2	Prepare an annual report with UA Readiness Index and analysis of the state of UA and EAI readiness.
M3	Help identify measures of success and progress evaluation for UASG projects.
M4	Evaluate the UA readiness of different genres of applications. – Email, Content Management Systems, Programming Languages and Frameworks, common operating system utilities, certificates, ecommerce platforms.
M5	Evaluation of UA readiness of popular websites. Outputs (global and targeted geographies)

Progress of Communications WG

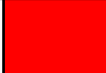|							
🟩	Complete	🟩	In progress	🟧	Under planning	🟥	Not started

C1	Develop a communications strategic plan and associated deliverables.
C2	Commission independent and expert audience identification research and tested messaging and channels.
C3	Commission independent and expert audience research to determine the most receptive messages.
C4	Commission independent and expert audience research to identify the most responsive channels to reach these audiences.
C5	Prepare at least six case studies on different types of organizations who have pursued Universal Acceptance.
C6	Organize UA Day.
C7	Oversee the regular review of all UASG published documents and research reports. Update as needed.
C8	Review the content and structure of the UASG.tech website on an annual basis.
C9	Fund hosting and maintenance of the UASG website.
C10	Continue UASG Leadership program without spending funds on program development or awards.
C11	Produce materials (printing, design),

Progress of Communications WG

	Complete		In progress		Under planning		Not started

C12	Organize strategic communications partner.
C13	An annual research into audience specific interests.
C14	Provide support and encouragement for Global and Regional IGFs and Schools of Internet Governance (participated in IGF, also with DC-DNSI).
C15	Organize regular meetings of the UA Ambassadors.
C16	Manage a calendar of events for use by the UASG community.
C17	Maintain a UASG social media presence.
C18	Active participation in discussions in technical platforms such as GitHub and StackOverflow.
C19	Leveraging ICANN's global communications team. The UASG will look to have at least six media messages for each region, each year.
C20	Translation of content, including relevant reports and case studies, in identified languages.

Progress of Local Initiatives

	Complete		In progress		Under planning		Not started

L1	Procure a local facilitator.
L2	Organize face-to-face meeting with the local coordination/advisory group.
L3	Identify relevant industry and professional fora and publications and encourage presentations of experiences.
L4	Get UA topics included in local fora and publications.
L5	Provide six-months operation review on the effectiveness of the local initiatives.
L6	Identify senior public officers and policy (national, regional, local) keen on UA readiness in their geographies.
L7	Make selected elected representatives aware of UA and its importance in e-government services.
L8	Get public sector organizations to create procurement policies that are UA focused for e-government services.
L9	Identify leading auditors of government agencies and educate them of UA issues.
L10	Engage with the local accessibility community and encourage the inclusion of UA within computer accessibility standards.

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Challenges

* Getting more volunteers to participate in UA working groups.
* Getting organizations to agree to be UA ready.
* Preparing UA consultants.
* Getting more UA Ambassadors.
* Getting projects completed on time.
* Getting Local Initiatives to become active.
* Activating more EAI practitioners.
* Spreading awareness about UA and its benefits.

Opportunities

* Become a UA Ambassador.
* Become a UA consultant.
* Start a Local Initiative or become active in one.
* Contribute to UA-related projects.
* Become UA ready and contribute a case study.

UA Work Published Recently

* Recent studies completed and published along with translations:
    * Updated [Universal Acceptance Quick Guide](#) (UASG 005)
    * Updated [Introduction to Universal Acceptance](#) (UASG 007)
    * [Email Address Internationalization: Evaluation of Major Email Software and Services](#) (UASG 021B)
    * [EAI Readiness in TLDs](#) (UASG 021D)
    * [UA Readiness of Command Line Networking Tools](#) (UASG 024)
    * [Global Evaluation of Websites for Acceptance of E-mail Addresses in 2019](#) (UASG 025)

How You Can Be Involved

* Follow, share, like and engage with the UASG on social media, and use the UASG hashtag in relevant posts: #Internet4All

  * Twitter: @UASGTech
  * LinkedIn: https://www.linkedin.com/company/uasgtech/
  * Facebook: https://www.facebook.com/uasgtech/

* Sign up for UA working groups here

* Join the UA Discuss email alias: ua-discuss@icann.org

* Report a problem if you find an application or webpage that is not UA Ready: https://uasg.tech/global-support-center/

* For more information, visit https://uasg.tech or email infor@uasg.tech

Thank you