PRAGUE – ICANN Engagement Tools
Sunday, June 24, 2012 – 13:00 to 13:30
ICANN - Prague, Czech Republic

Filiz Yilmaz: We're going to start with "ICANN Engagement Tools" and proceed with I think four other presentations. My name is Filiz Yilmaz. Again, I'm the Senior Director of Participation and Engagement and in this session, this starting session we will talk about ICANN as a [fora], the ICANN community. And together with the tools we will also look at the mechanisms and how they work all together.

In the morning you have already seen this picture, and we will be showing it more and more until it really sinks in. Basically we have all these groups, advisory committees and policymaking bodies together with ICANN staff as part of this ICANN community and meeting together in these meetings and communicating together. But how do we do this really?

Our main tool of engagement is the meetings. They occur three times a year. They're open to all; there is no registration fee. You can just come and register at the registration and you will be allowed into the sessions once you have a badge as you are wearing today. They are three times a year. The locations of these meetings are selected through a process, and according to that process we rotate between five regions. That is obviously coming from an understanding of being a global organization and speaking to a global internet community obviously. The five regions are Asia-Pacific, Europe, North America,

Latin America and Africa. This is my fifth ICANN meeting as ICANN staff and this is the first time I'm having an ICANN meeting in Europe, so that rotation is maintained strictly in that principle.

While we come together and we facilitate this face-to-face communication through our meetings we also provide remote participation services. Why do we do that? This is very important to understand as a community, especially an internet community. We have internet; we are talking about internet issues mainly. The idea is why don't we use internet as our tool while we are talking about it? Obviously this comes with some very good side benefits other than using a technological tool as a gadget if you would like to call it – it's very cost effective.

We are today and my colleagues have informed me we have about 1500 registrations for this meeting onsite but the ICANN community is not limited with that 1500 people coming to the meeting or who are able to come to this meeting this time. Remote participation, so using the technology to connect people and making sure that offsite participation is also facilitated creates this cost-effective participation that is also very inclusive because there might be time reasons why people are not able to be here or there might be cost issues. You may have several reasons not to be here but this is not a reason for you not to be involved in what is being discussed here.

And ICANN's staff and Board, we are very committed to this point. I can tell you that there's a specific committee of the ICANN Board, the Public Participation Committee, and I am the lead staff for this committee, and I produce reports each time about our remote participation services.

This is really something that we take very seriously and we want to make sure that they are used to maximize capacity.

Why we are doing that: obviously we have set our goals to bring some equalization to the participation, remote and face-to-face. So as I'm speaking here, I'm showing you slide – you're sitting there, you're here as a participant onsite listening to me. This is all broadcasted out there. And my colleague here, Janice, she has this window over here where she's interacting with the participants that are connecting from wherever they are from. It might be their houses, it might be some top of the mountain – nowadays we have a good satellite connection. It might be from the next room where someone who likes to do some multitasking is listening to a private conversation and at the same time is following what's going on here. It might be my boss watching.

So we provide this tool in a way that Janice sitting there and following up with what's going on in that little chat room, those people who are not in this room have the same opportunity as you are. If you want to come and ask a question you are given a mic here; the same way if it goes through Janice. If they have a question they can raise it in the chat room and Janice will read them out on their behalf. So this is the kind of equal opportunity we want to give to everybody, and obviously access is still relying on the planet at the moment. Our services are based on low versus high bandwidth. They are the same services at the end but the mechanism is different a little.

So what you get with the low bandwidth is maybe the live recordings or the live audio streams, so you can listen to basically the audio streams and they are recorded. And you can download presentations so you can

go through the slides yourself as I am going through them here. We provide live scribing and everything, all the transcriptions are going to be there, too. So what you need for that is a low bandwidth, 128 kbps and a web browser.

If you choose, or if you have high bandwidth your speed should be around 512 kbps and in addition to your web browser you will also need Flash Player because our main tool for teleconferencing is Adobe Connect. It is a conferencing tool that comes as a package for video, audio and chat; and with one click it opens in your window through your web browser and everything comes into place in one go. So you don't need to download the presentations; you don't need to make another click to listen to the audio. Again, everything is recorded there and you can follow the real time presentations; and if it is available we also provide a camera. This one doesn't have a camera but the main rooms in other sessions we will attempt throughout the week wll have a camera.

So how do you do that? Basically you go to the meetings schedule. You have a specific session; you click on that session that you are interested in – let's say you clicked on "Public Forum" and then it is really up there saying "Remote participation low bandwidth" or "Remote participation high bandwidth." And you select the related link and it will pop up in front of you. Now you see we are providing translations as well through those streams so the translated streams are also being broadcasted out there. Now if you want to use the Adobe Connect I just want to show you a glimpse of it. When you click the related link you will see it provides you an option of entering as a guest or as a [known]

user. You will enter as a guest; staff has the usernames and passwords to access the view there.

