
TORONTO – NARALO CAPACITY BUILDING SESSION 2

Sunday, October 14, 2012 – 07:00 to 08:00

ICANN - Toronto, Canada

[background conversation]

GARTH BRUEN: Okay, we will wait a couple minutes just because we're in a different room. People might have to find their way. We will wait until 7:20. I have 7:17. Matt offered five, I gave him three. Glenn, please.

GLENN MCKNIGHT: I guess I don't have to say my name for the record, right? Did you notice in Adobe Connect the survey? Are we doing these survey every session or?

GARTH BRUEN: Is this a staff initiated survey?

GLENN MCKNIGHT: I'm not sure. I just want to ask.

GARTH BRUEN: Okay, then maybe staff can explain what it is.

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

MATT ASHTIANI: Hi, this is Matt. It's basically a survey on what you thought about the remote participation. It's a simple survey that most people are; some people take after the end of the session. So it's up to you.

GARTH BRUEN: Okay, I wasn't aware of it. I'll make sure everybody in the group knows about it. So just for those walking in, because of the room change we are going to wait just two more minutes to give people a chance to make their way.

[background conversation]

GARTH BRUEN: And just for clarification about the schedule, it looks like we have to be with the board at 8:30. It looks like it's kind of a crunch for the fellows meeting. Okay, all right, okay.

[background conversation]

GARTH BRUEN: Yeah, just a quick show of hands of interest. Raise your left hand if you want to go see the fellows. Raise your right hand if you want to go see the board. All right, there we go.

[background conversation]



GARTH BRUEN:

I mean if we have to. I don't know how effective it's going to be to have to bounce in between three rooms. I'm just trying to measure expectations. Okay, so as soon as folks get some coffee I'll just get rolling.

This is Garth Bruen. Welcome to the second day of NARALO Capacity Building Sessions. I trust everybody had a great evening last night. I think that we can say we have arrived, that NARALO has arrived. I can tell you that the last two CEOs never would have been that nice to me.

Just because I mentioned, we, At-Large is meeting with the board at 8:30 in Metro East. Where is Metro East? Where the registration is moved to? Oh, okay, the same room as the opening ceremony because that's the big room to accommodate everybody. Okay, Metro Center? They divided the room?

Today we're going to focus on recruitment and enlarging our community. And yesterday I gave you each a homework assignment. Believe it or not, after we got back from our adventure to the sports bar I actually completed my homework assignment.

If everybody would look up on the right screen you'll be able to see it. I actually was able to come up with this list very, very quickly. I, before sitting down and starting to look, I had never heard of any of these groups before except for one near the bottom.

Several of them are right near me. At the top we have the Boston Area User Group. It's a very, very old it turns out computer user group.



Boston Linux and UNIX User Group also have been around for a very, very long time.

The next two are ones of the types that I mentioned yesterday in terms of expanding our reach into the disabled and handicapped communities. I reviewed these sites briefly.

The second one, The Foundation for the Blind, I read their site for maybe 30 seconds and I realized that everything on my website is wrong and inaccessible to a blind person.

If I learned that in 30 seconds, what could they teach the community by actually coming to an ICANN meeting and talking about their experiences? At the Visually Impaired and Blind User Group there was so much information there about how blind people can access the Internet.

It was actually fascinating. I found a, I think it was a wired article, that really explained in detail how blind people use the Internet. It was fascinating. I think I posted it to my LinkedIn and Twitter account as soon as I saw it.

Just below those two we have the Web Accessibility in Mind. This was an interesting site. Their point is to reach out to people of all capacities and all disabilities.

One thing I've learned over the years is that there is a certain language that you have to use when discussing the people within these communities because they don't want to be seen as limited in any way. They want to be treated just like anybody else with certain expectations.

But this is another website, another organization that had amazing resources available. I think it would be great to get these kinds of folks at our meeting discussing the tools that they have and they have developed.

Another one, New England Mid-Range Users' Group, this is a very old user group too that's still in existence and they discuss managing IBM based systems. It was interesting.

