

2021-06-11 Communications Committee Meeting Notes

Date

June 11, 2021

Attendees

- [John Jordan](#)
- [Chris Ingrao](#)
- [Will Groah](#)
- [Ajay Madhok](#)
- [Drummond Reed](#)
- [David Lucatch](#)
- [Kaliya Young](#)
- [Lucy Yang](#)
- [Daniel Hardman](#)
- [Daniel Bachenheimer](#)
- [Jim St.Clair](#)
- [sankarshan](#)
- [REBECCA Davis-SUSKIND](#)
- [Judith Fleenor](#)(ToIP, Meeting Organizer)

Guests

- Peter Stoyko

Agenda

Time	Item	Who	Notes
30 min	Infographic, Website Update, Presentation Templates and Assets	Peter Stoyko (Guest)	
2 min	Action Item Update - Website Review	Jim St. Clair and Rebecca Davis-Suskind	
5 min	Action Item Update - ToIP Year in Review	Jim St. Clair, Drummond Reed, David Lucatch	
10 min	Discussion - "Success Criteria for ToIP in the Press"	Judith Fleenor & Daniel Hardman	
5 min	Action Item Updates - Talking Points and Event Calendar	Judith Fleenor	
5 min	Open Discussion	All	
1 min	Wrap up	Judith Fleenor	

Recording

- [Link](#)

Presentations/Documents

- Agenda Topics (pdf):



Communications...ne 11 2021.pdf

Notes

Infographic, Website Update, Presentation Templates and Assets:

- Guest, Peter Stoyko - presented design concepts for an updated Website for ToIP
- Publish the final version of stack diagram first
- Get the slides and stack version to members and on website asap
- Received feedback and materials will be ready early next week
- Create a unified brand
- Design and Design thinking:
- **A)** Extend: Building out the visual brand
- **B)** Refine: Getting Technical Elements right
- **C)** Experience: make important info easier to navigate and more enticing for the user
- Desktop version of the website will be the focus, however, this will be built for all devices including handheld
- Color symbolism: Blue = Trust, presented extended color palette(s)
- Background: lines with high contrast that complement the images on the page
- Background can be animated, with a similar feel with bold lines
- Logo sting: can be used to attract the eye and interesting texture
- Current website: heavy images, titles are too weak and not bold enough, colour palette too desaturated
- Stock photography is "off the shelf"
- Easy symbols/ icons for navigation are key, text should be bolder and more prominent
- Possible to infuse custom icons (people characters)
- Text shouldn't be too wide, fatigues the reader
- Put text into blurbs/columns (reads like a magazine)
- Professional Typefaces: implementing different fonts/sizes will give more flexibility for size of text info and increases interest value and contrast
- The landing page should follow a "newspaper" style format
- [Chris Ingrao](#) : are the fonts going to be easy to interact with and be universal for editing purposes
- Fonts will be at a small cost to DL
- Fonts suggested are aboveboard and will avoid licensing problems
- Presentation formats will be presented next week by Peter Stoyko
- Infographic updates will be coming soon as feedback from Judith and Drummund Reed will be looked at and worked on

Action Item Update - ToIP Year in Review:

- [Jim St.Clair](#) has drafted a preliminary draft with a few ideas with [David Lucatch](#) and then will collaborate
- Efforts by [David Lucatch](#), [Drummond Reed](#) and [Jim St.Clair](#) have been put on hold but will resume this week

Discussion - "Success Criteria for ToIP in the Press":

- ToIP had an opportunity to give a quote in the recent LFPH?GCCN Press Release
- Version was sent to the SC for consensus
- No consensus, so ToIP was removed from the PR
- What position should ToIP take when there is divergence in the Market?
- Press Policy: "ToIP supports efforts when XYZ are characteristics of the effort"
- [Daniel Hardman](#) : we need to have a set of criteria to be methodical on this in the future
- [David Lucatch](#) : we need to have a series of communication standards in place asap, so that the "noise" is avoided but we are still being "heard".
- [Drummond Reed](#) : don't make it complex, circulate via an email list for next meet (2-week effort)
- [David Lucatch](#) : How do we develop a policy, for when we do **not** all agree?
- Reaction time is hours not days in today's world, so guidelines need to be in place for response/quotes etc.
- [John Jordan](#) : each topic needs guidelines that are specific, and to have these in order to know if ToIP is aligned. Make PR timelier, we need to have a policy that is invoked with a strict timeline so PRs do not seem "ad hoc"
- [Daniel Hardman](#) : develop a "talking Points" list for X,Y, Z to refer to

- [Judith Fleenor](#) : sub-committee for this needs to be arranged
- [Daniel Hardman](#) will head the sub-committee starting in July 2021
- In the interim, especially regarding covid passports and documentation, we need immediate talking points on this
- [Drummond Reed](#) will reach out to Alex Waltz and chair this issue and look to the Good Health Pass working Group to help delegate

Action Item Updates - Talking Points and Event Calendar:

- Talking Points: [Wenjing Chu](#) sent out a google doc that links to ideas of talking points, which seem to be GHP specific
- [John Jordan](#) : will work on structure with JudithFleener and create talking points for ALL ToIP, and highlight “working groups”
- Events schedule: still on the radar but has not been looked at yet
- Committee Goals/Roadmap: [Ajay Madhok](#) and [Judith Fleenor](#) to meet and discuss all the moving pieces

Comments

- If the goal of GHP working group is to get to a final Steering Committee approval my end of the month, the Comm Committee should be aware of this milestone and be ready
- Blog posts and/or a separate PR from the Comm Committee regarding this
- [Daniel Bachenheimer](#) to put together a blog that will come out when the GHP release is approved by the Steering Committee (June 30th)

ACTION ITEMS:

- [Daniel Bachenheimer](#) to put together a blog that will come out when the GHP release is approved by the Steering Committee (June 30th)
 - the draft Blog Entry is here: <https://docs.google.com/document/d/1cZtsC8Q0LMryqEyl3K37hEITtYjEd6nEilGecKg-Fl4/edit>
- Committee Goals/Roadmap: [Ajay Madhok](#) and [Judith Fleenor](#) to meet and discuss all the moving pieces
- [Drummond Reed](#) will reach out to Alex Waltz and chair this issue and look to the Good Health Pass working Group to help delegate **success criteria**
- Draft ToIP Year in Review: [David Lucatch](#), [Jim St.Clair](#), and, [Drummond Reed](#)
- [Judith Fleenor](#) and [Drummond Reed](#) to work on feedback for Peter Stoyko