

M³AAWG Document Development Guidelines

June 2014

Version 8

***Note:** This document will be added as an Appendix to the Chairs Roles and Responsibilities document and is posted as a standalone document for all members at <http://www.m3aawg.org/members/m3aawg-processes-and-guidelines>.*

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Purpose

The purpose of this document is to define what needs to be done, and by whom, in creating M³AAWG best practices, white papers and other public documents created to educate the industry or share industry anti-abuse information. It defines the roles in generating these documents and who performs the specific related activities.

The activities outlined in this paper apply to most of the documents developed through M³AAWG committees. However, public policy comments and documents generated by the M³AAWG Board of Directors often are developed under special conditions and may not follow the steps outlined here. Media outreach documents, including news releases and other M³AAWG communications materials, are developed at the discretion of the Board. (For information on news release development, please see [How to Promote MAAWG](#) on the members-only M³AAWG website; login required.)

M³AAWG Document Development Guidelines - Roles and Responsibilities

Champions:

The document Champions help coordinate and drive the overall document process from concept to publication. Every document must have two designated champions. In the event of a Champion resigning, the Committee Chairs are responsible for finding a replacement. To ensure complete understanding of the document's intention, the Champions work from the Deliverable Proposal Form outlining the details of the envisioned work. The Champions work with all parties in the document process. The Champions can be writers as well, but that is not required.

The Champions ensure continued progress on the document and continuity of purpose by:

- Developing the document scope, purpose and audience
- Setting up conference calls with the writing team between M³AAWG meetings
- Coordinating with the Committee Chairs document review sessions at M³AAWG meetings

The Champions also are required to provide the M³AAWG Program Manager and the Committee Chairs a monthly update on the document's status.

Writer(s):

A Writer contributes content for the document, either for the entire document or for selected sections, as agreed with the Champions. A document Writer engages and works in conjunction with other Writers and the Champions. Writers are encouraged to work on the document at M³AAWG meetings as well as between meetings. All of the writers contributing to a given document are considered the "writing team." Writers can also collect input from any other interested parties who might want to make minor contributions to the document without explicit attribution.

Senior Technical Advisor (STA):

A M³AAWG Senior Technical Advisor with experience in the area will review the document to ensure it is valid, technically correct and complete. STAs can also contribute to the content of the document, if requested by a document's Champion or Committee Chair.

Editor:

The Editor reads the entire document to ensure it is clear, concise, the material flows and that it is written in the same tense and voice. The editor may or may not be a contract individual with M³AAWG. The Editor will review the document for lexicographical consistency and readability and may suggest other changes or additions. If required, the Editor can reflow the material in the document; however, the document Champions and at least one Committee Chair must agree to the decision to reorganize or rewrite a significant portion of the material. The Editor does not create content, but may redraft sections for clarification and understanding with approval from a document Champion, Writer or Committee Chair.

While the M³AAWG document template will be given to the Writer in advance, in all cases the Editor is responsible for ensuring the final document is structured in the M³AAWG format and follows M³AAWG style. This includes working with the document Writers and Champions to make sure the document includes the generally required sections, such as an introduction and conclusion, or determining with the team that these sections are not applicable to the specific paper.

The Editor also should work with the Writers and Champions to make sure the document content defines the audience, the scope of the work and other important compositional elements. The Editor should make sure the document conveys the anti-abuse impact the information can have on the industry, – i.e., why the work is important – and the reason why the industry should adopt the outlined practices. If this is missing, the Writers or Champions need to either add the text to the paper or provide the information to the Editor to be added. The goal is to produce a well-defined, thoughtful, educational document that will be readily accepted by the industry and that shares necessary expertise with the targeted audience.

For newer Writers who do not have experience drafting documents, the Editor is available on request to provide ongoing assistance in organizing the material, but will not generate new copy. For more accomplished Writers, the Editor's job will be to review the document when it is almost complete or at the Champions' discretion based on the above guidelines, then format and copyedit it as a final draft.