The Open Net Initiative is a group right here in Toronto. Has anybody heard of them before? The Open Net Initiative, opennet.net.

[background conversation]

GARTH BRUEN: Microphone.

EVAN LEIBOVITCH: Sorry, this is Evan speaking. I'm aware of them. They are, to my understanding, a Net neutrality advocacy group. But I don't know much more beyond that.

GARTH BRUEN: Glenn has his hand up, please.

GLENN MCKNIGHT: Yeah, they're part of Citizen Lab of the U of T.



GARTH BRUEN:

Okay, great. Does that mean something to somebody who isn't from the area? No? Okay. But from reviewing their site they're very concerned about censorship and free speech. Actually, that's the theme with some of the remaining items on the list.

The next one, closer to me, Hacks and Hackers, Boston, was a partnership between journalists and technical experts. This was very interesting. This was really about getting together the people who spread information and the people who develop the methods for spreading information.

Then finally the Electronic Frontier Foundation which is an organization that I was aware of. Some of these may require some discussion. People may have their views about some of these groups.

Then finally the Online News Association which is a community of online bloggers. And at least in the United States there's been a certain amount of controversy over the status of a blogger.

Actually, there was a court decision that said that bloggers are not journalists. Therefore they are not afforded the same protections of a journalist. I think that's a problematic decision.

These folks, they're obviously very concerned about that. So I very quickly was able to find a number of groups that I knew nothing about before. I actually learned a lot about them very quickly.

And they can be contacted. We can discuss this with them, invite them to come to this meeting, and get them engaged. With those examples in



mind, I'd like to hear from all of you. Please just raise your hand and jump in if you have any ideas. Yes, Randy.

RANDY GLASS: Hey, Randy Glass America At-Large. Good morning. Hey, I just want a point of clarification. Certainly this is a great idea. I'm willing to support the initiative and contact people that I know, certainly.

But a point of clarification, I think in the At-Large bylaws if I'm correct you can only be a member of one At-Large organization? Is that correct or am I reading something into that, etc.? Does somebody know?

GARTH BRUEN: Evan, please.

EVAN LEIBOVITCH: Hi Randy. This is Evan speaking. It's my understanding that because of the nature of the way ALSes are, certainly you can have individuals that belong to more than one ALS simultaneously.

There's nothing in any of our documentation that prohibits that. In fact, I don't think we'd be able to even if we tried. Having said that I think it boils down to somebody's representation.

I don't think somebody can serve simultaneously as an individual here as a representative of more than one ALS simultaneously. I believe that's where the limitation is.



RANDY GLASS: Okay, that makes sense. Thanks for the clarification.

GARTH BRUEN: It may be worth actually reviewing that and finding out for sure. It does make more sense that it would be maybe an officer, a representative from an ALS coming to these meetings that couldn't be a member of more than one group.

But I'm glad somebody here is actually bringing up the bylaws. This is something we should all be aware of. Anybody else with more examples, I think Annalisa.

ANNALISA ROGERS: Not an example but a question along your lines. What if one of these structures that could be an ALS is a global organization? Maybe their members are from all over. How does that play into the regions?

GARTH BRUEN: I think ISOC is a good example, but go ahead Evan.

EVAN LEIBOVITCH: If the organization is like ISOC and has individual chapters, then those would be suitable to go into the regions. I think the way that the ICANN, I hesitate to use the word siloes but I can't think of a better one right now, that if an organization had a global scope then it probably would be beyond ALAC. It probably would be more within the realm of NCUC.

Obviously a big problem within ICANN is if a group wants to get involved with ICANN what is the proper point of entry? And there continues for



instance to be problems within the GNSO of if an organization wants to come in, where do they fit? What constituency do they fit in?

Right now there's some controversy about a group of cyber cafes that in fact want to create a new constituency group within GNSO because they can't find themselves properly fitting within any of the existing cubby holes.

