

Creating a UASG Staff – Accelerating Progress

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Don Hollander

Executive Summary

The UASG can markedly accelerate its work by adding dedicated resources. These include someone(s) to pursue community outreach and a (at least part-time) senior software developer.

Background

Since its inception the UASG has engaged one person to drive the activities forward. ICANN provides funds for the UASG to fund one person and to contract others for specific projects. In addition, ICANN provides administrative support to deal with contracts and payments and travel. ICANN staff are also very supportive of the UASG efforts and contribute time, expertise and passion. The UASG remains appreciative of their involvement.

In addition, there are other organisations that support the active participation of their staff in providing oversight, expertise and governance.

The UASG has achieved some good work:

- The basic documentation for various audiences is good with just one more major piece of work yet to start
- The studies (including the White Paper and evaluations) has been good and well received.
- The communications strategy is well founded and delivery performed well.

While progress could be described as solid, it has not been fast and there's no indication that at the current pace anything close to global UA readiness will be achieved by the end of 2018.

The UASG has also been unable to spend its budget – but not for a lack of trying.

Restructuring for Acceleration

An expanded dedicated and flexible resource can help accelerate the UA Efforts.

Communications/Marketing Specialist

This role or roles will be to take the Communications Strategy to a tactical level. Projects will include;

- Reaching out to Professional organisations to get the UA messages published and distributed. (This is currently carried by a Vice-President at Edelman (with associated cost)

- Identifying and engaging with Governments through their GAC Representatives to find the relevant Government CIO(s) for each country and ensure that they are aware of Universal Acceptance issues
- Identifying CIOs in different regions and sharing UA information with them. This will include bulk emails, mailings, and direct engagement.
- Creating and keeping up-to-date a database of relevant people and engagements. (This CRM system) can also be used by other community groups to raise awareness. ICANN's Name Collision exercise could have used this database)
- Building on the UA Comms strategy, the Communications Specialist(s) will be able to produce material for distribution, produce newsletters, produce blogposts, etc).

Technical Coordinator

This role will provide advice and engagement in dealing with developers. This person will also be responsible for delivering some of the technical work on the UASG program. Project will include:

- Managing the evaluation and remediation of Programming Libraries
 - Managing contractors
 - Managing a Bug Bounty program
 - Performing some of the evaluation and remediation work.
- Engaging with the developer community through StackOverflow, GitHub, and other such technical form.
- Doing technical reviews of UA Readiness certificate or EAI Readiness certificate programs
- Performing EAI Readiness evaluations
- Managing the development of an automated Test Tool

Financial Implications

The FY17/18 budget includes US\$200,000 for staff (roughly NZ\$280,000)

Examples (from NZ Market)

- Media Public Relations Specialist. NZ\$70-NZ\$90k¹ (full-time rate)
- Senior IT Developer – NZ\$95-120k² (Full-time rate)

1

http://nz.hudson.com/portals/nz/documents/salary%20guides/2017/HudsonSalaryGuide_MarketingCommunications_NZ.pdf

2

http://nz.hudson.com/portals/nz/documents/salary%20guides/2017/HudsonSalaryGuide_TechnologyDigital_NZ.pdf

Some of the tasks for the Communications/Marketing role could be funded from funds targeted at Edelman.

Some of the Technical Coordinator role could be funded from project work.

By the time these roles are filled we will be at least ¼ of the way through the financial year.

There is sufficient resources in the budget to fund these two roles.

Engagement

If the UASG process agrees, the next steps will be:

- Complete a fulsome position description
- Put out a Help Wanted advertisement through usual UASG channels
- Engage a recruiter in New Zealand on a fee for success basis.
- Go through the ICANN Contracting process. (Another option is for Book Haven Ltd to employ the staff with funding from ICANN).