ICANN Brussels Meeting
Open OSC Constituency Operations Work Team Meeting
TRANSCRIPTION
Sunday 20 June at 0900 local

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Man: ...to join the ICANN community is there is no focal point. And then it's - maybe we need dedicated staff but also this committee so we need to find how we can make this structure formed by volunteers for the all the stakeholder groups that we see in GNSO.

But how also to make it more be one to GNSO but also staff dedicated for that because if I see the global partnership project they are doing a lot of outreach but I think there is no - enough staff doing that and they have really they are overwhelmed.

Because they only can focus on specificity in some communities but not for example non-commercial and also they have ICANN make the geographical region division is like you have Africa region of 50 countries and you have just one.

And also you have Middle East with just maybe 15 and so all the staff - some staff can be over (unintelligible). So we need to have to balance the outreach with more dedicated staff with focus points so it can help newcomers to engage and to participate.

The problem is not just to convince people to come but how to engage them and make them more effective in their participation and maybe there's another point that we can talk and next part (unintelligible).

(Debbie):   I'm sorry, I'm writing notes because he said a lot of good things. Okay so if we generally think that the idea of a committee is a good idea how do we do that in a way that's not bureaucratic.

How do we set it up so that we're not putting a bunch of undue red tape in to the process but at the same time we're achieving the goal of coordination within these different groups?

Man: Maybe that's why I - when we - I heard about the community I thought about the more public participation. I think that it's only for board members. But if we can find such conditions that we can - they can allow to people from the ICANN community to join these committees and to extend its scope for outreach and then to engage people from the ICANN community in the outreach.

It's not to duplicate efforts and so we will have many committees, many working groups with overlapping tasks.

(Debbie):   Okay. What else, any other thoughts?

Man: So I agree in principle with the committee, some of the past calls I think it's a really good idea. There's a couple things I think through that I don't have easy answers for so I think put the problems on the table and maybe we can come up with ideas to answer the problems.

When I think about the different - the first thing that comes to mind is you create an outreach committee and as everyone said various groups, SOs and stuff are doing various outreach efforts at different times.

How do you incite them to coordinate with the committee? First of all what's the structure of the committee in such a way that various people doing that various groups doing their individual pieces of outreach feel a need or feel a

requirement to involve themselves with the committee and coordinate this committee.

If the goal of the committee is to help coordinate all the activities, right? You have to have everything flowing into it in one way or another so we have to solve for that problem.

Second is how do you structure the committee in a way that it feels like a help or an assist rather than like I think it was said already here red tape or bureaucratic burden to you know maybe some people already working hard on outreach activities.

So - and what does that mean towards representation on the committee? Who's allowed to join the committee, do we do a structured - do we suggest a structured committee at all at this point or do we leave that to someone else to think through?

I'm afraid if we don't come up with an answer to that problem it will kind of die on the vine early. And you know some of the things you could do is just try and pick representation along the current organizational structure of ICANN so that each you know interest group has got - can have a rep on it.

But then you could then end up with a very large committee like quickly and that's not very workable either. SO that's - I'm raising lots of problems here. Well okay, I'll leave it to you guys to make some comments now.

(Debbie):   I see Tony then Rafik then Olga.

Tony Harris: So getting to your question about coordination, perhaps I can give an example. In the ISP constituency it's usually my job to do outreach wherever we're going with an ICANN meeting.

We get in touch with the local ISP association particularly and any ISPs we happen to be able to contact to try and make sure that we leverage that particular face to face meeting and local people are aware of it and come.

They know we come to the inauguration meeting and perhaps the constituency meeting and that's it, but we do get manage to get local people or people who are in a nearby country to attend by doing precisely that, by you know telling them this is going on and they should be paying some attention.

I'm struggling to figure out how this would fit in with this would fit in with this proposed committee, what should we be doing, letting you know what we're doing or letting the committee know what we're doing.

Would be getting any additional support from the committee or from ICANN to do this, that would be another question. I'm not too sure but we have - I have no objection you know to let's say keeping the committee informed of our progress and we do outreach to the constituency.

(Debbie):   Rafik?

Rafik Dammak: This is Rafik, so just (unintelligible) that maybe we can total the non-com (unintelligible). We have all exactly but the presentation of all stakeholder groups and the like so it can work (unintelligible) structure for members of this committee in case we have something to start with.

And then we can see how - if we can engage more other people for volunteers to do that but also I emphasize that we need real staff to help - focus point to help for this stuff.

(Debbie):   Olga?

Olga Cavalli: Thank you (Debbie). I think that the committee should have mainly two tasks, one would be to note and perhaps first know all the outreach efforts that are being done at the moment.

And then coordinate them, at least let everyone know what the other is doing and also and I think Rafik also mentioned it, I think it's the most important mission is to be a focal point for receiving ideas because there are areas where a lot is to be done.

Like I insist in this, I think you need words to this in general in the world that teach things related with networking, engineer networking, software, have no idea of what we do here.

And I being a university teacher take my message but I am a rare example. So the focal point mission of the committee would be to try to find this areas with no presence of the ICANN mission and what we are doing and the different supporting organizations and in general.