And this is the interface you will see. It's all in one. We have the chat, video and presentations. It may not be the same thing that you see at the time but it will be similar. I said normally in the sessions you raise your question in the chat room and we have a chat monitor, like for this one Janice is doing that, performing that role. You can log your question and the chat monitor will come to the mic and raise your question for you.

For the Public Forum which has a high volume in terms of comments, you will see on Thursday the Public Forum is the time when the community comes to the mic and talks about certain subjects. It's really an open mic session from beginning to end, and we have a high volume of comments obviously in room and comments that are remote, too. So to manage them better we have forms, so that is one session only that will be following a different mechanism to receive comments. We record them on a webpage because that makes it much easier for us to follow it and read the comments properly.

This is a checklist just for the slides, so again this will be all archived and downloadable, accessible from the website so that everything is in one place. You can choose from low bandwidth to high bandwidth services. What we really advise to you: it's great that you're here in person and probably you will not need this specific tool for this meeting, but I hope you will stay as part of the ICANN community, an active one. And if you can't come to another ICANN meeting, the next one or yet another one, hopefully you can follow these through our remote participation

services and continue your interaction through the chat room. It's very important to be out there and interact with the others.

One small reminder here with regards to behavior or the standard behavior that is accepted as an ICANN community member: these are not anything really to tell you "Do this" or "Do that." But it is just some common understanding of how for example you come here and you identify yourself as an onsite participant. This is just common sense – on the mic you say your name and you show respect. The same thing goes for remote participants, so it's just a reminder there that everything is equalized on that side as well.

Now, if you have problems please raise them immediately at the chat room. This is why we have a chat monitor all ready so we can fix it for you. And if you have other comments or suggestions about our services please write to us at participate@icann.org. There is also an online survey. If you have colleagues that are following this meeting remotely through the services I would be very interested in hearing their comments. They can do that through this survey – please advise them.

"Post meeting," there was a question in the morning, "are these going to be out there somewhere? Can we download the presentations?" Yes you can; they are already there due to this service production already, and after the meeting we will also put all the transcriptions and all other data that can be added on these pages.

Now, how to interact and engage: during the meetings we are here, we talk about issues, we have a schedule. Janice talked about it, how the week will progress in the morning; and I talk now about remote participation, what our services are. The other ways of communicating

between meetings is community mailing lists. Every group, and I hope you will realize soon that there is some home for you in the ICANN scheme of things, in that picture where you belong – is it going to be GNSO, is it going to be ALAC, is it going to be ccNSO? And once you find your home please ask the questions of how to interact. Most of them have their internal mailing lists and you should be subscribed to those mailing lists – ask them.

The public comment periods, as I explained to you this is one way, a very common way of how we receive feedback from the ICANN community and this is the link for them to see all of them. Just to give you an example of how it works: once again when there is a topic, before a final decision is taken about that feedback will be sought from the community, and what you are going to see like on this… It's a bit small; I tried to put as much as possible and that wasn't the best strategy obviously. But the opening and closing times of the comment period is listed and there are links for you on how to post your feedback. When you click the related link your email client will pop up in a window for you to send your comments to the correct address. So all of them are reachable from these links, and if you need more information about this please come and talk to me. This is a highlighted topic. The process itself, at this meeting there will be a session about that on Thursday at 9:00 AM so you may want to follow that, too.

Now the other way these groups interact is through the community Wikis, and for that I will leave the mic to my colleague, Carole.

Carole Cornell:

Okay, thanks. Good afternoon, everybody. What I'm going to talk about a little bit today, as Filiz mentioned, is about the community Wiki. The community Wiki is something that we would very much like to give you. So what we're going to do is give you a little bit about what is it, the basic skill of it; how you can find a training guide if you want to have it at the side and follow along; how you can quickly log in and a few tools. And of course, since this is encouraging community input and feedback, how to add a comment; and of course I'll open up for any questions or comments at the end.

So what is the Wiki tool? The Wiki tool is a collaboration. It is called a community Wiki because we actually have more than one, but public-facing it's used on the website. If you wanted to go there now and look at it, if you went to https://community.icann.org you can actually go into the community Wiki directly. But you have to at first put in your request and we'll talk a little bit about that. The Wiki itself is built into workspaces, and of course within each workspace there's a hierarchy and it allows you to put both your attachments, comments – a full library of services if you will.

The training guide does come in multiple languages. If you go to the www.community.icann.org and go to that particular link that's showing there, you would be able to go to the space and pull out the training guide that works best for you. It does have some very brief information and it will allow you to be able to follow along and go through those steps that you need to to get into the Wiki.