Committee Chairs:

Each document is assigned to a committee and is overseen by the chairs of that committee. Committee Chairs look over the document and work with the project champions to ensure the project plan is complete, that the project is moving forward, and regularly communicate status with the M³AAWG Program Manager. The Committee Chairs are responsible for initially reaching out to the assigned Champions to confirm they understand their roles. The Chairs should ensure the complete team is in place as necessary – including assigned Champions, Writers, STA and Editor – and periodically check in with the Champions.

As the work progresses, the Chairs should be available to help procure any necessary assistance or additional expertise that might be needed and to generally provide support to ensure the document is moving forward. For example, the Writers and Champions might ask the Committee Chairs to request additional expertise from another committee addressing a specific section of the paper. The Writers and Champions might also ask the Committee Chair to request general Board input on an unfinished document. Committee Chairs are also responsible for requesting that the Program Chairs add a document working session to the agenda of an upcoming M³AAWG meeting, if needed.

Committee Chairs are those top-level chairs and SIG Chairs that report directly to the Board. (Subcommittee Chairs and Chairs of SIGs that report to a committee are not Committee Chairs as defined in this document.)

Contributor:

Assist the Writers and Champions by submitting information for the document and may or may not accept the responsibility to write content. Contributors can provide specialized input based on their areas of knowledge and expertise or provide generalized input to improve document flow or content. Contributors can be engaged during the document creation process and can review documents during and between, M³AAWG meetings. A Contributor role is not a primary position; it is a role that can provide experience and understanding to those new to the document creation process.

Others who participate in the document process include:

Executive Director: M³AAWG Executive Director

Program Manager (PM): M³AAWG Staff

Communications Manager (CM): M³AAWG Staff

Board of Directors (BOD): M³AAWG Board of Directors

M³AAWG Document Development Guidelines - Content Creation Process

A document can be proposed from any area within M³AAWG, i.e., from a Member, a Committee, through a M³AAWG Round Table discussion, or suggested by the M³AAWG Board or a Senior Technical Advisor. For it to move forward, the document proposal must have a scope, a stated purpose, two Champions and have been accepted by the Chairs of the committee taking on the document work. (Most documents will be created through the committees, but for the few exceptions see [Non-Committee Documents](#) on page 7.

Scope, Purpose and Committee Assignment

The person taking responsibility for suggesting a paper completes a Deliverable Proposal Form (DPF) that is sent to the Program Manager. The DPF must include the purpose of the document, how it fits into M³AAWG goals, the scope of the document, the two Champions' names and email addresses, and the applicable committee. A blank DPF can be found in [Appendix 1 Deliverable Proposal Form](#) in this document or on the M³AAWG website from the members site at <http://www.m3aawg.org/members/m3aawg-processes-and-guidelines>. The completed form is emailed to amy@m3aawg.org.

If the DPF is submitted by a Committee, SIG or Sub-Committee, the PM will add the document information on the M³AAWG website for tracking status. If the DPF does not have a sponsoring committee, the PM sends it with any supporting material to the Program mailing list with a note indicating which committee was suggested for the work. An agenda item is added to the next Program call to decide which committees will accept the document work. The PM or Committee Chairs will notify the Champions which committee has accepted the work, or if the document proposal was not accepted, after the Program call. If the document was accepted by a committee, the PM will add the document to the website for status tracking.

Kickoff Call

The Committee Chair(s), Champions and Writers will hold a kick off call to develop a schedule for the document creation and completion. The PM is available if requested. Champions may choose to use the Kickoff Checklist found in [Appendix 2: Kickoff Checklist](#) or on the M³AAWG website from the Members site.

Document Creation

The document can be drafted in a variety of ways, depending on the Committee Chairs', Champions' and Writers' preferences. Basically, there are two common practices in M³AAWG:

- **Content developed via Committee:** The committee uses their ongoing conference calls and working sessions at M³AAWG meetings to determine the document's sections and create a document structure, noting the topics to be included. The committee then continues to discuss each section and drafts the content, provides some informational or topical bullets for the Writer to incorporate into the content, or asks one or more Writers to draft the document.
- **Content developed by Writer:** A Writer, or a team of Writers, can be assigned to develop the draft with only basic input from the Committee. If requested, a document Editor can help the Writer in organizing the material.