So it's both, it's coordinating what is being done and being a focal point and perhaps detecting and receiving messages from the general public because what Tony said is very valuable.

But you're in an environment that perhaps they know what is ICANN doing and that's fine, because yeah, I know, not necessarily.

But there are other areas that people have no idea what we are doing and how our policies could influence their businesses, their organizations and their country.

So I think there's two main focus, coordination and perhaps first with survey of what ICANN is doing and then being a focal point and trying to detect where we are not reaching with the outreach.

(Debbie):   (Sarah) then (Michael).

(Sarah):   I just had a question about how the committee encourages people to participate. Do they tell them to try to participate within one of the stakeholder groups or constituencies and the existing structure? Or does the committee decide well I just met some ISPs from the developing world, why don't you form your own small continuance?

                 The developing ISQs and so I'm just concerned, you know do we encourage participation within the existing structure or is part of the mission to try to create many new constituencies to the existing ones?

(Debbie):   (Mike).

(Michael):   Sorry to jump in and out of the meeting but I'm jumping in and out of several meetings right now.

                 But good question, you're right (Sarah) and my understanding is that the task of this work team is to develop guidelines.

                 I mean it's called the constituency and stakeholder group work team, operations work team so I think the focus is really on you know how can all of constituencies and stakeholder groups reach out and it's to work within that structure is my opinion in terms of that.

Man: Sure, so something we talked about on previous calls is the idea of giving this committee something to hit the ground with. And Olga I think your suggestion around you know primary purposes is excellent.

                 And I think giving them actually a work item as well would be. So you're pulling in - Tony for example your effort, right? You get ideas like that, things that are going on already. You get area expertise that you identify in the

various SOs and ACs and so forth and you get some volunteers and representation from them.

What do you do with all of that? Well you know one of the things I suggested was that at least an annual and maybe you do - maybe it's something you do in coordination with the ICANN meetings themselves but run workshops.

Maybe this committee could be responsible for taking all this material and the volunteers and bringing them together to run workshops for people that are new to ICANN, new to the process, new to what we do and what goes on here.

And really give them a deep understanding, you know what you could do with a fully baked workshop. Because right now I don't know that there's anything really equivalent to newcomers.

I had to learn a lot the hard way and I was lucky that I was familiar with the industry and been in it for a while so I knew a few people around here.

And I was able to walk up and say hey, how does this work or how does that work and get the assistance when I started attending the meetings regularly a few years ago.

But if you're absolutely new where do you start with that? I mean there's a few introductory things but nothing that's comprehensive and goes deep and will walk people through.

And when I say workshop I mean literally something that's once a year, two or three days people can come to. And you know you have a day maybe that talks about you know how the ICANN organizational structure works and what the different groups do.

And we have representatives come in from the different groups and talk about what they do. You could have a day where you have various technical experts come in and talk about internet technologies and what the issues are and how they relate to policy in turn and what kind of problems they create for policy.

So you know people go out the other end really understanding.

(Debbie): Rafik then Tony.

Rafik Dammak: Just to comment on what (Mike) has said, about workshop idea I think that it's similar to the model of summer school but Olga talked about more in detail so it's maybe six or seven days, five days and there is a real focus on ICANN structure and how it's working.

Even I think there is some ICANN people - I attended the first summer school in ICANN and then idea they wanted to try to have more summer school in Asia and Africa.

So ICANN can do that too. About constituency and stakeholder groups I think that first we should to convince people to join ICANN committee and then to encourage them to join existing stakeholder groups.

If they think after some time if they think there is a need to have a new constituency it's up to them because the process, I think it's independent to the committee.

And committee I don't think can help them for that because there is a process to follow and to work with the staff and that matter and up to there is a need of board approval. And so it's a long process, takes time.

But first we should encourage people to come to ICANN committee and to find the space for them. I'm not really fond of the constituency idea more for stakeholder groups and with their own diversity.

But if the people think they can - they need to have the constituency so first let's then to join stakeholder groups and see what they can do there.

(Debbie): Tony?

Tony Harris: Yes, thinking about outreach in general brings to mind some of my first efforts at outreach in the early days of ICANN with ISPs and this part or ISP associations.

Very often the reply was well you guys are going and if it works don't fix it. In other words don't touch anything just leave ICANN alone. That was the kind of enthusiasm we found in the early days of ICANN.

They've come around to perhaps a little more interest in the recent years, we've had a very good turnout in our meetings for the last three or four years. But I do wonder if the outreach strategy really focuses on something which I think a lot of people are missing.

This is probably - we're talking about probably the most important resource in the world which is the internet now because it affects just about everything you do in life.

And for the first time I think in history, I may be wrong, something that important is open for everybody to participate. I mean everything to do with communications, I go back to the days when I started selling telegrams when I was 19 years old.

And going back to those days and everything that went before that right up to package switching which was just before ICANN, I mean everything was handled through government.

Everything to do with governance of communications and the like was the field of governments and that was it. ITU is a good example. So I don't think perhaps people realize that this ICANN per se is an opportunity for them to participate in something which is unique.