This is the page you come to when you first log in, and as you can see you would use a username and password. Since we would like to be

able to not have spam and things like that you have to get an actual password, so if you don't have one you can go to community-help@icann.org and they will send you back a password and then you can log in from there. So if you went there and you haven't ever been on the space before you might not be able to do it instantly; it does require you to go in, get that password and then log in.

Once you log in, you get to see the screen that's up here for you. As you can see there are tabs at the top left-hand side of the screen and each one of those allows you to go in and dive in deeper. The first one is obviously the dashboard which is where the page first lands. On the left-hand side is a navigational grouping for you to be able to pick specifically what you might want to go into. Up on the top, the tabs, everything from – I can't read that from here, but hold on…

Female: We can't either so it's okay.

Carole Cornell: Okay, just a minute.

[background conversation]

Carole Cornell: The first left tab besides dashboard, after that – the one that's in grey – is "Board Resolutions." The next one after that is "Projects." Then there's the "At-Large," then "Cross-Community," then "GNSO," "AOC,"

"New gTLD Program," and "Help." So I just wanted to say what those were aloud for those watching or listening.

As I mentioned before the whole purpose of this tool is to be able to allow you to go in and to look at a particular area of interest, and to be able to pull information you think is helpful. It also allows you to, if you see on the lower right side of the screen you'll see that there are some directional components – everything from "Add" to "Tools," and that's what you click on if you want to set up your page. If you were to pull down, for example, on the "Add" button you will see that there is a Comments section that you click on, and that would allow you to put a comment on a particular topic very directly for you.

I know I'm going through this rather quickly, so if you want to and you've gotten the training guide, you can go through and follow very specifically those instructions if you want to go in and add a comment or a page. The other thing that's useful here from a community Wiki is it allows you to bookmark a page; or what a lot of people like to do is have a page that they want to watch. Let's say you're working actively with the At-Large community – it allows you to flag that page so that anytime there's an update to that page it allows you to then get a message, and you can go in and see what's new on the page.

The other document shows you that there are other ways that you can use the Wiki tool, and if you go and download any one of these it'll tell you other capabilities for the community Wiki since I gave you just a very high-level approach. I think that covers it, thanks.

Filiz Yilmaz:

Thank you, Carole. So yeah, this is one thing. When you engage with one of those groups, two things to remember from this is first ask about the mailing lists – this is how you're going to get your information; and ask about their community Wiki site. All of them have that and it's quite a powerful tool to work together in a collaborative environment like ICANN, and if you have any questions Carole will be here for the rest of the week anyways and you can raise those questions to us.

Now I'll just continue and wrap it up in regards to how you can get involved. Like I said, attending an ICANN meeting will provide you the most. Getting a glimpse of how this community works – you are doing this now; that's the first step. The next one will be in Toronto in October, 2012, and we will repeat these specific sessions. And in the morning we mentioned that it takes time, so don't be pulling back, saying "Oh, this is a lot of information coming to me at once." It takes time. When we say "newcomers" we really consider the second-timers, third-timers as newcomers, too, so please do come to Toronto and I would love to see your faces again there if you have the time.

One other thing you can do which may be very useful is applying for the Fellowship. It's a program that Janice is running and it has been very successful so far bringing in new people to the community through a very structured program. They have every day morning sessions where they focus on certain areas and it is like a school. So if you're interested please do have a look at the provided link. There is a process on how you can be elected as a Fellow. Follow that and talk to Janice, I would say. She is here and she will be around here the whole week.

The last thing is subscribe to the news and policy updates. This is important. If you would like to get news, even if you are not totally completely actively involved – maybe you are not providing your feedback directly but you want to be hearing about things and you want to keep an eye on what's going on, this is your place where you can get your information. There's a subscription and you will receive automated messages about what's going on in ICANN. Participate in public comments. I showed you an example; it's not a big deal. Just click on the right links, get your information and if you want to say something just do it, say it.

Follow the community Wikis, and finally you may be also interested in being more active as a participant and in becoming a leader in the ICANN environment. If that would be your goal apply for a position after checking out this link. There is a specific committee, NomCom – the Nominating Committee – and they are ICANN's mechanism of going out there and recruiting leaders. As a global organization, the leaders are obviously sought out for various issues and groups and on a diverse basis. So there is a part of the community which is NomCom who work specifically on this. So please go to this website and see if it is something for you. You may be already interested and then you can start working towards that direction.

I will just thank you now. Our next speaker will be our Ombudsman, Chris – so can I take you here on the stage as I make it ready for you?

Chris LaHatte: Thank you.

[background conversation]

[End of Transcript]