

# 2021-05-28 Communications Committee Meeting Notes

## Date

May 28, 2021

## Attendees

- [Drummond Reed](#)
- David Lucatch
- [Kaliya Young](#)
- [Wenjing Chu](#)
- Kimberly Linson
- [Daniel Bacheneheimer](#)
- [Jim St.Clair](#)
- Sumiran Garg
- [Chris Ingrao](#)
- [Will Groah](#)
- [Judith Fleenor](#)(ToIP, Meeting Organizer)
- Bettina Brunnhuber (Note Taker)

## Agenda

Time	Item	Who	Notes
3 min	Welcome & Antitrust Notice	J Fleenor	
2 min	Transition - meeting coordination - Welcome Bettina Brunnhuber	J Fleenor	
5 min	Update - Identity North and other Conferences	J Fleenor	
15 min	Good Heath Pass Rollout - PR Plan	J Fleenor & Drummond Reed	
30 min	June and Q3 Activites / Plan	All	
2 min	Wrap up	D Luchuk	

## Recording

- [Link](#)

## Presentations/Documents

- Agenda Topics (pdf):



Communication C...ing 5-28-21.pdf

## Notes

**Transition - Meeting Coordination:**

- [Judith Fleenor](#) will be taking over the administrative role from David Luchuk. Her contact email is: [Judith@trustoverip.org](mailto:Judith@trustoverip.org)
- Welcome to Bettina Brunnhuber from Liquid Avatar. She will be helping with notes/ wiki pages
- Peter Stoyko- finalize contract deliverables. Judith to follow up with Peter and the committee on how to use the info-graphic (updates next week)
- [Judith Fleenor](#) : How can we use Peter's graphic to strategically get our message out?
- [Drummond Reed](#) : had a meeting Peter Stoyko and John Jordan. Still in the process of combing through the feedback and wants to re-open this using a Google format. Drummond will take the lead on this project
- [Drummond Reed](#) : will use slack to share a new link for more feedback
- Next week Friday (June 4<sup>th</sup>) we should schedule a feedback meeting/ Judith to arrange
- [Kaliya Young](#) : website needs to advertise and should include a webinar(s)
- Website needs to be updated/ currently does not include Good Health Path
- Taskforce needed for a new website/ and to review the current word press website
- [Jim St.Clair](#) to take lead on the website review and update and will reach out to ToIP members with this particular skillset

#### Update- Identity North and Other Conferences

- Identity North – Virtual Summit (June 2-3) <http://www.identitynorth.ca/>
- Proposal: June 2 - ToIP leads participate in panel on Good Health Pass with ID2020 and Securekey
- Update - Krista Pawley, from Identity North has informed me that  
"We were able to do the session with the ID2020 team as a pre-record (given some calendar constraints). They were great about recognizing all of the partners who are working together on the Good Health Pass."
- Identifier: No participation from ToIP, need to put on our calendar for next year for ToIP to participate and submit content
- [Kaliya Young](#) and [Jim St.Clair](#) will work with Judith to work on events calendar for upcoming conferences/summits/panels
- [Kaliya Young](#) : Speaking at Connect ID conference in October
- Also need to focus on other conferences that intersect with digital identity
- [Drummond Reed](#): Hyperledger Global Forum is coming up on June 8-10 and Marie Masserey, Head of Architecture at IATA, is going to give a keynote talking about health passes and Good Health Pass
- [Judith Fleenor](#) to spin up a meeting regarding this, which will include: [Jim St.Clair](#) , [Kaliya Young](#) , [Daniel Bachenheimer](#) who has a vast knowledge of upcoming conferences

#### Good Health Path Rollout:

- Public Comment and PR Plan
- PR Plan: Linux foundation and ID 2020 Representatives are in communication with upcoming releases
- Release(s), will need a quick turnaround and consensus approval from the ToIP Communications Committee. This will be done via email
- [Drummond Reed](#): There will be 2 releases that ToIP is a part of

**1<sup>st</sup> release** - Public review of GHP interoperability blueprint going out June 7<sup>th</sup>. Press pre-briefings starting next Wednesday. 3 organizations part of the approval process.

**2<sup>nd</sup> release:** LFPH working to create a registry for interoperability management "infostructure of blueprint"

- Working on a registry of registries
- ToIP should definitely look into doing webinars to clarify what we are working on and supporting
- LFPH PR team is getting it out there and putting it on the wire, however, ToIP members need to amplify this press. Twitter and blog posts
- 3 orgs need to align to project this and plan to meet next week everyday Tues-Fri for discussion (including hashtags)
- [Wenjing Chu](#): to start a "starting point" document of talking points to help in explaining what ToIP does
- [Judith Fleenor](#) to create a sharable "talking point" document that members can add to and refine over the week

#### June and Q3 Activities:

- Create a list of topics for members to write about (500-word blog posts)
- Need to begin to develop content
- Create a "ToIP" Elevator pitch that can be put into content others are publishing elsewhere. "I participate in ToIP because..."
- Create a way for people to sign-up to write a post on one of the topics and put out a call for content
- Once backlog is created, this committee decides what will be published in next cycle and when, in alignment with other ToIP announcements, such as key relationships, (ie: the Sovereign Liaison agreement.)
- [Jim StClair](#): Annual report should be made, with multiple short entries
- [David Lucatch](#) : we need a professional writer, also from a design background standpoint
- [David Lucatch](#) : The world does not know what we do: we need to promote and get the word out there
- [Kimberly Linson](#) : happy to help edit and coordinate incoming editorials
- [Will Groah](#) : What is a members view from the first year..." What ToIP means to me..." and then compile group entries
- [Jim St.Clair](#) and [Drummond Reed](#) to do intro/ Liquid Avatar to help to put it together with graphic art/ and coordinate "Year in Review" report
- [Chris Ingrao](#): Wasn't there some strategic comms framework happening somewhere?
- [Judith Fleenor](#) : would like to re-visit this list of strategy framework with Chris. Ajay was initially in charge of this list

## Action items

- ☐ [Drummond Reed](#) Meet with Peter Stoyko and [John Jordan](#) post a **link on Slack for feedback**
- ☐ [Jim St.Clair](#)to **review website** and reach out to ToIP members to help update
- ☐ [Judith Fleenor](#)to work with [Kaliya Young](#), [Daniel Bachenheimer](#), [Jim St.Clair](#)to work on **Event Calendar** for upcoming conferences/summits/panels
- ☐ [Judith Fleenor](#)to work with [Wenjing Chuto](#) to create a sharable **"talking points" doc** to aid in the explanation of what ToIP does
- ☐ Develop content: [Jim St.Clair](#) and [Drummond Reed](#) to do the **intro for the "Year in Review"**
- ☐ [Kimberly Linson](#)to aid in content editing and [David Lucatch](#)to help with graphics and coordination