You know we can be - participate in the governance of this incredible resource which is the internet. I'm wondering if that is being communicated adequately because we should have 5000 or 6000 people at every meeting, not 1200 or whatever it is right now.

(Debbie):   Olga.

Olga Cavalli: Thank you (Debbie). I want to stress one of the missions of this committee, I think that would be important which is orientation and I want to give an example.

I became a non-com appointee because one day Tony came to me, he was part of the non-com with a flyer and he told me, we need good people for - in ICANN, we need people who are interested.

And although I have been studying the structure and I've been participating in some meetings I didn't know really a lot about the process, about the non-com process.

He explained it to me so orientation, it's not only that you know the institution, it's what can I do? Where can I be useful in the structure? Am I representing a business or am I representing a institution, a non-profit organization?

I'm an individual that I'm interested in understanding the whole structure of ICANN or studying something, I'm a teacher. So the orientation could be one of the main missions of the - not only know and coordinating but when people is interested where do they fit?

Where are they better or more useful? Because sometimes individuals have not so useful in some organizations, and supporting organizations are more in other, or small business where do they go?

So that's the orientation, I think it's a good idea too.

(Debbie): Okay, so this is - I've been taking notes and you guys can keep me honest here but this is what I'm hearing from a task or a remit of what this committee would focus on.

One is making sure that it's aware or coordinating the various outreach efforts that are occurring within ICANN. The second thing or - in no particular order but this is how we list them would be being a focal point for receiving ideas.

About outreach and how to be engaged in ICANN, the third point being receiving messages or questions from the general public, kind of related to the fourth point which is this orientation and engaging new members.

So if you know you're a new person to ICANN that this committee would be responsible for some sort of workshop or orientation effort with related materials to kind of help them learn.

You know this is how you can get engaged, this is where you know based on what we hear from you that you probably fit here and this is how this group operates and this is how they get engaged and that sort of thing.

So those I guess three points would really be the orientation, being a focal point and knowing and coordinating outreach efforts.

Man: Yes, but what we say that first we need outreach so to contact people to go maybe to some communities to convince them to join.

But the most important lesson describes the orientation is the first case that okay, where you can go because you have some interest but the third state should be the follow up.

Okay, not just let's say you can go there and to these people alone without help or advice. It's a current - I think it's our task of the communities for committees that we (unintelligible) really long term. So convince people to orient them and then to make follow up.

And so that we can see that we are really engaged in the community and they are participating.

(Debbie):   Great point. Anybody else have any questions? So I'm going to take a half a step back to something else Rafik was mentioning which was when we were talking about how do we structure this committee?

And he suggested that maybe we take a look at the non-com model. Can we talk a little bit about that, how we - so we're going to have a committee that's going to touch on all the different SOs and AOs that are within ICANN and then involvement from the board and staff.

How would we suggest or recommend that this committee be - you know what would be the composition of the committee? Go ahead.

Man: Maybe we can ask you about the non-com, you want non-com members.

Tony Harris: Yes, please excuse me, I was just on...

(Debbie):   I'll tell you the question - the question Tony was if we're going to have this committee and if the idea is that we would follow perhaps the non-com model of making sure that we've got representation from all the different stakeholder groups, supporting organizations, advisory committees.

How do you suggest that we you know discuss that in this document or can we just talk a little bit about that because the idea being if we want to coordinate all the efforts that are going on how do we make sure that we have the adequate representation that we need from the ICANN community with the capital C.

Tony Harris: Well I chose not to complicate it too much we could probably a very small drafting team come up with a couple of ideas without having to constitute a permanent committee.

I could be one of the volunteers and you know anybody else and then come up with a short list of who should be notified about this.

I mean everybody should be aware of it but we should perhaps go to some extra pains to notify specific parts of ICANN.

We'd like you to be represented here and participate and I think that would be probably the best way to start and just put out this message, you know?

(Debbie):   Anybody else have any other - yes?

Woman: And some questions to the room, especially to those with more experience than myself in ICANN, do we know other group of people that was dynamic and good to take the example from or structure from apart from non-com - other structure that we think it's not bureaucratic and went well in doing their mission?

(Debbie):   Yes (Tom).

(Tom):   Well you know we shouldn't be beating our drum, I think some of the existing constituencies have done a pretty good job in getting people on board and participating.

                And I haven't followed the ALAC too closely but they seem to have come up with a (unintelligible) and quite a solid organization but then I could be wrong, I don't know. I haven't participated in that.

(Debbie):   Rafik?

Rafik Dammak: For ALAC I think that they have I think (Nick) was the director for ALAC so he has that experience (unintelligible). But I think he left ICANN. But we can maybe ask ALAC how they - because they are really in different - rather they have really engaging many new (unintelligible).

Woman: Just a clarifying comment, my comment was not which supportive organizations were successful or constituencies successful in bringing more people but and if we had another example of a committee that was forming certain ways we don't invent the wheel again and we copy the structure and the idea if it's possible, not copyright it.

                And we get some ideas from there and so we have a live structure and it's dynamic, that was the question only for people that have been more time than myself in ICANN.

(Debbie):   Tony?