I think that the entry point level of engagement for groups coming into ICANN is sometimes problematic and a matter of ongoing concern. We can't fix the GNSO structure. But I think right now the way things are set up as far as At-Large is concerned is that essentially a group has to pick where it's coming in from.

So if that means the region of its head office then that may be the locust. But if it's decentralized like ISOC so there're chapters in various locations, each of those would be able to apply itself. According, of course, to the MOUs of the region depending on what they're entitled to do.

But ISOC is a perfect example of something that's sufficiently decentralized. So even though it's a global organization, because it's capable of working at a local level with chapters, then there's no problem at all with those chapters joining in the appropriate region. I don't know if that answers your question but it's the best I can think of at 7:30.

GARTH BRUEN:

I think Gordon had his hand up first and then Gareth, so Gordon.



GORDON CHILLCOTT:

Good morning, Garth. Brushing aside these considerations in looking for opportunities, because I think it's in the spirit of your question. I'm aware of a number of organizations that are not visibly reaching out the Internet and are not part of the standard Internet community, the arts organizations, the arts small theater groups, and that kind of thing.

I think they should be here as well because they are now developing legitimate concerns of their own or are starting to become aware. At least the one of them I know, unfortunately it's not in Toronto it's in Vancouver.

They have people there who are visibly scared about this and we can help. Their voice really should be heard. We're supposed to be representing everybody and not just the technical community.

The other one, you woke me up a little bit earlier on when you were speaking about the visually impaired community. I'll see if I can reach out to my family a little bit. I may have connections with an organization in Canada, the Canadian National Institute for the Blind.

I'll see if I can find something there. But we need to go to the non-technical community I think because there are communities out there who are developing concerns. They really don't know who to turn to for advice.

I get called in simply because of the profession I'm in. but the questions that they're asking are the questions that we can help them answer. The questions they're asking are the ones that we should be listening to.



GARTH BRUEN: No, thank you, excellent suggestions. I would actually disagree with you about the artist community. I think that they are making profound and interesting use of the Internet. Musicians, theater groups, visual artists, I see their presence on the Web regularly. Yes Gordon.

GORDON CHILLCOTT: I see it as well, especially in some of the smaller ones. But they do have concerns. A lot of cases, on the Web or not, they do have concerns. Aside from making odd remarks on their websites when they do that, they really don't know who to turn to. I know this because at least four of them have turned to me because of the business that I'm in.

GARTH BRUEN: Can you enumerate a couple of their concerns?

GORDON CHILLCOTT: There was a Canadian version of SOPA that was flying around the Canadian Parliament for a while. That developed some, I was approached directly a number of times.

"What do you know about this?" "I'm really worried about what's going on on the Internet." That's a fairly standard phrase.

There are people who have said that it would be really nice if there was somebody they could talk to. I think they're sitting at this table.



GARTH BRUEN: Okay, I'm going to Gareth. Please.

GARETH SHEARMAN: Sorry, wrong button. Gareth Shearman, good morning. There's one organization in particular that I've already approached that I now need to follow up with. That's the First Nation's Technology Council of British Columbia because they're very involved in technology issues for First Nations.

I can see them as being a good addition to this group. There is also a First Nations, very active First Nations ISP in Northern Ontario whose name I can't pronounce. But they again I think would be a particularly good recruit.

I'm thinking of an organization in my own town, Victoria. Its name is Big Blue Cousins. Again it's a very old advocacy organization for computers. As a matter of fact its roots go back so far that its domain is bbc.com. They successfully fought BBC News in England over the ownership of that domain.

Again, they've been active for many years supporting and training the public in computing. Of course there is some of the remaining Free Net organizations like a fairly active one in Vancouver that I would like to see approached. Thank you.

GARTH BRUEN: All right. This is Garth again. These are all excellent. What you just said about that particular domain name fight is interesting. It reminds me of a story. Of course in Boston and Cambridge we have Harvard University.



