2020-12-11 Communications Committee Meeting Notes

Date

11 Dec 2020

Attendees

- Drummond Reed
- David Luchuk
- Karl Kneis
- Ajay Madhok
- Daniel Bachenheimer
- Jim St.Clair
- Wenjing Chu
- Kimberly Linson
- Will Groah
- David Lucatch
- RJ Reiser

Goals

- Discuss leadership, strategic planning, and 2020 roadmap

Discussion items

Time	Item	Who	Notes
3 min	Welcome & Antitrust Notice	David Luchuk	
3 min	Graphics contract - update on schedule/workplan	David Luchuk	
7 min	"ToIP and Governments" Webinar update	David Luchuk Drummond Reed	See webinar description and agenda (Google doc)
5 min	EFWG White Paper Task Force	Karl Kneis	Discuss coordination with Comms Committee
30 min	Strategic Narrative Presentation & Discussion	Ajay Madhok Will Groah	Slide deck will guide the discussion
5 min	Next steps on 2021 roadmap	All	Decide on tangible next steps
5 min	Executive Director & Chair/Co-Chairs	All	Suggest coordination with John Jordan on decision
2 min	Next meeting	David Luchuk	

Recording

- ***Link***

Presentation

- How Might We Communicate in 2021? (access-controlled) - ***Link***

Notes

1. Graphics contract

- Peter Stoyko has completed his preliminary interviews with ToIP Steering members, Comms Committee and participants and others.
- The next phase of work involves preparing initial “mock ups” of graphics to be presented and discussed with Comms Committee.
- Contract on-track to be completed within stated 10-12 week timeframe - target completion: end of Jan ‘21

2. "ToIP and Governments" Webinar update

- Registration of attendees is well underway and all panelists are now confirmed.
- Introduction to both sessions (by Drummond) will set the frame for panelist presentations, rather than explain the stack.
- Not meant to be a technical set of presentations but, rather, focus on problems that governments have to address and how ToIP ca help resolve them.

3. EFWG White Paper Task Force

- Need to harmonize white papers across WGs and Foundation overall to include a common messaging and voice on cross-cutting issues.
- Comms Committee as overarching group focused on messaging. Karen Handwill be reaching out to Comms Committee to discuss work of TF.
- Additionally, two white papers are under development and can be expected to come forward for review and validation to this Committee:
    - Point-of-view paper responding to AAMVA RFI
    - “Generic” summary paper based on ToIP response to ON government market consultation.

4. Strategic Narrative Presentation & Discussion

- If Trust over IP approached its Comms activities from the perspective of a start-up, it would see itself and its audience/customers as co-creators of value in a living business.
- The “one to many” communication model is being replaced quickly by the “one to one, many times” approach that recognizes the benefit of creating lasting two-way relationships with customers.
- When an audience feels that messaging and content has been personally tailored to their needs, the time-to-value cycle becomes much shorter.
- The challenge for the Communications Committee is to create modular content that can be configured to different audiences.
- How do we set our audience / customers as the heroes of a journey that calls them to action and ends when ToIP’s success is their success?
    - Define the Storyboard for ToIP
- Strategic Narrative - who are we and what are we trying to do?
- Many contributor members at ToIP want to help, but are interested in knowing how they can make money as well.
- Different revenue models exist (e.g. fees, crowdfunding, sponsored competitions), which can allow Trust over IP to pursue its mission while also benefitting members.
- Topic to be further explored and discussed at upcoming meetings.

5. Next steps on 2021 roadmap

- Continue work on Communications Strategy, Editorial Calendar and developing modular content that can be personalized for different audiences.

6. Executive Director & Chair/Co-Chairs

- John Jordan will be taking on the role of Chair of the Communications Committee.
- Drummond Reed, Ajay Madhok and David Lucatch will be vice-Chairs.

Decisions

- [ ] John Jordan will take on the role of Chair, when possible, of this Committee.

Action items

- [ ] The Committee will continue exploring possible revenue models, with Will Groah and Ajay Madhok elaborating the work they have already launched, in close collaboration with the Steering Committee.