Tony Harris: Well I'll take the role of the bearded man who's been around a long time and answer that as Chuck's been around the same time as I have. But I don't recall and Chuck you can correct me that ICANN ever had a specific working structure to - for outreach.

Correct me if I'm wrong but I don't recall it.

Chuck Gomes: At the very beginning there was working group E that was on outreach. I actually was a member of that group. I can't find the old documentation on it though, there's probably something in the ICANN archive somewhere.

Unfortunately I don't think anything ever came of the report that came out of that working group.

That was the same time there was a working group for new TLDs and some other things, you remember this stuff going on then Tony? But as far as any action, any follow up action of that I don't think there was any.

(Debbie): Okay well Tony did I hear you volunteer to work on what the creation of this committee and the composition might look like?

Tony Harris: Well I have no problems in sending a draft but I mean it should be my exclusive work.

(Debbie): No, I see we've got two other volunteers on that action item, so that would be great.

And I think it would also be really helpful too if you included in that section just a description of the remit of that committee, what we would want them to focus on and what their focus would be.

So that would be great, so making progress, Rafik, Olga and you Tony. Okay, great. Okay and so then I guess the next issue that I want to move into is something that we touched on a little bit, especially through (Sarah)'s question about who is it - when we identify them where are we bringing them?

What is that messaging and then also who are we identifying? And in that Section 2.11, starts on Page 4 where we talk about identifying potential members and target populations.

There's been some good comments there as well in this document. Are there comments about how we are going to identify potential members? What - is there any guidance that we want to be giving to this committee about what they should be saying or anything else related to the target members and the target populations?

Chuck Gomes: This is Chuck again and I'm going to have to head back upstairs but I want to respond to that before I go. I think this is the place where there should be good coordination with the existing constituencies.

Because I think quite a few of them are doing outreach efforts with regard to membership and that seems like a natural place to start. It doesn't have to stop there but getting the information of what kind of things they are doing would be a good base to build on.

(Debbie): Thanks Chuck. Olga?

Olga Cavalli: I totally agree with Chuck. That's - I think that the committee should have so many task, one is the constituencies, to have all the information of the outreach they do and how ICANN put - build upon that experience.

Also I think that the ICANN itself needs input from the committee. For example most of the activities that ICANN is related with in Latin America is I think I have said this a thousand times.

I will say it 1001. It's only about ccTLDs, training, participating which is fine. But it's not enough. Internet is not only ccTLDs and ICANN is not only about ccTLDs.

Maybe it's because the research person is only one and devoted to the whole region which is really very big and diverse.

Maybe because the resources are limited or maybe just because they need more input from other aspects that should be covered.

So I see constituencies are the perfect way to interact with and also the ICANN itself in broadening their perspective towards outreach. We had a gTLD event and the first thing I remember being different from ccTLD training in we did it in (unintelligible) this year in Argentina.

And you did it also Tony in Brazil, but it was a one time effort, very valuable but the first one among others very focused in one aspect. So ICANN would be perhaps benefited by the input of the committee.

(Debbie):   Yes Chuck.

Chuck Gomes: Just one more follow up to what Olga said before I take off, and that is that you know ICANN has all these regional offices and Olga's right that you know all the focus is on ccTLDs and it doesn't need to be and shouldn't be.

So we should explore ways of how we can tie in within the GNSO community to those regional offices and how can we identify stakeholders there that would you know fit in to the business constituency, the IPC, the ISPs, the NCSG, even potential registrars or registries.

But there needs to be some kind of coordination in that regard to make that happen in an effective way.

(Debbie):   Yes Tony.

Tony Harris: Yeah, building on what Chuck just said I think we should also be conscious of one drawback we have in developing regions. As you see in Latin America we have very few registrars..

I think in the whole region we have probably - you can correct me Chuck, I'm sure you have the right number but it shouldn't be more than four or five?

It's four - six? Oh okay, well six. Six for how many countries? And I think actually when you have a lot of local registrar activity people tend to become more involved with - you know outside of the ccTLD and more aware of generic sublevel domains and their potential and all that.

Just a comment.

(Debbie):   Okay. Let's move on to our next topic and I want to talk a bit about other resources that would be a part of this strategy. In Section 2.1.2 we talked about we've got in this document you know there's going to be maybe financial resources that are needed to implement this.

Is this is a section that we want to keep? Do we want to augment this section, are there things we need to say or shouldn't say, or do we want to just let this sit for a bit and so we continue to flush out more things?

I just wanted to throw that out there. We're on Section 2.1.2 which starts on Page 5. We've got two 2.1.2s, my numbering got messed up. Okay, so look at financial resources for implementation, global outreach strategy.

So do we want to recommend that the committee is going to need budget or funding or do we want to stay away from that or do we want to - I mean how do we want to address that issue if at all?

Olga?

Olga Cavalli: I think that we should interact with ICANN staff to know because there are
                  some part of the budget already going for outreach, maybe it can be
                  enhanced or redirected or - if you would responding this is not always -
                  sometimes it's a burden, it's a problem so it's rejected.

                  And then you go again through a new process so maybe for reviewing if the
                  present budget for averages could be reoriented or enhancing it. Maybe
                  that's something that we could propose before requesting.