Basic Logistics – To ensure the validity of a document as it moves through the creation process:

- If a document has multiple Writers, one Writer or Champion is assigned as the Lead and is responsible for maintaining the current draft version with the most recent contributions and changes.
- If the document is being developed through Committee participation and on Committee calls, the Lead Writer is the only person who can add content to the document or make changes.
- At significance milestones or as necessary, a new draft number should be assigned to the document to indicate a new stage in its develop. All documents in process and not yet approved by the Board as final should be clearly marked as "Draft," include the date of the last update or changes, and indicate the committee that owns the document.

Note: See the [M³AAWG Document Approval and Publication Guidelines](#) below for voting processes.

M³AAWG Document Development Guidelines - Review Process

Committee Chairs Review

When the Champions and Writers are satisfied with the document, it is submitted to the Committee Chairs for review. If the Committee Chairs are satisfied with the document they can send the document to their full committee for a content review or to the Editor; this decision is made at the discretion of the Committee Chairs. If the document is not acceptable by the Chairs, they should compile their feedback and have a call with all pertinent team members to create a revision schedule for the document.

Note: (Decision Point) Once the Committee Chairs have reviewed the initial document and are satisfied with it, they choose the next step. The Chairs know what works best for their committees and what will work best for different types of documents. Each document needs to be reviewed by the full committee, reviewed by the Editor and approved by the full committee. The order of these three steps is determined by the Committee Chairs but all three must be completed before the document is sent to the Board for final approval. The Committee Chairs can also request the document be sent to the Board at any time for a general content review and input prior to requesting final Board approval for publication.

Technical Review (Optional but advised for Technical Committee documents.)

The Committee Chairs will send the document to the appropriate M³AAWG Senior Technical Advisor for technical review. The STA can approve the document as is or suggest minor modifications be made. If the STA

has substantial modifications, the Advisor will compile the feedback and hold a meeting with all pertinent team members. If appropriate, the Champions may create a revision schedule for the document.

Editor

The Committee Chairs will submit the document to the Document Editor at the stage they feel is appropriate. The Editor formats the document and reviews it for clarity, syntax, grammar, material flow, M³AAWG style and compositional structure. All changes will be shown using Track Changes or, if this is not possible, indicated with highlighting or colored text.

The Editor's marked up document is returned to the Committee Chairs. The Committee Chairs can either work on the changes directly with the Editor using Track Changes or, if they prefer, distribute the document back to the Champions and Writers for comment and review. In this case, the Writers and Champions review their sections and respond to the Editor's remarks by providing their feedback to the Editor with Track Changes or highlighting their changes and copying the Chairs. The Committee Chair, Champions, Writers and Editor should all be copied as the drafts are circulated among the team for review. This avoids problems with different versions, confusing email threads and comments that are accidentally missed. Once the document editing process is finished, the Editor returns the cleaned-up, formatted document to the Chairs. The Writers and Champions are the content experts and the Editor is the style, grammar, clarity and readability expert.

M³AAWG Document Approval and Publication Guidelines – Approval Process

Note: The Board of Directors approved a Document Approval Process in December 2009. The guidelines below are a revision of this document.

Committee Review and Approval

A Committee or SIG approves documents by consensus under the leadership of the Chairs. Consensus is usually achieved by addressing the comments and the proposed changes received from committee members in meeting sessions and using the committee mailing.

If there is not a clear consensus for the document or a section of the document, then the Chairs can call for a vote during a committee call, at a meeting session or by email. Chairs also can call for a vote as a last check for agreement and consensus.

- Each Sponsor and Full member company has one vote, no matter how many representatives from that company are in session attendance or on the mailing list.
- Supporter member companies, Senior Technical Advisors and non-member invited guests do not vote but can participate in the discussion.
- The Chairs may include provisions in the vote, such as “the document is approved pending the removal of paragraph 4.” Any such changes must be made in the document before moving on to the Board approval step below.
- Participating companies may vote to approve (yea), to keep the document in committee (nay), or abstain.

A Committee Chair will notify the Executive Director and the PM that the document is going to Committee for final review and approval. The Committee Chairs can also request the document be sent to the Board at any time for content review and input prior to final approval.

If the document is not approved, the Committee Chairs will compile all the feedback and hold a call with all team members to discuss the issues and possibly create a revision schedule for the document.

