



Quarterly Report of the usTLD Stakeholder Council – 2Q 2017

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Overview

In 2Q 2017, Neustar presented the Council with the 2017 and beyond marketing plan for the .US namespace. The presentation sparked a lively discussion and inspired Council members to put forth ideas for consideration. Ultimately, Neustar and the Council decided to dedicate the a regular meeting of the usTLD Stakeholder Council to a marketing ideas workshop. The Chair and Vice Chair would met with the Secretariat and members of the Neustar registry team to discuss potential ideas and jumping off points for the Council meeting discussion at the workshop. Neustar’s registry team would consider the ideas developed at the workshop in formulating its future marketing plans and implement them as appropriate.

Additionally, the Council discussed the state of membership of the Council and it was decided that the Council should work toward acquiring new members to the Council.

Council Recommendations

The usTLD Stakeholder Council recommended that Neustar conduct a marketing workshop during the June 2017 meeting of the Council.

Furthermore, the Council recommended that Neustar look into finding potential new members for the Council.

Other Informal Input Provided

The usTLD Stakeholder Council did not provide any other informal input to Neustar or the Department of Commerce during 2Q 2017.

Membership Update

The membership of the Council did not change.

Summary of Public Comments

The Council did not request public comments on any policies during 2Q 2017.

Summary of Topics under Council Consideration

There were no new topics under Council consideration during 2Q 2017

Blogs and Media

In 2Q 2017, there were no blogs or media published in relation to the usTLD Stakeholder Council.

Summary of Meetings

April 20, 2017 Meeting:

Shane Tews, the Council Chair, opened the call with the general business items of approving the January meeting minutes and the Quarter One Marketing Plan Review. The Council voted in favor of adopting the minutes and Crystal Peterson, Neustar's Director of Registry Services, presented a comprehensive twelve month marketing strategy.

Several councilmembers posed ideas for new marketing initiatives, while others expressed interest in contributing to the promotion of some of the existing .US campaigns. Kim Miller, the Secretariat, suggested holding a marketing workshop where in addition to the standard marketing update, there would be a presentation of registration statistics and a working session to flesh out the council members' suggestions. The Council approved this as an agenda item for the next call.

Next, the Secretariat announced that the Privacy Service and Premium Names Plans are almost ready to be submitted to the Department of Commerce. This prompted a discussion about the usTLD Stakeholder Charter. Given that the policy work is transitioning to new issues, it was suggested that it could be beneficial to bring in new members. The Secretariat agreed to present the formal process on the next call and poll council members for their feedback and suggestions.

Ms. Tews reviewed the action items and the Council adjourned.

Action Items-

- Crystal Peterson to update the .US website and provide the Council with quarterly registration statistics.
- Crystal Peterson to provide the Council with quarterly promotional marketing materials to be circulated throughout the Council's various networks.
- Kim Miller to present the [usTLD Stakeholder Council Charter](#).

Councilors in attendance: Shane Tews, Karen Rose, Brian Britt, Alex Deacon, Stacey Cheney.

Other attendees: Grace Abuhamad

Neustar Participants: Kim Miller, Cory Lancaster, Crystal Peterson, Judy Song Marshall

June 1, 2017 Meeting:

Shane Tews, the Council Chair, opened the call with the general business items of approving the April 20, 2017 meeting minutes. The Council voted in favor of adopting the minutes.

At the request of a Council member, Kimberly Miller, the Council Secretariat, reviewed the membership terms as outlined in the Council Charter. The Charter states that members shall have staggered 2 and 3 year terms. Neustar will send a survey to the Council members regarding their membership term lengths and also requesting suggestions for new Stakeholder Council members.

Crystal Peterson, Neustar's Director of Registry Services, recapped Neustar's .us marketing initiatives for 2017. Neustar began 2017 with the "This is .Us" marketing campaign. The campaign included a focus on weddings around Valentine's Day. During the summer months "Dream with .US" focused on families connecting, vacations and the memories and pictures that families want to share. Later in the year, the focus will turn to back to school and will use partnerships with educational programs to encourage kids to take a .us domain back to school. The .us marketing for the latter part of the year will have a veteran-entrepreneurial focus. Finally, "Thankful for .US" will have a holiday focus. Throughout the year, Neustar will use social media activation and publish a monthly blog series. The goal is to grow the social channels as well as making people aware of .us at a time when they may be focused on selecting a domain name. In response to discussion during the previous Council meeting, Crystal also outlined the various marketing vehicles .us has used in the past and the pros and cons of those vehicles. Before opening the floor to questions, Crystal posed three questions to help Council members to aid in focusing the discussion: 1) Do you have ideas to boost awareness of .us in relation to the marketing campaigns that were reviewed in the presentation; 2) Do you have access to companies, entities or partnerships that you can introduce to the .us marketing team; and 3) do you have any broad range goals or suggestions related to current or future marketing plans?

Council members engaged in a brief discussion and ask about Instagram and other social media outlets. Neustar uses Twitter, Pinterest and others methods to raise awareness with photos. It was agreed that if members see .us advertising, they will send pictures of them to the Neustar team and Neustar can use them in case studies and other efforts.

At the request of Council members, Crystal also provided statistics related to .us. As of March 2017 there are 2.3 million domains under management which is a 48% increase from March 2016. Renewal rates also saw an increase.

Ms. Tews reviewed the action items and the Council adjourned.

Action Items-

- Neustar to circulate a survey to the Council members regarding membership and marketing ideas.

Councilors in attendance: Shane Tews, Phil Corwin, Michele Neylon, James Bladel, Alex Deacon

Neustar Participants: Kimberly Miller, Becky Burr, Crystal Peterson, Judy Song Marshall, Kristin Johnson