(Debbie):   Right, so maybe the language could be adjusted to say that you know the
                  committee recognizes that there maybe existing funding already allocated for
                  outreach.

                  And that if the committee thinks that it's important to request an orientation
                  that we could do so, I mean maybe change the language to reflect something
                  like that as opposed to an outright...

Olga Cavalli: To have some staff support would be great.

(Debbie):   Staff support and - yeah, that sounds great. More staff support, okay. That
                  sounds good. And then we've talked a little bit about resources and we've got
                  good comments about you what makes sense from an outreach perspective.

                  You know and I guess we can flush this out a little bit more too. I would like to
                  hear more about do we want to recommend the creation of certain types of
                  materials?

                  Do we want to tighten up any of these recommendations? And I'm going to
                  pick on (Michael) because I know you have some really great ideas about the
                  workshop which we're going to get to in the next section.

But materials that would support that workshop ideas too and the orientation piece that we were just talking about too. So are there materials or resources that we want to talk about?

Do we want to kind of wait a little bit until we get to the second part and then come back to resources maybe? Does that make sense? What do you think?

So the second part of the discussion is, okay we talked about outreach strategy, that's what we're talking about now and the second part of the discussion is okay so what programs for outreach that we're going to recommend?

And one of the recommendations has been that we have like workshops and we do all sorts of things and I would suspect related to doing an orientation workshop or you know that we were talking about ICANN for dummies, right?

What materials would we need to support that, who would create that? Who would be responsible? Do we want to get into those leads or not? Yes?

Man: Just about material (unintelligible) that doing the kind of Webinars and so it's kind of close - kind of material for - to - for newcomers to understand policies within ICANN.

I just began - I really ask to avoid using this ICANN for dummies. The concept is nice, I even read this book, but ICANN for dummies is (unintelligible) for many people.

It's for...

(Debbie):   Oh are you talking about the name? Oh, I think we're just putting it here as a placeholder for the concept. I mean so we - right, no, acknowledged, completely acknowledged.

I think it was just kind of placeholder okay?

Man: And also for one if maybe I can make the comment about the ICANN meeting, they have a kind of real guide for newcomers called the (towel), ITF. ITF is really more complicated, ITF meeting is more complicated than ICANN because it's more technical.

And then they create a kind of newcomer document that allow people to understand this - how is the process on ITF, how they can attend the meetings, how they can be more efficient.

So we can flow that one, it's really easy to read document that is - and people can understand how it's going for ITF. I also got about - if about material we can follow the model of capacity building program and learning program provided by (dipro) foundation.

They made a kind of booklet about implement governance but we can follow their model for booklet about ICANN, so not just simple documents but real (unintelligible) focus for those that want to learn more about the structure and the policy development within ICANN.

(Debbie): Okay, so I think that's good. I think and those suggestions are here in the document, I think will be important as we've been saying to give the committee some meat and some things to look to as we read this stuff.

And these are good suggestions. And if there's more that's you know be encouraged to submit those suggestions so they can get added to the document.

But anything else about the materials section? I know we talked about - I know that ICANN is updating for example the GNSO Website. Are there sections of the ICANN Website that we want to recommend that they take a look at?

I mean what are some other things, Olga?

Olga Cavalli: There has been substantial work done in the Website and I really want to commend ICANN for that and also about languages. I think that the committee could have a nice mission in letting ICANN know where to put more input.

For example in the workshop that - it's not a workshop, it's a kind of training program, it's one a year in Latin America. We did it twice, once in Buenos Aires, once in Sao Paolo.

Next one will be in Mexico. What - the best I could get from ICANN was the speech of half an hour. That was too few. Many of us talked about ICANN because we - some of us as speakers in the program had some role.

But ICANN itself was really short term present and I tried to bring them more from them more attention and it was impossible.

Maybe it's because they are very busy and they don't have time for that. But I think that those places, all new workshops like (Mike) said should be more used by - used in a good way by ICANN to bring more experience, more representation, explanations.

Because younger people and those people attending are eager to understand. And that's the great place to bring newcomers, people who are interested and could make a benefit to the institution.

So it's not only constituencies but the self ICANN being more update in these spaces that are already organized.

(Debbie): Sorry, I was taking some notes, you were saying some good things. Anything else about marketing, resources or other things that we want to submit or include?

We can just - I guess everybody - I must encourage everybody to take a look at the section as we start to clean it. Yes, Rafik?

Rafik Dammak: You mean about materials, marketing?

(Debbie): Marketing, yep.

Rafik Dammak: Not to just only focus on material marketing but to have that focus on someone who can do this task it's really important and then you can put up with those people.

Because just I would say that just distributing some flyers are not really effective and even here in the ICANN meeting we have a lot of a plan in mind but I'm not sure that people read them.

(Debbie): Right, so it's part of the - one of the objectives of the committee would be to be that focal point, then how do we drive them there?

So when we recommend changes to the Website for example, right, okay. Sounds good. Anything else on this section? Yes Olga.