Right next to Harvard University is the Harvard Book Store which is completely independent and unaffiliated with Harvard University. They were actually first with their domain name believe it or not. They had Harvard.com and Harvard fought them relentlessly to get it.

This tiny little independent bookstore, they basically lost that fight. But what did Harvard University do? They bought the building that the bookstore is in and they raised the rent.

So when one organization has enough resources to get something they want, they can do it. I think that we have to speak for the little guy, absolutely.

Heidi asked me to give her an opportunity to speak and then I think I saw Evan's hand up and Glenn also had some comments. But go ahead Heidi. Glenn, do you want to talk first?

GLENN MCKNIGHT:

In Toronto and Evan can talk about this actually. I think he's active. There's a group called Mars, nothing to do with the planet. It's a center of innovation in Toronto that has monthly meetings. There're also great meet-ups.

But if you go to the Industry Technology Associations in Canada, and it's the same in the states too I'm sure. There's something called ITAC, Information Technology Association.

Within those, there are so many different individuals that are involved with humanitarian type things. So perhaps that's another way we can approach it.



GARTH BRUEN: Okay, thank you Glenn. Heidi?

HEIDI ULLRICH: Yes, thank you. This is Heidi. Just two suggestions and it's only a no-staff interference and it's obviously up to you what direction you'd like to go in. But this location just came to mind.

Because I've already been approached twice by Fadi's team and Sally's team for when they're visiting Washington D.C., whether we have any ALSes there that they could meet with. So I've had to say no two times.

So I've located or identified two possibilities. One is ISOC DC and I'm going to put that link into the chat. So they are obviously dealing a lot with Internet. The other one from my old consumer protection days, working with Beau, is Consumer Federation of America.

It's also located in D.C. it's a large group. I've located their website. They do work on the Internet a little bit. I think only about two years ago they were doing some privacy issues. So that might be another one and I'll put the link in the AC room for you to consider as well. Thanks.

GARTH BRUEN: Just one other thing. As I was reviewing the websites for many of these organizations, they have extremely detailed structures, policies, and officers of their own. I do not think we are inviting any kind of chaos by talking to them. They already understand the way that this all works. I think Evan was before Annalisa. Please.

EVAN LEIBOVITCH:

Hi this is Evan. I wanted to make two points. One of which is cautionary and the other one is proactive. The cautionary one is to be very careful that we don't oversell what this is. This is not an all singing, all dancing, Net neutrality, content filtering advocacy group. We're here; ICANN is about names and numbers.

During my tenure here, I've already found that sometimes it's a challenge to make sure that ICANN itself does not engage in feature creep and get into realms where it doesn't belong.

The most obvious of that is in the Virtual Property Protection where sometimes it seems that ICANN wants to tread into areas where even WIPO dare not go. I'm always cognizant of trying to make sure that ICANN stays on track.

Part of what I've found is that there have been in fact some ALSes and some people that I've seen, including one or two people that have made it as far as the ALAC and found that ICANN is not what they expected it to be. In fact, at least one of them quit for that reason.

Coming in and thinking that ICANN was far broader of an Internet Governance body than it actually is. It deals with the very, very specific realm of the Internet, of names, and it doesn't deal with Net neutrality issues.

It doesn't deal with content censorship issues. Things like domain takedowns are relevant because sometimes they involved government mucking about with the DNS. But I think it's very careful that as we go



out there and try to spread the word that we don't sell ICANN as something that it's not.

It's not a broad-based Internet governance. We are not IGF and it would be a disservice to try to suggest to anyone that we were. Having said that, it's still very important to bring people on as long as we're very, very upfront with the message.

And then I'll use that as a springboard to go into a hobby horse that I've been riding for the last couple of years in trying to do outreach and trying to reach potential ALSes in what I'd always thought was an easy way to have them come to us.

That was by having ICANN At-Large participate in a couple of conferences where we know that an awful lot of technically minded people will show up and technically minded non-profits and society bodies and others.

