

IAB Liaison Coordinator

In March the IAB recognized Liaison Coordination needed revamping

- Action taken: Created a “Liaison Coordinator” role
- Currently filled by Wes Hardaker and Tommy Pauly

Reach us at liaison-coordination@iab.org

Initial task: Reach out to all liaison managers to discuss status and needs

- 20 discussions conducted to date ~30 minutes in length

Questions asked in discussions

Discussions were generally free-form, but with some specific goals:

1. How much time do you spend a month interacting with your organization
2. How much prior knowledge of the organization do you need to fill your role?
3. Have you written the IAB with updates about important topics? If so, how frequently. If not, why not?
4. Do you feel that the IAB liaison program is effectively communicating with your organization? Why/Why Not?
5. Is there anything the IAB can do to help you?

Lessons learned from the discussions

Liaison managers spend very different amounts of time in their roles

- Some roles are functionally “no-ops”
- Others spend up to 25-50% of their time, often in appointed positions
- Many vary according to meeting schedules (similar to IETF participation)

Background required for each role

- Most roles require a strong technical background related to the subject matter
- Many roles require strong social networking within the other organization to be effective

Liaison Coordinator Next Steps

Establish communication frequency with the IAB

- Regularity of reports from managers to the IAB
- Regular meetings between the coordinators and the liaison managers
- Invitations to present status at IAB meetings as needed

IAB goals:

- Better two-way communication between IAB and liaison managers
- Improved IAB attention and focus on liaison activities
- More support to liaison managers
- Clear contact points for community questions and feedback