Olga Cavalli: I think that remote participation has helped us a lot. I used it when I couldn't go to Nairobi and I have especially for working groups but I have seen also being present in the meeting I have logged into the Website and you can see it live.

Perhaps making people participating more didn't have to travel they can use that resource which is very - you can find it everywhere a PC connected and maybe could we special remote sessions for outreach during the meetings.

Perhaps done by the committee or something - which - something that could be amusing and not boring explaining the whole structure which is very boring.

But maybe some amusing thing showing with music and something visible live.

(Debbie): (Michael)?

(Michael): You know actually I think that's a really good idea and what it's painting a picture for me is actually someone - well in North America when I was a child you often saw a person doing ASL interpretation on some shows in the corner, right?

And you know for newcomers perhaps what we could take a little (unintelligible) on how you do it technically but you could have literally an interpreter if you will that newcomers could actually subscribe to.

Not everyone has to listen to it so you know on the Adobe connect sessions where you could have a audio line or something that overlays that you can select to listen to or not to and this is a person that is maybe giving you an explanation about different people.

You know like a game caller if you will, like a sportscaster announcer.

(Debbie): The color commentary.

(Michael): That's right, commentary and sits there and says oh, this person so and so is speaking now, they've been involved and give a little background on them, who they are for people that just don't know the scene.

And you know in an objective way, you know not commenting on something because a lot of things are being said during these meetings and the goal is to comment but not opinion, right?

But it would help people that are new. I think that would be really helpful.

(Debbie):   Tony?

Tony Harris: Yeah, that's a good idea. Actually I think any of those things that you attempt, Webinars, or joining meetings outside of meetings or any effort to reach groups of people and make them interested.

I was just thinking back on something I read once, Peter Drucker says that he convinced IBM at one time many years ago to ask the question what is value when they were thinking of their customers?

And that accounts for IBM's success according to Peter Drucker of course and - but really it was an important question and perhaps we should be asking that when we do outreach, particularly live outreach, what is of interest to the people we're trying to reach?

And if we bombard them with acronyms and all these mysterious terminology that we use within ICANN in which even some of us after years struggle with to remember, it might be difficult for them to follow what's happening.

And as a final comment, I went to the global knowledge partnership event, the world event at the end of 2007 in Kuala Lumpur and Vint Cerf wasn't able to come so he sent a video.

And they projected - this was this huge hall with 2000 people sitting in it and Vint Cerf came on the screen on a video and actually he galvanized the audience.

It was just amazing, the excitement and the interest it generated. But his message on the internet, it was so well done, it was so you know - it got to people - it made them conscious of what was important for them, what was value to the audience, let's put it that way.

Perhaps we're missing an evangelizer like Vint who's doing that for Google now but perhaps he or some other really qualified speaker could produce material like that which could be shown and broadcast or Webcast or whatever.

Just a thought.

(Debbie):   Great idea. Okay, so let's move on to our second section. I'm sorry, any other questions on the first section that we've been talking about before we move on to the program, development, recommendations for development of global outreach programs which begins Section 2.2?

Okay. Let's move on here. So the goal of this section is okay, previously we set up what the strategy is now, what are the recommendations for the programs that we're going to - that this committee will implement or be responsible for.

And so one of the ideas that we keep hearing is are these workshops and we need to flush out some of the ideas around there. Are there other programs or other initiatives that we want to make sure we propose and how do we suggest that we move forward with kind of putting some meat behind this section?

Yes Olga.

Olga Cavalli: I think that the committee should have part of it focused on academic side. We should try to find those universities that could be willing to include specific

workshop for example or in a specific professorship if material could be sent to this professor.

Or if they have a department in the University we should have leading universities in - one per region, one per country, I don't know. I think that's a very good point because some students could be engaged when they have a professor that has the information.

And also they can be a good point to promote remote participation, the first session for example could be in one language, could be Arabic or Spanish if needed if the university is in Tunisia or Argentina or in the states, it could be done.

The remote direction could be done perhaps during one hour with one expert in a specific language. But that has to be coordinated with the university. Universities have - you all know have their own bureaucracy, so it takes time.

I can provide contacts from Argentina and from some other countries of the region and some of us may have some good start maybe with four or three.

But this could be one of the missions of the committee having a specific focus, two or three people working on academic contacts.

(Debbie): Rafik?

Rafik Dammak: Just a member note, ALAC organized it in Mexico, the users on the - you know maybe it's a kind of a program that - a model that we can follow but I'm not sure what they (unintelligible) up to that.

Olga Cavalli: It was - please correct me if I'm wrong during the pilot meeting there was a special project assigned, maybe (Julie) knows more than myself or (Liz), there was a specific budget for us, user summit that was held in parallel with the meeting in another venue near the venue of the meeting.

It was really focused for the at large community and I have no idea if it really had a follow up or not, I really don't know if some of us have more information.

But it was pretty big, I was invited to give some speeches in some sessions. And I think it was really diverse and very interesting. But it has a significant budget assignment for one.

(Debbie): And so just let me try and understand, it was held at the same time as the Paris meeting? Okay, in parallel, okay. In Mexico? Oh I see, I see. Thanks - okay.

