

2023 .US Town Hall Meeting Minutes
November 2, 2023 | 12pm Eastern Time



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AGENDA

- I. State of the Domain
- II. Marketing Review
- III. Guest Speaker: Don McMoran, Western Regional Agricultural Stress Assistance Program (WRASAP) farmstress.us
- IV. Stakeholder Council Updates
- V. Q & A

- A. State of the Domain
 - 1. Overview of Domains Under Management
 - a) *2.1M domains under management in .US namespace (as of Oct 23)*
 - b) *5% growth in total domains under management year over year*
 - c) *Locality domains total 12.5K (as of Oct 23)*
 - 2. Accredited Registrars and Delegated Managers
 - a) *240 .US Accredited Registrars*
 - b) *268 .US Delegated Managers (locality specific)*
 - 3. Usage
 - a) *68% of .US namespace is considered “in use” based on the following usage categories: websites, parked pages, redirects, holding/coming soon and other*
 - b) *Top Hosting Companies for .US*
 - (1) GoDaddy
 - (2) Cloudflare
 - (3) Dan.com
 - (4) Namecheap
 - (5) Google Domains (now Squarespace)
 - c) *Top .US Site Categorization*
 - (1) Other contractors
 - (2) Other shopping
 - (3) Air conditioning
 - (4) Cleaners
 - (5) Marketing
 - 4. .US Fun Facts
 - a) *Domain Top Keywords word cloud – most frequent keywords in .US URL string (partial list below sourced from Domainsbot)*
 - (1) Health
 - (2) Tech
 - (3) Cleaning
 - (4) Repair
 - (5) Family
 - b) *.US Website Keywords – most frequent keywords found on developed .US websites (partial list below sourced from Domainsbot)*
 - (1) Service
 - (2) Home
 - (3) Cleaning
 - (4) Repair
 - (5) Business

B. Marketing Review

1. Students in STEM

a) *Conrad Challenge - In its 17th year, the Conrad Challenge is a global innovation competition that challenges students to create products and/or services to address some of the most pressing global and local challenges. Founded by Nancy Conrad, wife of the late Apollo 12 astronaut and third person to walk on the Moon, Pete Conrad, the Conrad Challenge was established to carry on Pete's legacy of innovation and entrepreneurship.*

(1) The Challenge launched in August of this year and runs through April 2024. All participants in the program, are offered a .US domain and websites builder to launch their idea.

b) *Lean Gap - Currently in its 9th year Leapgap is an-intensive startup incubator that empowers and supports high school students to build their own real, scalable companies and non-profits. Every year, they receive more than 1,000 applications from over 20 countries, with only 80 students admitted to the program annually. The LeanGap program prides itself on offering small class sizes with a 1 on 1 approach for students to launch a real-world company.*

(1) All applicants, not only program attendees are offered a .US domain and website scholarship as part of this program.

2. Global Partnerships

a) *Major League Hacking- Powers weekend-long competitions to students around the world. A focus on invention competitions that teach computer science skills for developers.*

b) *Startup Weekend – Global innovation competition that focuses on entrepreneurship for university, post graduate students and entrepreneurs.*

3. NASA International Space Apps Challenge

a) *An international hackathon for coders, scientists, designers, storytellers, makers, builders, technologists, and others in cities around the world.*

4. Who's Using .US?

a) *Dedicated outreach efforts to the .US community for brand ambassador features.*

b) *Includes dedicated reels, written interviews published to the blog and social media features on Facebook and Twitter*

5. Paid Advertising

a) *Paid platforms: Facebook, Instagram, SEM, YouTube*

6. Registrar Collaboration

a) *Direct to Channel Campaigns running dedicated media spend to .US registrar leaf page (ex. Dynadot and Namesilo)*

- b) *Integrated Efforts for global retail channel activation (ex. Independence Day .US promotions)*
 - 7. Content Engine
 - a) *High-quality SEO friendly topical SMB articles*
 - C. Guest Speaker
 - 1. Don McMoran, Western Regional Agricultural Stress Assistance Program (WRASAP) [FARMSTRESS.US](https://www.farmstress.us)
 - a) *WRASAP is a group of organizations and community members across the Western region of the United States, including 13 states and 4 territories. The group works together to strengthen the resilience within the agricultural community by supporting communication and collaboration with partners across the region to offer funding opportunities, support in navigating resources, compassion, and education for mental health.*
 - b) *To fund solutions, the WRASAP Mini Grants Program offers up to \$10,000 for efforts to reduce agriculture-related stress and/prevent suicide through outreach, professional development, and translation of resources.*
 - c) *To help navigate resources, WRASAP operates a Resource Clearinghouse for a wide range of resources available in each state and territory across the region. The clearinghouse is designed to enable farmers, farmworkers, and their families to identify, locate, and understand how to access the resources they need to address the many potential stress factors they face as part of their everyday lives.*
 - d) *Beyond funding and resources, WRASAP also educates and builds community, through a series of events across the region in both Spanish and English. These events, such as "Pizza for Producers," provide a space for learning and sharing that can be critical to breaking down stigmas and easing feelings of isolation.*
 - e) *"It's been an honor to lead the Western Region Agricultural Stress Assistance Program," said Principle Investigator, Don McMoran, of Washington State University. What started as nothing has now become an Army of like-minded individuals and institutions located in the western United States and territories to reduce farm stress and prevent suicides in farmers and farm workers."*
 - f) *In the event of a mental health crisis, the National Suicide Prevention Lifeline can be reached 24/7 by calling 988. The Lifeline is staffed by professionals that provide free and confidential support for people in distress, prevention and crisis resources for you or your loved ones, and best practices for professionals in the United States.*
 - D. Stakeholder Council Updates
 - 1. Review of 2024 potential .US Stakeholder Council topics for future consideration: Premium Names, Internationalized Domain Names

E. Q & A

1. Will this video be made available after?
 - a) *We will post the meeting minutes and presentation 7 business days following the event.*
2. How is Registry Services looking to grow and expand awareness for 2024 to keep the namespace growing?
 - a) *One of the biggest opportunities for growth in continued and increased registrar collaboration, especially in regard to direct to channel efforts where we can streamline the path to purchase for consumers and drive more traffic directly to the point of sale. We will be looking to expand these efforts and test new campaign activations in 2024. Additionally, we will continue to experiment with new and emerging platforms such as influencer marketing and video to ensure we are filling the funnel and driving awareness across all points of the customer journey.*