Note: A document created by a Subcommittee or SIG reporting to a Committee also will follow the above process. The Committee Chairs determine whether the document should be reviewed by the full committee or go directly to the Board.

Board Approval

The final, approved version of the document should be given to the Executive Director for distribution to the Board of Directors. The Board has final approval of the document, and may:

- Return the document to the Chairs for additional work by the Champions, Writers and Committee
- Request that an Editor make changes to the document
- Request the Committee or SIG Chairs address questions on the document content or process
- Approve the document

Publication

The Communications Manager does a final proof read of the Board-approved document, adds the necessary reference text for publication and then posts the document to the appropriate location on the M³AAWG website. The CM will create a news release if requested by the Board.

For Chairs' Reference and Use in Addressing Disputes or Disagreements

Content Disputes or Disagreements

At any time a Committee Chair may use the Committee Review and Approval approach outlined in the [M³AAWG Document Approval and Publication Guidelines – Approval Process](#) to obtain consensus on content disagreements or issues that arise within the committee. Committees may vote on positions, paragraphs or content. Committee Chairs may also ask a STA for input and clarification to help resolve disagreements. Please contact the Executive Director any time assistance is needed in addressing roadblocks.

Process Disputes or Disagreements

If Committee Chairs cannot resolve a process dispute or disagreement to the satisfaction of members of the committee, the Committee Chairs should contact the Executive Director. The Executive Director and members of the Board of Directors will review and address the process dispute or disagreement.

Documents Referencing and Developed with Other Organizations

Multi-Organizational Documents:

- Board approval is required before a Committee undertakes creating a document in conjunction with another organization. The Board may pre-approve such work when inviting another organization to participate in a M³AAWG meeting.
- Committee Chairs will work with a Liaison appointed by the other organization to resolve any incompatibilities between each organization's content or proposed editorial changes, and will advise the Board of any issues.

When the document is complete, final Board approval is required before the document can be published with the M³AAWG name, whether this is as a joint document or solely as a M³AAWG document.

External, Non-M3AAWG Developed Documents:

If an outside organization wishes to obtain M³AAWG support for a document they have already written, they should contact the Executive Director to seek Board approval. The Board may ask an appropriate Committee to review the document before deciding.

Non-Committee Documents:

An ad hoc group of M³AAWG members may create a document outside of the Committee structure. To be published as a M³AAWG document, the Champions should seek a sponsor among the Committee Chairs or Board of Directors, who will work with the Author(s) to determine whether the document will require a Committee vote or if it can advance directly to the Board for final approval.

Press Releases and Public Policy Comments

All Press Releases and Public Policy Comments are created and approved under a separate set of policies and processes. Contact the Executive Director for additional information.

Appendices:

Appendix 1: Deliverable Proposal Form

Appendix 2: Document Kickoff Checklist

Appendix 3: Document Style and Content Guidelines

Version 8 Draft Note: Document Development Guideline Flowchart will be provided later.

Appendix 1: M³AAWG Deliverable Proposal Form

Page 1 of 2

1. Who filled out this form? (So someone can follow up to ask you clarifying questions)

Name: _____

Email address: _____

Phone number and home time zone: _____

2. Are you proposing...

- ☐ A meeting training session ☐ A meeting speaker or topic
☐ A meeting panel topic
☐ Creation of a new MAAWG document
☐ BCP (Best Common Practices) Document
☐ Other type of document: _____
☐ Other recommendation: _____

3. If you are recommending a conference speaker, session topic or session panel please describe it below:

Session Topic:

Target Audience:

- | | | |
|---|--|--|
| <input type="radio"/> ISPs | <input type="radio"/> Government Organizations | <input type="radio"/> Senders |
| <input type="radio"/> End Users/End Consumers | <input type="radio"/> Brands | <input type="radio"/> Anti-abuse vendors |
| <input type="radio"/> ESPs | <input type="radio"/> Other: | |

Goal of this session? (How does it fit in the goals of M³AAWG?)