Olga Cavalli: Okay, so just some clarification, what I mentioned about the university, something more - not so big at the beginning but something in the long term relationship with some academic institutions that could have - get the message from ICANN and help making it known through some teachers or some departments.

Something with some of them, maybe that can grow, that's my idea.

(Debbie): Sounds good. Do we want to talk now or later about these orientation workshops and workshops for newcomers to ICANN? (Michael) I'm looking at you. Do you think it makes sense?

Do you want to maybe just think about some more details offline or what do you think makes sense?

(Michael): Yeah I think so. I mean like I - the other thing that's going through my head as well as I think we should couch some ideas on how we would interact.

How this committee and how all these activities would ultimately be tied back to ICANN staff and the efforts they do.

Because they - (Julie) who's the person who joined in 2009, you have a person in charge of policy and communications who does some outreach related stuff? Thank you.

(Julie): Oh yeah, this is (Julie), that's Scott Pinzon.

(Michael): Okay, so for example I think if the - there's two things that - all these great ideas cost money.

So there's two things that go through my head is a, you know should we put a little suggestions - doesn't have to be worked out by this group because we're just making the recommendations.

You know the people forming the actual committee can work out the details but you know maybe some initial ideas about how this group might interact with ICANN staff, you know how that works, how it could work.

And two, you know one of the other functions, maybe the committee is to recommend to - as part of the ICANN budget process recommend what activities, what outreach activities they think should be prioritized and funded in one way or another.

Because you know someone's not feeding that in to the budget process then ISI can't go in to allocate money for it in advance. So you have to think about you know the practicality of that as well and probably something the committee could do.

(Debbie): Yeah, and that kind of - you wonderfully articulated what I was trying to articulate earlier about the financial section, like how detailed do you want to go but I think it's obvious that we need to address it at some point that we're asking staff right, to do things.

So how do you ask them to do that and allocate and you know the other thing is because we don't have the insight into all the activities that are currently occurring like you mentioned and like others mentioned there might be moneys that are already being set aside for these types of activities.

And how do you tap into that? (Julie).

(Julie):   Yeah, with respect to the budget process I think there's two things the committee should do and I think you articulated them there well (Debbie) in that the budget process revolves around largely activities, identifying activities.

And so you know the outreach committee should identify the activities. Let's say we want a five day workshop, so you know what would that be you know.

And you know what would that entail? I mean you don't have to cost it out, you know you could ask staff for some suggestions in costing it out.

But then you know and as part of that we could also ask you know staff and - to see whether there is already an existing you know type of activity, whether there's some cross over.

Let's say there's already something planned separately by you know ALAC where a particular activity could be folded into you know something else. So you k now there would be then the identifying activities as a first piece.

And then ensuring that those activities are coordinated with anything that you know might be related or already exists.

If it doesn't already exist then it could be you know an entirely new budget request and then that would be something that would be you know coordinated through the budget process.

(Debbie): Thank you (Julie), that helps. So this is what I suggest here. (Michael) why don't the two of us have conversations offline about trying to beef up this section, does that make sense?

And then in the meantime we'll coordinate maybe (Julie) about how to bring in Scott to the discussion, is that okay? Or whomever you think is appropriate person.

(Julie): Yeah, I think why don't you - why don't the two of you put your heads together and then - you know and then let me know at what point you would like to bring Scott in the process and we can make it a - you know mini meeting and we can set them there.

(Debbie): Sure, I think what makes sense is what (Mike) was suggesting, once we get our hands wrapped around you know specific actual activities or programs or workshops and kind of flush that out then we really would know what we're asking, I think. Yes Rafik?

Rafik Dammak: If we want to link people from the staff, maybe also the region liaisons, like from Middle East and Africa so we can get their feedback.

(Debbie): So include the regional meetings on, is that what you're saying?

Rafik Dammak: The region, the people from the global partnership program.

(Debbie): Okay, and help me understand, sorry, are they ICANN staff or are they just volunteers?

Rafik Dammak: ICANN staff.

(Debbie): ICANN staff, okay thanks, that helps. Okay, are there any - I'm sorry Olga, did you - okay. Are there any other details at this time that we want to flush

out? I'm trying to be respectful, we've got - some of the counselors, we've got to run back upstairs at 1:00.

Anything else we want to make sure that we flush out in person before we take this back to the email list? Okay, so just a couple things. Olga and I were at a meeting yesterday and we got pressed on when we're going to have a document ready to present.

And we need to be ready October 1 for the document. We got pushed pretty hard on having something then.

Woman: July 1?

(Debbie): July 1, I'm sorry July 1. We got pushed pretty hard on that and so it's June 20 and so I just thought I'd throw that out there. So what I would really love is if you can take another look at this document as Tony and Olga and Rafik start to flush out the committee stuff.

If we can be engaged on the email list and as (Michael) and I start to work on this program piece that we really move the ball forward so that Olga and I will have something to submit to Philip and the team before July 1 or by that date.

Olga Cavalli: So (Debbie), we are using this document as a base and we are adding more substance to it, that's the idea?

(Debbie): To clean it up. I mean keep in mind this is a dumping place for ideas and so I haven't done much to go back and you know describe our process and that sort of thing.

