2021-11-12 Communications Committee Meeting Notes

Date

November 12, 2021

Attendees

- Judith Fleenor
- Drummond Reed
- Daniel Bachenheimer
- Scott Perry
- Wenjing Chu
- Ajay Madhok
- Chris Ingrao
- Elisa Trevino

Guests:

Alex Mecalf

Agenda

Time	Item	Who	Notes
5 min	Action Item Update - BLOG Updates and Approvals	Judith Fleenor	
15 min	Update from Alex Metcalf - Discussion Papers and Infographic	Alex Metcalf	
2 min	Other Action Item Updates: Trademark Registration ToIP Co-Branding Guidelines OIX MOU Graphics for Intro White Paper Hyperledger Workshop with ToIP Content LF Member summit Update Cross Organizations Communications Collaboration APAC/Africa Regional Communication Meet-up Strategy	Alex Metcalf	
15 min	New Topics: Video Content Discussion (5 min) Use Case Alternatives Delivery Methods (5 min)	Judith Fleenor	
10 min	Open Discussion	All	
1 min	Wrap up	Judith Fleenor	

Recording

Link

Presentations/Documents

- Agenda Topics (pdf):

Communications ...da 11.12.21.pdf

Notes -

Action Item Update - BLOF Updates and Approvals
Three blogs approved - several on deck

Update from Alex Metcalf - Discussion Papers and Infographics

Alex Metcalf demoed the new Discussion paper section and infographic. He will share the final .dev environment for our approval of Discussion Papers section to be added to the site and the BLOG about them later this weekend or Monday. If no objections or changes are heard, the communications committee gave authorization to go live next Friday.

Other Action Item Updates

Scott Perry to get with David Lucatch to make a recommendation on Trademark Registration.

Drummond Reed to work on co-branding for co-branded deliverables with YOMA is ready.

Judith Fleenor is following up with Nick Mothershaw regarding the OIX MOU. Drummond Reed will reach out to Nick about creating a joint BLOG post.

Wenjing Chu demo'd a possible new look for our dual stack infographic using Peter's graphics. Ajay Madhok said he had started working on the graphics for the whitepaper.

Judith Fleenor is still working with Indicio regarding content for the Hyperledger Workshops in January.

Judith Fleenor gave update about Jim St.Clair and her doing a presentation at the LF Members Summit.

Open Discussion

Chris Ingrao asked if we should be targeting directly to CEO/CIO rather that just posting BLOGs, etc. Judith Fleenor and other agreed that we should think about this for 2022.

Wenjing Chu suggested we start thinking about live ToIP gatherings/events for 2022. Everyone agreed this was a good idea.

Ajay Madhok made three points about ...

More Notes to be added later - until then watch the recording.

Action Items:

- **Action Item:** Judith Fleenor to work with Indicio on getting ToIP content into their Indy/Arise workshop.
- **Action Item:** Drummond Reed to create a Co-Branding Policy and work with Scott Perry to create a Co-branded version of out templates.
- **Action Item:** Drummond Reed to create a BLOG about the OIX MOU when that MOU has been created and approved by both SCs. Judith Fleenor to follow-up with Nick Mothershaw.
- **Action Item:** Daniel Bachenheimer said help with a BLOG about mDL and VCs.
- **Action Item:** Judith Fleenor to coordinate with Kaliya Young and Chris Kelly about Cross Collaboration on papers and communications after Thanksgiving.
- **Action Item:** Wenjing Chu to send new dualstack Infographic design to committee for review. Ajay Madhok to send white paper infographics for review.
- **Action Item:** Judith Fleenor to add event schedule topic to the next Comms Meeting agenda.
- **Action Item:** Wenjing Chu to complete LF Member Summit Recap BLOG to be posted this weekend.
- **Action Item:** Drummond Reed to review the Beyond Credential Exchange BLOG for posting on Monday.

Action Items from previous meetings:
- **Past Action Item**: Ajay Madhok and Wenjing Chu to work with Drummond Reed on graphics for Introductory Document
- **Past Action Item:** Neil Thomson and Steven Milstein to work with Alex Metcalf on the Discussion Papers publication (almost completed)
- **Past Action Item:** Scott Perry and David Lucatch volunteered to work on Trademark registration recommendations.