

# 2021-05-14 Communications Committee Meeting Notes

## Date

May 14, 2021

## Attendees

- [John Jordan](#)
- [Ajay Madhok](#)
- [David Lucatch](#)
- [Drummond Reed](#)
- [Kaliya Young](#)
- [Lucy Yang](#)
- [RJ Reiser](#)
- [Daniel Bachenheimer](#)
- [David Luchuk](#)

## Agenda

Time	Item	Who	Notes
3 min	Welcome & Antitrust Notice	D Luchuk	
10 min	Transition - meeting coordination	D Luchuk	
10 min	Update - Identity North	D Lucatch	
15 min	Committee Goals / Roadmap	All	
15 min	Q2 Activities / Plan	All	
2 min	Wrap up	D Luchuk	

## Recording

- [Link](#)

## Presentations/Documents

- Agenda Topics (pdf):



Communications ...da 05.14.21.pdf

## Notes

### 1. Transition - meeting coordination

- [David Luchuk](#) reminded the committee that this will be his last session convening the Communications meetings. For future bi-weekly sessions, volunteers from the group will be required to set agendas, take notes during the calls and create meeting pages in the wiki.

- Further, a liaison is required to follow up with Peter Stoyko on deliverables from his contract including the interactive infographic which needs to be finalized.
- [David Lucatch](#) indicated that Liquid Avatar may have a resource that can contribute to these tasks.
- [David Luchuk](#) commits to posting a request on the mailing list for additional volunteers.

## 2. Update - Identity North

- [David Lucatch](#) provided an update on discussions with Krista Pawley (Co-Chair of Identity North) aimed at putting a plan in place for Trust over IP leads to participate in a session June 2 focusing on the Good Health Pass. The session is intended to include representatives from ID2020 and SecureKey as well. Additionally, Identity North has indicated that diversity in panelists is a priority.
- As Co-Chair of the Good Health Pass working group, [Kaliya Young](#) indicated she is prepared to commit the time to participate in the Identity North session.
- [Daniel Bachenheimer](#) advised the committee that Accenture will also be active at Identity North, participating in sessions across the event's three themes: Privacy, Digital identity, Health Pass.

## 3. Committee Goals / Roadmap

- [David Luchuk](#) discussed elements of a draft strategy and editorial calendar prepared by Vice-Chairs in February/March 2021, and suggested this was a good time to revisit how the committee intends to advance toward those goals.
- [John Jordan](#) observed that ToIP has more material to work with now than had been the case over the winter. The Financially Speaking interview, SSI Orbit episode and soon the interactive infographic all provide source material for communications products.
- With a new resource coming on board to replace the Program Manager, there is also an opportunity to bring that person more directly into this set of activities.
- [John Jordan](#) proposed a more agile approach to products, whereby a "backlog" of items can be established so that members can take on individual items as required.
- [David Lucatch](#) indicated that the challenge for ToIP is keeping up with the pace of news and movement in the market. There is an opportunity to bring on an intern or possibly a co-op student to help the community to a better job of getting its message out and assembling pieces for release.
- [Ajay Madhok](#) suggested that ToIP needs to take the content it already has and create a simple storyboard that contributors can follow when producing and releasing modular micro-content.
- [Lucy Yang](#) shared the experience at CCI, where limited resources focused on the primary task of creating a member-focused newsletter. In a small group, it will always be difficult to achieve more than one main goal.
- [Drummond Reed](#) suggested that attracting new members and driving forward the ToIP model in the market are key goals.

## 4. Q2 Activities / Plan

- [David Luchuk](#) shifted the discussion by introducing the question of Q2 priorities and workplan.
- [Ajay Madhok](#) proposed that educating the consumer remains a top priority for content development. The editorial calendar offers a tool for organizing and guiding those efforts.
- [John Jordan](#) indicated he may have a colleague at the Province of BC who can help start a "backlog" of items and get involved in this effort to produce and release more content on a regular cycle.
- He also observed that Peter Stoyko's infographic offers a very important tool that, in part, is oriented toward consumer messaging.
- [David Lucatch](#) reiterated that having a dedicated intern or co-op student on board will allow ToIP to stay relevant in the market by sustaining a cycle of releases.
- [Daniel Bachenheimer](#) added that the infographic offers a way to explain ToIP to different audiences and, building on the previous point, remain relevant in the market.
- [Drummond Reed](#) suggested that, once the Good Health Pass products are released, they will constitute a lighthouse for the ToIP model along with the infographic.
- [John Jordan](#) suggested that, between now and the next Communications Committee meeting, an interim discussion take place focusing on using the infographic and/or Good Health Pass to highlight one part of the stack. The stack is durable and can be an immediate focus of this committee's efforts.

## Action items

- ☐ [David Luchuk](#) to post a message to the Communications Committee mailing list asking for volunteers to take on coordinating functions for future meetings.