And I think we could do that at the end. I'm more concerned with you know when we talk about the specific recommendations, one for the strategy, we've got a lot of ideas on the strategy piece.

If there's more ideas we want to add let's add them in and then we can clean it up later. I just want to make sure I'm capturing everybody's idea.

So I'm going to start adding back in what I'm hearing today but as - once you see that draft if there was something, oh I said this but I don't see that included in there, get it to me as soon as possible because of our timeline.

And that way we can keep editing and (Julie) if you could help me with the version controls and that sort of thing I'd appreciate it.

But what I want to do because of the timeline that we just remain actively editing throughout the next several weeks and so that we can meet our deadline. Yes Olga?

Olga Cavalli: So you're putting some more input today or during these days and you're sending a new version. And maybe we can look at it, that would be the steps.

And we can add more text to the new version.

(Debbie): So the idea was I was going to take the document that we have today based on the comments that I have been hearing in our action items, put that all in there and get that out to the group. And then in the meantime I hear two separate paths that are going on.

The first path was flushing out the committee and what that's going to look like and what their objective is going to be and the second task is these global outreach programs, what are we going to recommend and how do we recommend those that move forward and that these two groups and all of us together move pretty quickly and pretty diligently to get something together so that we can submit it.

Does that make sense? Yes?

Olga Cavalli: I have some housekeeping issues. Are we meeting in teleconferences?
                  When is the next one, which is the every week, every two weeks and before
                  we finish I sent out a message to the list.

                  I want to submit a comment to the (unintelligible) revision team, I made this
                  comment today in the microphone during our meeting.

                  If you think that it's a good comment to be sent from the perspective of the
                  average that we are doing in the working group just let me know and I'll
                  submit it as a working group.

                  If not I will do it as an individual. But maybe to have some sense as to send it
                  is - review it and send it this morning to the list, it's very short, it's about how
                  the selection program is managed.

                  Ideas about when we meet and all that?

(Debbie):   So is it safe to say that we would be in a position to resume - goodness
                  gracious. Okay, so we can - okay, so the 25th, this Friday obviously for
                  obvious reasons I don't think it makes sense for us to meeting.

                  Olga I defer to you as chair, I mean how do we want to message to Philip and
                  the rest of the team that we need time?

                  I mean I don't even know that we would even be able to meet before - on a
                  conference call before the 2nd.

Olga Cavalli: Could be a reasonable date that I can tell him because he will ask me when.

(Debbie):   Yeah, I mean is it fair to say that between now and July 2 that for those two
                  big pieces that we would have something that we can substantively talk about
                  on July 2?

Is that a fair deadline? And I'm asking because if we say that then maybe it's realistic that we proposed the fixed team that we would have a document that we could send on.

So if we say we're going to meet every week we would meet on the 2nd, the 9th and the 16th?

Olga Cavalli: Why don't we say first of all - and yeah, but we try to keep it - I mean it's not the first of September and then we finish and we submit the document.

Because if we say 16th of July then maybe you have to delay again and I'm not going to like it.

(Julie): This is (Julie), I would suggest that as well just because generally when people are coming back from the ICANN meetings there needs to be a little bit of time for people to catch up with work.

And I found from other work teams and other meetings that it's very difficult for people to have a lot of time to follow up immediately with action items and you know I think that it makes more sense to pick a reasonable date then to pick another date that has to be changed.

And even though it might not sound as good to say oh, August 1, if it ends up being August in any case we might as well just go ahead and pick you know what is a much more realistic date.

(Debbie): Great, so is it realistic that we would resume our weekly conference calls on July 2?

Olga Cavalli: That day I have a conflict because I've been invited to (unintelligible) for the day but I can - you can join and I can catch up later.

(Julie):   Or this is (Julie), a suggestion could be that since there's a fair amount of work that needs to be done and that there's another draft document that needs to be generated, we've got two other groups that need to get together that can be done separately.

We've got the flushing out of the committee and some thoughts there and that could be done on the list with Olga, Rafik and Tony and then (Michael) and (Debbie) were going to talk about the program piece.

I think some of that dialogue could happen in you know in the two weeks following the ICANN meeting and we could resume a meeting on the 9th.

I don't want to suggest that we're not getting work done but there may not be that much to talk about next week, Friday following the meeting, but just a suggestion.

(Debbie):   How does the rest of the group feel about that? Is that fine? Makes sense? Okay so for the next two weeks we're going to work through the list trying to get some real meat behind this work and that our next teleconference would be on July 9 at our regular time.

And that we would commit to meet weekly maybe until the end of July. Yeah, right. Okay, thanks. And my vote will be to get this document updated sometime this week, I mean before everybody leaves so you have it.

So if you're on a plane or whatever, you play around, you've got some free time, at least you've got this document. So I'll spend time over the next several days to make sure the thoughts while they're still fresh in my mind appear in here. Is that good?

Thank you Olga, defer it back to you.

Olga Cavalli: Thanks to you. Thank you very much (Debbie), thanks everyone and the meeting is finished and we have to go to the (unintelligible), right?

                              END