4. If you are recommending a document, please describe it below:

Document Topic:

Document Audience:

- | | | |
|---|--|--|
| <input type="radio"/> ISPs | <input type="radio"/> Government Organizations | <input type="radio"/> Senders |
| <input type="radio"/> End Users/Consumers | <input type="radio"/> Brands | <input type="radio"/> Anti-Abuse Vendors |
| <input type="radio"/> ESPs | <input type="radio"/> Other: | |

Purpose of the document?

Scope of the document?

5. Applicable Committee/SIG:

- | | | | | |
|-------------|---|---------------------------------|-------------------------------------|--|
| Committees: | <input type="radio"/> Academic | <input type="radio"/> Awards | <input type="radio"/> Collaboration | <input type="radio"/> M3 Marketing |
| | <input type="radio"/> Open Round Tables | <input type="radio"/> Program | <input type="radio"/> Public Policy | |
| | <input type="radio"/> Senders | <input type="radio"/> Technical | <input type="radio"/> Training | |
| SIGs: | <input type="radio"/> Brand | <input type="radio"/> Hosting | <input type="radio"/> Identity | <input type="radio"/> Pervasive Monitoring |
| | <input type="radio"/> VTA | | | |
| | <input type="radio"/> Not sure | | | |

Champion #1: _____

Email address: _____

Champion #2: _____

Email address: _____

Document Writer(s): (Contribute to writing all or sections of the document)

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Document Contributor(s): (Submit input for the document based on their areas of knowledge and expertise)

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Document Editors: (Help massage the document once the first draft is written)

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Participant/Email: _____

Appendix 2: Kickoff Checklist

****This is an example of what some committees use during their Kickoff calls. It can be modified to fit your committee or specific document needs****

Document: Document Name

Champions: Name (Company) and Name (Company)

Document Team: Indicate role as writers, STA, editor, contributors.

Project Role	Name	Company	Email
Committee Chair(s)			
Champion(s) need two or more			
Writer(s)			
Contributor(s)			
STA(s)			
Editor(s)			

Scope of Document: What should this document cover? What is considered to be out of scope?

Target completion/publication date is:

Project Tracking: (Edit the milestones below to achieve your target publication date):

Milestone	Target Date	Completed Date
Create mailing list (if needed)		
Recruit document team		
Kick-Off call with document team		
Complete outline and send to team for review		
Complete first draft and send to team for review		
Send first draft to committee for comments		
Iterate on draft/committee comments until final		
Send final draft to editor		
Send to Sr. Tech Advisor, if needed		
Obtain full committee approval		
Send final document to Executive Director for Board for vote		
Publication and Announcement		

If a document working session is needed at a meeting, request a session slot from a Committee Chair.

Appendix 3: Document Content Guidelines

This is a description of recommended sections generally included in M³AAWG documents. Other sections are acceptable. A document template outlining font styles and sizes and other formatting is available from the M³AAWG Communications Manager.

General Document Sections

Title Can Break into Multiple Lines

The paper Title should include both Messaging Anti-Abuse Working Group and M³AAWG so these are included in external references to the paper. Subtitles can also be used. Example:

**Messaging, Malware and Mobile Anti-Abuse Working Group
M³AAWG Best Current Practices
For Building and Operating a Spamtrap**

Executive Summary

This is required on papers four pages or longer and optional on other papers. Can be replaced with an Abstract section. This is an opportunity to persuade people to read the paper; for example by summarizing the topic, explaining why it's important or stating the conclusion. It should also define the audience for the paper. In M³AAWG papers, this section is at least two paragraphs to half a page, but can be longer.

Table of Contents

A Table of Contents is required in documents with four pages or more and optional on shorter documents. Use bold face to define sections, as needed. This should be created AFTER the paper is complete and can be done by the Editor.

Introduction

Do not cut and paste text from the Executive Summary. The introduction might explain what the paper will cover in more detail, lay out the process in developing the recommendations, touch on consequences of not following these best practices and include other information in setting the stage for what is to follow.

Conclusion

Required section. Should summarize the main points of the paper in a paragraph or two. What message do you want the reader to retain? Can be one or two paragraphs.

References

If there are footnotes, notes or external references in the paper, either include footnotes within the text or list all references at the end of the paper in this separate section. If a Reference section is included in the paper, the document editor will link the text to the specific listings in this section when the paper is complete.

Appendix (A, B, C) - Optional, as needed