Wolf Ludwig and I for the last number of years have been submitting a budget proposal for ICANN and At-Large to have a presence at the three largest IT Consumer conferences in the world. One of them being the Consumer Electronics Show in Las Vegas, the other one being CeBIT in Hanover, Germany, and the third one being Computex in Taiwan.

Between the three of those, they attract pretty much all the world's savvy technology leaders, media, and others. It would be a very good way to have a booth there and have people come to us.

And something that is more inclined to find the non-profits in North America, there's an N10 that has a conference every year. There's one



coming up in the spring in Minneapolis. Again N10 is essentially the technology components of non-profits from across the continent.

Essentially by having a presence there we're allowing them to come to us in one spot and talk to as many as we can because these people are essentially self-selected interested in these kinds of things. And it makes it makes it a little easier to meet them part way and get them involved as opposed to taking them from scratch and trying to explain what we are.

I'll leave it at that but I still want to try to put forward that even without the support of other regions that I think we ought to make a pitch to try and have a presence at these two conferences as a matter of reaching out to technically minded individuals to technically minded non-profits and other organizations.

As far as I'm concerned it's a very cost and resource and volunteer efficient way of trying to do the maximum outreach for the least resources. Thanks.

GARTH BRUEN: Thank you Evan. Annalisa.

ANNALISA ROGERS: Yes, thank you and Evan's comment actually kind of leads into what I was saying. In reaching out to organizations we all know what ICANN is. We all know where the website is, even if it's always in some sort of remodel mode.



I'm really looking forward to My ICANN. We have the NARALO brochure and we have our own access point. So we know what we're representing when we reach out.

But I just wanted to suggest what's really helpful in capacity building and reaching out, especially when we have many individuals going with that same mission, is to actually have a condensed version of the type of messaging.

I guess we could call this one the initial contact messaging. Then for us to have a very clear, and maybe you've already covered it or you're going to, have a very clear step process.

Okay, we reach out. Who is their next contact? Is it our meeting? Is it a meeting with Fadi in Washington or what have you? For me, I would feel more comfortable if I knew there was a catch all. I can reach out but then I don't want nothing to happen or ambiguity or something.

GARTH BRUEN:

Thank you. I'm actually going to get to that but I'm glad you brought it up. Randy, please, and I think I have to close this after Randy and move on to some other topics. But they're all related.

RANDY GLASS:

Hey thank you, Randy here. I actually have two points I want to bring up real quick. One is to kind of echo what Annalisa was talking about. When we approach these organizations, are we approaching them as, "Hey, we will help assist in your application and getting you in or explain



any kind of questions and basically walk you along the process.” And I’ll kind of open that up and then I have one more point.

GARTH BRUEN: I’m actually going to get to those specific points later so go ahead with your second.

RANDY GLASS: Okay and the second is that within NARALO remember that I don’t know if any other RALOs do this, but remember that we also allow unaffiliated members.

Kind of a point of order that I expected to come up at some point but hasn’t really yet, I think there’s only three unaffiliated members maybe officially. We do allow two seats as representatives for the RALO. I don’t think we’ve really developed yet a mechanism.

If we had let’s say 50 unaffiliated members and allowing the two seats and I’m just going to open up that can of worms as at some point we’re going to have to address that.

GARTH BRUEN: No, I was hoping that Alan would be here to engage upon that. It’s something that I have discussed with him and some of the other members. But I think that he basically said last night that he was in no condition to come this morning.



He was a little tired. I think we're all a little tired. So we can talk about it later. But this is important and it's on the agenda too. So in terms of closing this item, these are all fantastic ideas.

I want to see your lists, your recommendations, and your ideas. I'm going to put them into the Chairs' Report and we will actually formalize a list.

We're actually going to formalize an outreach strategy along the lines of what Annalisa was asking about. Now directly related to this is item two, it's just an idea I had that I want to get your opinion on and discuss which is a possibility of creating a Vice Chair who would be focused on recruitment because this is actually a pretty big undertaking.

