

**4Q-22 usTLD Stakeholder Meeting Agenda
December 15, 2022 | 12pm Eastern Daylight Time**



December 15th 2022

- I. Welcome
- II. Roll call and approval of September 2022 minutes
- III. Q4 Marketing Update
- IV. Administrator, Policy & Security Updates
- V. 2023 Meeting Schedule
- VI. AOB & Closing

I. Welcome

Attendees:

Registry Services, LLC: Kristin Johnson, Crystal Peterson, Melissa Cohen, Fernando Espana

Stakeholder Council: Ray King, Dustin Loup, Tom Barrett, Bryan Britt, Stacy Cheney, Doug Robinson, Jared Hosid, Becky Burr, Alex Deacon, Sam Sokol

II. Roll call and approval of September 2022 minutes

Meeting minutes were approved

III. Q4 Marketing Update

- NASA SpaceApps Challenge
 - .US and Registry Services were proud to sponsor another year of the international Space Apps challenge and 2022 was the biggest Challenge in the Space Apps history!
 - SpaceApps is an international hackathon for coders, scientists, designers, storytellers, makers, builders, technologists, and others in cities around the world.
 - **When:** Oct. 1-2, 2022
 - **Participation:**
 - 31,500+ registered participants
 - 162 countries and territories
 - 5,327 Teams
 - 755M Social mentions reach
 - **Activation:**
 - Domain scholarship for participants
 - Social media promotion
 - Organic activation from local organizers
- Partnerships
 - Ongoing activations with key strategic partners supports brand equity for the .US TLD with entrepreneurial, tech and STEM audiences.
 - Startup Weekend
 - 120 events in Oct and November
 - 120 cities across the world
 - 5,500+ participants
 - Major League Hacking
 - 19 events

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- 500+ students
- About.us website relaunch:
 - Fully rebranded website:
 - Updated color palette
 - New photography
 - Revised branding elements
 - Accessibility upgrades:
 - Increased contrast
 - Added image alt text
 - Linked images
 - Language identification
 - Structural elements
 - Headings
 - Navigation
- Customer photoshoots
 - Produced NYC local photoshoot to capture images of .US business, Raisedby.us. Photos to be used for .US brand activations and marketing.
- Paid Advertising
 - Paid media drives awareness building and brand recall for the .US domain. Advertising consists of direct consumer outreach targeted to up-and-coming small business owners across a variety of media platforms to reach customers across all stages of the purchasing funnel.
 - Channels:
 - Facebook
 - Instagram
 - YouTube
 - Paid Search
 - Highlights:
 - Paid search is the highest converting marketing channel as it reaches customer during in-the-moment searches when they are looking to register a domain.
 - Facebook is attributed with the most assisted conversions, meaning paid Facebook ads drive interest for potential customers who research, leave the site and then come back to ultimately register a domain
- Content
 - Three new articles posted in Q4:
 - Checklist for Starting Your E-Commerce Business
 - Town Hall Announcement
 - How to Pick the Right Domain Name: A Guide for Small Businesses
 - Highlights:
 - Organic traffic up 57% over same time last year
 - Blog views account for 12% of overall website traffic
 - Average Session Duration 1 minute
 - Most viewed blog in 2022, “How to Identify a Trustworthy Website”

IV. Administrator, Policy & Security Updates

Accountable WHOIS in the usTLD Namespace – Working with NTIA, as soon as we have information to share, we will share with the Stakeholder Council. The process has been lengthy.

FAQs:

ADeacon: Has not seen any draft document that has been drafted by NTIA and the GD team. Has the council been updated on it?

CPeterson: The proposal itself has not been shared because it is a document to be shared between NTIA and GD registry. However, all of the work of the security sub-committee had been documented through our minutes that are approved and posted to the about.us website. We also shared an overview during last year's Town Hall as well as an update this year. A copy of the presentation is available at www.about.us/townhall.

ADeacon: Will we be able to see the proposal?

CPeterson: What I can suggest, in our next meeting, we can do a full council briefing to go over what is in the proposal.

ADeacon: There needs to be more transparency here. Please share with the council. The minutes should reflect that the council hasn't seen the proposal.

CPeterson: We understand you want to see more on the policy. We can bring forward where we have been sharing and we will check through our contract to share what can be shared and will be shared. There have been many public comments about a privacy service.

SSokol: I've missed meetings too. Can we have where the development of the process sits? Can we get more clarity on the process. I would just add that we are briefed on things like this policy, we're not being asked to approve it, but we do have some oversight here. This conversation has been confusing because this begs to ask, what is our role in respect to our policy? I want to understand what is happening too.

BBurr: Based on this conversation, we need to do a catch-up briefing based on where things stand.

V. 2023 Meeting Schedule

Dustin moves to approve. 2023 Meeting schedule is approved.

VI. AOB & Closing