

3Q-23 usTLD Stakeholder Meeting Agenda
September 7, 2023 | 12pm Eastern Daylight Time



September 7th 2023

3Q-23 usTLD Stakeholder Meeting Agenda

I. Welcome

II. Roll call and approval of May 2023 minutes

Attendees:

Stakeholder Council: Dustin Loup, Judy Song-Marshall, Tom Barrett, Ray King, Doug Robinson, Bryan Britt, Becky Burr, Alex Deacon, Susan Chalmers, Stacey Cheney, Kenneth Merrill

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

DLoup: Motions to approve 2Q meeting minutes. TBarrett seconds motion. Minutes approved.

III. Administrator, Policy & Security Updates

NTIA RFC Accountable Whois

Comments Closed: **May 31, 2023**

- <https://ntia.gov/federal-register-notice/2023/introduction-accountable-measures-regarding-access-personal>

CPeterson: Susan, are there any updates you can make at this time?

SChalmers: We are still reviewing the additional areas of focus that were brought to our attention from the RFC and working with Registry Services and interagency to explore those comments.

.US Stakeholder Charter

The Council will address matters related to the operation of the usTLD in the interest of the usTLD user community. The work of the Council will be focused on:

- Recommending to Registry Services policies and other improvements to the management of the usTLD;
- Ensuring that the needs of current usTLD domain name holders are considered in the management of the usTLD;
- Providing input on mechanisms to enhance and improve the user experience and utility of the usTLD space; and
- Improvements to the security within the usTLD and stable management of the space

Stakeholder Future Topics

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CPeterson: Stakeholder future topics we've previously considered include:

- Internationalized Domain Names (IDNs)
- Premium Names

Both topics have been discussed previously as potential considerations. We wanted to bring these back to the forefront.

ADeacon raises hand

ADeacon: I had planned to review the Charter before this call but was unable. Somewhere in the Charter there is a discussion about a compliance report. I don't remember the Council ever working on this project. What role, if any, will the council play in security services?

CPeterson: To clarify the question around the compliance report, are you asking what is the goal of the registry for security and how does the Council play a part?

ADeacon: What is the Council's goal to build the registry? Is it security or to grow the product?

CPeterson: Part of the scope of work is to recommend improvements or policies for the ccTLD in regards to the needs of current registrants as well as helping to grow the space. We do want to ensure the stability and security of the .US namespace. For the compliance report, I will look into this and get back to you with an update.

BBurr raises hand

BBurr: I think it is important for everyone to understand that the Stakeholder Council's responsibility for what we do is clearly laid out. The point here is that the Stakeholder Council is advising Registry Services, LLC. There is a role of the utilization of space, that is why Accountable WHOIS was relevant.

TBarrett raises hand

TBarrett: I just wanted to raise a future topic to consider. That would be Web3. You'll see registries integrating this and we should entertain this as well.

DLoup: If there are additional topics we want to discuss. Send me a note, if there is a quorum of support then we'd be happy to talk about any ideas.

DLoup: What are the next steps to move forward with these?

CPeterson: We will create a proposal statement which will answer why we're looking into a particular topic. We'll come forward with briefing documents. During that time too, we can discuss factors related to the two topics.

2023 .US Townhall Agenda

Date: November 2, 2023 at 12:00pm EST

Sign-up: about.us/townhall

Agenda:

- State of the Domain
- Marketing Review
- .US Brand Use-Case Feature
- Administrator Updates
- Stakeholder Council Updates
- Q & A

KJohnson: We have the townhall coming up and want to get approval and sign off from the Council as we begin to open registrations to join. This is the proposed agenda. Are there any questions or can we move forward with this outline for the townhall?

TBarrett: Under what agenda item would you be discussing the Accountable WHOIS?

CPeterson: That would be under admin updates and future topics we would like to discuss.

JSong-Marshall: Under stakeholder council updates, what would that be?

CPeterson: I misspoke before. In the stakeholder council section would be the future topics we want to dig into.

JSong-Marshall: Are we talking to an audience or what format will the townhall be in?

CPeterson: It's an audience forum. It's not a discussion.

IV. Q3 Marketing Update

4th of July Promos

Overview: Global .US celebration with special domain promotions and pricing across the retail network.

- Partners promoted with dedicated posts on social media channels.
- .US marketing amplified via paid marketing and cross-promotion of tweets and posts.

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.

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Channels:

- Facebook
- Instagram
- YouTube
- Paid Search

Highlights:

- Social media has seen a big lift in engagement and conversions for Q3 due to campaign optimizations for creative and audience targeting. Website conversion rates for social media are double the average for organic website traffic, signifying quality visits and effective marketing strategies.

Social + Content

Content: 3x articles published

- INTERVIEW: *How CivicCommons.US Is Creating a New Model for Urban Revitalization*
- Crafting Your Online Identity: How to Choose the Perfect Domain Name
- How to Create a Campaign Landing Page that Converts Visitors and Drives Growth

Highlights:

- Social Media: (Facebook + Twitter)
- Reach: 568K
- Posts: 128 posts
- Blog traffic:
- Accounts for 47% of total organic traffic to the website
- Average engagement time and engagement rate is more than double sitewide average.

Partnerships

Overview: Ongoing activations with key strategic partners supports brand equity for the .US TLD with entrepreneurial, tech and STEM audiences.

- **Startup Weekend**
 - Events – 13 (July)
 - Attendees – 825 (July)
- **Major League Hacking**

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- New expanded partnership launching September 2023 with increased reach in North America and European regions
- Events – 1 (August)
- *8/12 StatusCode 0 - Participants have the opportunity to compete in a variety of categories or tracks, demonstrating their skills and ingenuity while collaborating with like-minded individuals.*
- **Lean Gap** (US Students)
 - Lean Gap (program 1): June 19 – July 14
 - Lean Gap (program 2): July 17 – August 11
 - Total Participants - 80

V. AOB & Closing

Closing Statements

DLoup: Thank you to the council for the topics brought up in the May 2023 meeting. Looking forward to opening up some new threads of work with the council. If there are other topics that you'd like to discuss, please reach out.