2023-01-13 Communications Committee Meeting Notes

January 13, 2023

Attendees

- Judith Fleenor
- Dan Bachenheimer
- Phil Wolff
- Ajay Madhok
- Nicky Hickman
- Michelle Janata (LF)

Agenda

Time	Item	Who	Notes
5 min	BLOG Updates and Approvals	Judith Fleenor	
3 min	Website Update	Judith Fleenor	
1 min	End of Year - Membership Upgrade Drive	Judith Fleenor	
2 min	Defining Digital Trust Ecosystem	Judith Fleenor	
5 min	Event participation Discussion	Judith Fleenor	
10 min	Video Content Discussion	Judith Fleenor	
20 min	2023 - Editorial Calendar and Marketing Communication Plan	Judith Fleenor	
3 min	Action Time Updates	Judith Fleenor	
As time Allows	Open Discussion	All	

Recording

[Link](#)

Presentations/Documents

Communications...a 011323.pptx

Notes

BLOG Updates and Approvals:

Announcing the Frist Public REview Draft of the ToIP Tech Arch V1.0 Spec - Posted Nov. 14th
-Exactly What is a Digital Trust Escosystem - Posted November 28th
-ToIP Trust Spanning Protocol - Posted January 5th
BLOGs Discussion and Approval
ToIP Paper: "Grave Concerns" understate proven identity ecosystem harms.

Website Updates:

None at this time.

End of Year - Membership Upgrade Drive:

Bryn Offered to help, project on hold

Defining Digital Trust Ecosystem:

Event participation Discussion:

Identiverse call for submission proposal put in last week for three sessions.
-Defining the protocol for internet-scale digital trust (Panel - Bryn, Drummond, Dan, TBD Andre)
-Decentralized Identity 101 - (Master Workshop or Session - Judith)
-Executive Director Speak - Why do we need collaboration (Panel - Judith ToIP Moderate -OIX, OpenID, Kantara, TBD DIF OWF
Judith will be working on 2023 ECI ToIP submissions next week.
What other events do you think we should target a ToIP submission in 2023?
-Identity Week UK
-Identity Week US
-Identity Week APAC
-Identiverse

Video Content Discussion:

Interview Questions for Long format Interview with Steering Committee Members
https://docs.google.com/document/d/1e1z_0D4Qg_xTFYc0Otu9rvG0uVmn_LIMWvPX4a41RRU/edit

Live Stream Interviews for 2023
https://docs.google.com/document/d/1n0G2-tiqI_kiRkkhJV10zi1yiit47D9gwQiXNwHV0Is/edit

2023 - Editorial Calendar and Marketing Communication Plan:

Action Time Updates:

Open Discussion:

Current Action Items:

Outstanding Action Items:

- Judith Fleenor asked Alex to work on the Editorial Calendar and he mentioned that he can prioritize this in October.

Action Items from previous meetings:

- **Past Action Item:** Drummond Reed to drive the efforts to put together a post recap Dubin blog, via email the following week
- **Past Action Item:** Judith Fleenor to follow up with Jim St.Clair (and Daniel Bachenheimer) on the GHP History to replace the GHP current content.
- **Past Action Item:** Add logo content to website and GitHub
- **Past Action Item:** Judith Fleenor to recruit a resource to create a table tent with the ToIP Steering Committee and General members logo
- **Past Action Item:** Judith Fleenor to recruit a resource to create the QR code for more information
- **Past Action Item:** Ajay Madhok to initiate the video content
- **Past Action Item:** Elisa Trevino to cancel the Communication Committee meetings on September 16 and 30.
- **Past Action Item:** Scott Perry and David Lucatch volunteered to work on Trademark registration recommendations.
- **Past Action Item:** Daniel Bachenheimersaid help with a BLOG about mDL and VCs.
- **Past Action Item:** Judith Fleenorto coordinate with Kaliya Youngand Chris Kelly about Cross Collaboration on papers and communications after Thanksgiving.
- **Past Action Item:** Alex Metcalf to post the discussion papers these to LinkedIn
- **Past Action Item:** Ajay Madhok create an editorial calendar review/outline a strategy of the efforts for ToIP video content
- **Past Action Item:** Alex Walz to provide recommendation on video content material for multi-use purpose.