

# 2021-03-19 Communications Committee Meeting Notes

## Date

March 19, 2021

## Attendees

- [Drummond Reed](#)
- [John Jordan](#)
- [Will Groah](#)
- [David Lucatch](#)
- [Wenjing Chu](#)
- [Chris Ingrao](#)
- Kaliya Young
- Anna Johnson
- [Daniel Bacheneheimer](#)
- [David Luchuk](#)

## Agenda

Time	Item	Who	Notes
3 min	Welcome & Antitrust Notice	D Luchuk	
20 min	Update w P Stoyko - Deliverables	P Stoyko	
10 min	SSI Orbit - Volunteers and Next Steps	D Luchuk	
10 min	BC Digital Trust - website concept	J Jordan	
10 min	Proposal - National System "2-pager"	D Luchuk	
5 min	Logo usage and member logos on website	D Luchuk	
2 min	Next meeting	D Luchuk	

## Recording

- [Link](#)

## Presentations/Documents

- Agenda Topics (pdf):



Communications ...da 03.19.21.pdf

## Notes

1. Update w P Stoyko - Deliverables

- Peter Stoyko addressed the committee, offering an opportunity to provide feedback on style and interactive elements related to the ToIP infographic.
  - A complete version of the infographic that can be manipulated and tested by committee members will be available to the next meeting.
- Intent is to create clarity for users by adopting a show-don't-tell approach to visually explaining layers of the ToIP dual-stack.
- Will Groah asked if it may be possible to layer-in audio
  - In future iterations, yes.
- Chris Ingra asked if the infographic will feature visual cues/indicators on the left side to show how technical elements interact with governance.
  - Yes, but elements on the left side may be minimized depending on where in the stack a user is "clicking."
- Drummond Reeds suggested ToIP may want to produce a narrated-tour video that walks users through the final infographic.
  - Will Groah adds that elements from the Editorial Calendar can also be linked to relevant parts of the infographic
- John Jordan asked if it will be possible to convey how different governed-elements, such as corporate registration and vaccination authorization, link together in a credential.
  - To be determined.
- General agreement among members that the work will be useful to ToIP and has been well-executed under terms of the contract.

## 2. SSI Orbit - Volunteers and Next Steps

- David Luchuk asked for volunteers to work directly with Mathieu Glaude (NorthernBlock) to finalize the agendas and plan for a ToIP-themed episode (or episodes) of SSI Orbit podcast.
- Will Groah indicated he would be interested in seeing these podcasts tied back to themes in the Editorial Calendar.
- David Luchuk to revisit/re-issue call for volunteers.

## 3. BC Digital Trust - website concept

- John Jordan provided a walk-through of concept website concept (not yet publicly viewable) for Digital Trust services based on BC experience.
- Approach could be relevant for ToIP in updating its own website, making use of the new infographic and conveying how digital trust ecosystems are emerging based on the dual-stack model.
- Strong interest in exploring this idea.
- John Jordan to determine whether the same individual who developed the concept website may be available to work with P Stoyko to adapt the infographic.

## 4. Proposal - National System "2-pager"

- David Luchuk explained that, following ToIP's submission to a Government of Ontario (Canada) market consultation and more recent meeting with the UK Government to discuss their identity framework, a recommendation was made that a brochure-style 2-pager be developed.
- The intent of this material would be to present ToIP's views and recommendations for developing national systems based on the dual-stack model.
- John Jordans suggested he may be able to bring members of his team at BC Government into this work.
- Kaliya Young shared a recent presentation with officials from Government of Thailand where this sort of product could have helped.
- General agreement among members to pursue this as a Communications product.
- David Luchuk to seek volunteers to help develop the material for review/approval.

## 5. Logo usage and member logos on website

- David Luchuk revisited the topic of ToIP's logo usage policy and the recommended approach put forward by Linux Foundation.
- The committee agreed by consensus to adopt this approach.
- David Luchuk introduced the question of whether Contributor member logos should all be displayed on the ToIP website.
  - This item was deferred for time.

## Action items

- ☐ David Luchuk to re-issue call for volunteers for SSI orbit podcast.
- ☐ David Luchuk to create a notification for all members re:logo usage.
- ☐ John Jordanto inquire whether colleagues at BC Government may be available to liaise with P Stoyko and work on National Systems product.