

2021-07-09 Communications Committee Meeting Notes

Date

June 11, 2021

Attendees:

- [Ajay Madhok](#)
- [David Lucatch](#)
- [Daniel Bachenheimer](#)
- [Jim St.Clair](#)
- [Wenjing Chu](#)
- [Will Groah](#)
- [Bettina Brunnhuber](#)
- [Elisa Trevino](#) etrevino@linuxfoundation.org
- [Alex Metcalf](#) alex@alexmetcalf.com
- [Judith Fleenor](#) (ToIP, Meeting Organizer)

Guests:

- Alex Metcalf

Agenda:

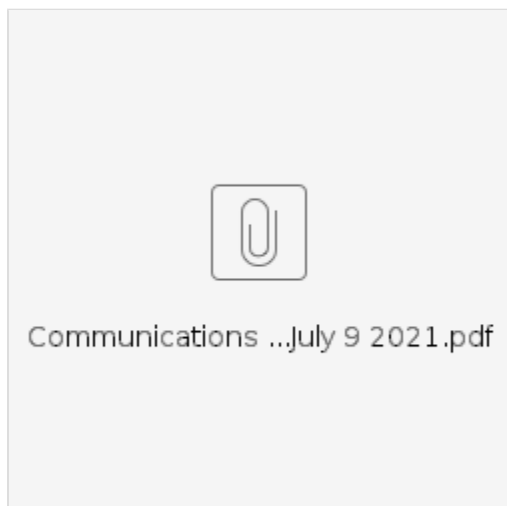
1. Website Update Proposed Direction (15 min)
2. Website Update Discussion (15 min)
3. US Gov Hearing on Identity (4 min)
4. Action Item Update -ToIP Year in Review
5. Action Item Update – Press Policy (5 min)
6. Action Item Update – Events Schedule (2 min)
7. Action Item Update - Talking Points (5 min)
8. Presentation Templates and Assets (2min)
9. Open Discussion (as time allows)

Recording

[Link](#)

Presentations/Documents

- Agenda Topics (pdf):



Notes

Blueprint Status:

- There will be further discussion regarding this on Monday at the Steering Committee meeting.
- There will be an update from Brian

- The press release has been approved and an ad hoc meeting will be called if there are any needed changes

Alex Metcalf Slide Presentation: (waiting on link to presentation)

- There is now a small team in place: Alex, Rebecca, Daniel Ken Adler
- Next steps: Content Creation team, and Editorial/News Content team
- Website Layers: Visual Design, Page Layouts, structure and content, Journey of the User, Audience, Strategy
- Thinking based on this model and Peter Stoyko's work, the infographic is just one piece of content for the website
- Peter Stoyko has done great work on the logo, visual design, and color scheme
- There are opportunities to improve: Menu bar, audience, and goals/strategy, and content
- Questions: Target audience, priority of target audience(s)?
- Structure issues: The menu bar is unclear. "About tab" should not include FAQs and CONTACT. Members tab is confusing and "Resources" should be integrated as a story
- Need to get the user engaged first and foremost
- Separate a "Members Area" for them to find resources needed such as wiki pages
- Alex suggest infographic should not be on the home page
- Final next steps: speak with Peter Stoyko about a "sandbox" area for the infographic, use WordPress to restructure the content, and get approval of target audience
- [Ajay Madhok](#) likes the framework. 2 suggestions: 1. audience (have a tab for the user, consumer, verifier, issuer) 2. Copy Perspective- 3-5 questions upfront as people respond better to questions
- Alex: The process/steps that the user must take needs to make sense in order for the user to continue
- [Ajay Madhok](#) : Micro videos could be helpful (using members as "talking heads")
- The committee likes the direction the website is going
- Audience: need to ask all the right "why questions"
- **Action Item:** Content Creation Team/ Editorial team: [Ajay Madhok](#) , [Will Groah](#) , [David Lucatch](#) ,[Daniel Bachenheimer](#)
- [Judith Fleenor](#) : we need to create short and simple content for each section and to take the questions that Alex needs answers to end get them circulated
- Ajay: the easiest way would be a questionnaire such as using Survey Monkey
- [David Lucatch](#) disagrees: "Blue Theory", we will get too many opinions. David suggests getting a professional to do the first draft and then share for content/opinion. The focus should be on the consumer
- [Ajay Madhok](#) : "Give us an example of a website that communicates trust to you."
- **Action Item:** Alex to speak with John and get a first draft done of the questions, work with Peter on infographic placement, and organize the type of content needed

US Gov Hearing on Identity

- FSC Task Force on AI hosting a virtual hearing: I am Who I Say I Am: Verifying Identity while Preserving Privacy in the Digital Age
- Happening on: **July 16th 12 noon**
- We have been invited (by the director- Avy Mallik) to enter a statement and it needs to be in within the next 5 days
- [David Lucatch](#) believes that the statement should be made from a US member
- [Jim St.Clair](#) : this can be submitted middle of next week/ and or up until July 23rd . If we want to be relevant we need to reference the evolution of AI, its relationship to DI, and where ToIP fits in
- **Action Item:** Jim will take point on creating the first draft

ToIP Year in Review:

- Working on getting feedback still
- **Action Item:** [David Lucatch](#) [Jim St.Clair](#) will have a draft ready by next meeting on **July 23rd**
- [Bettina Brunnhuber](#) Has reached out to working groups that have yet to reply to the google doc.
- Once the draft is completed, [Ajay Madhok](#) will take over to add visuals

Press Policy- Success for ToIP in the Press

- Alex Andrade-Wahl has put together a proposed Quote Writing and Approval Process

Conference and Event Schedule:

- [Judith Fleenor](#) and [Kaliya Young](#) did a brainstorming meeting and created a spreadsheet where people can add
- Please add if you are speaking at the event
- **Action Item:** All members to add to spreadsheet for upcoming events

Presentation Templates and Assets:

- **Action Item:** [Judith Fleenor](#) will circulate the link to the presentation templates and assets

Action Items:

- [Judith Fleenor](#) will circulate the link to the presentation templates and assets
- All members to add to spreadsheet for upcoming events

- [David Lucatch](#) [Jim St.Clair](#) will have a draft ready by next meeting on July 23rd
- Alex to speak with John and get a first draft done of the questions, work with Peter on infographic placement, and organize the type of content needed
- [Jim St.Clair](#) will take point on creating the first draft of US Gov Hearing on Identity
- Content Creation Team/ Editorial team: [Ajay Madhok](#) , [Will Groah](#) , [David Lucatch](#) ,[Daniel Bachenheimer](#)