Certainly I'm willing to do everything I can. But I think that somebody needs to take care of this. I wanted to get the group's opinion on creating this post and maybe how we go about it. Randy please.

RANDY GLASS:

Hi this is Randy America At-Large. I was just remembering a couple days ago I got an email that there's going to be a new, I don't know, outreach organization of some type that somebody's putting together. And I haven't had time to really dig into it.

But one approach we could take is if someone was to take that post that they might also want to be part of that outreach organization or something.



Maybe we can kind of blend those things together so that we don't have basically two sets of people doing two different things for the same result.

GARTH BRUEN:

Actually that's a good point. One thing, if you are raising your hand, make sure you put it up a little bit high because I'm looking side to side and I'm looking at the screen and I might miss it if you don't raise it up high enough.

Anybody else, I was hoping that Darlene would be here too as the secretary. But she has some sort of crisis going on I think probably with work. Maybe it's related to the provincial resignation.

I definitely would like to hear from some of the more long-standing members about what they think about adding another officer to the group, maybe Eduardo, Glenn, or Gareth?

GLENN MCKNIGHT:

Yeah, my only reaction is the title. I think most of us are pretty busy to, I'm more than happy to work on a committee if it's more than one person. I hate to take this on as the person to do it but I'm more than happy to one of a few people. So we share the blame as well as the responsibility.

GARTH BRUEN:

Heidi Ullrich please.



EDUARDO DIAZ: This is Eduardo. I share the same thoughts as Glenn. If we have a group I'm willing to help. In fact I'm been talking to some people in the Caribbean to see if we can come up with new chapters of Internet societies so we can bring them also into the ALS process.

GARTH BRUEN: Okay.

EDUARDO DIAZ: I'm sorry I know there's no NARALO but as an aggregate it's part of the family.

GARTH BRUEN: No, absolutely. I think that if we can help any of the regions get more members or direct interested parties to the proper regions, that's great.

I was thinking more as do attempt to expand our membership we might need a Vice Chair in general. The recruitment would not be part of the title.

And I thought of this as I was looking at the structure of the other RALOs and noted that they had Vice Chairs but we did not. I had asked Darlene about this and she didn't really have a specific answer as to why there was not a Vice Chair in NARALO. Maybe somebody else knows but Heidi was next and then Annalisa.

HEIDI ULLRICH: Two points. This is Heidi, two points. One, on the issue of the outreach activities, on Sunday staff sent out an announcement on behalf of



Cheryl Langdon Orr who is Interim Chair of the Outreach Subcommittee of ALAC calling for membership.

So that might be a way that NARALO can get involved in outreach in general. Across all of the RALOs, as of yesterday night, I had not seen anyone volunteering for NARALO so that might be something you want to do. In terms of the issue of Vice Chairs within the RALOs, two other RALOs have Vice Chairs.

AFRALO's Tijani Ben Jemaa is the Vice Chair currently and APRALO actually has two Vice Chairs, Fouad and Holly currently. So that's just something to consider. In terms of how that developed, I believe it was just how the RALOs decided to form.

GARTH BRUEN:

Okay, I mean, this is something I would like to look on especially when we have Darlene back in the room. We can expand the official officer participation of this group and expand our presence in formalizing an additional position.

That was partly my thought in doing this and I thought that if we had this officer-ship at the beginning, this person could be fairly dedicated toward coordinating recruitment. Annalisa?

ANNALISA ROGERS:

My question would be, I know you're just asking suggestions and seeing what this might look like. Do you have any ideas or thoughts on the time commitments and number of meetings that if you had a single contact kind of person that would entail?

It sounds like maybe the person would have maybe two or three close committee members or whatever as well as obviously the whole recruitment effort from everybody. But I guess the time commitment and really how many meeting and where and when.

GARTH BRUEN:

I would imagine that as a NARALO officer they would be coming to these three meetings a year if they were travel funded. That would be a time commitment beyond what we are normally expected to do as NARALO members.

I mean obviously we're all involved in lots of different stuff. The recruitment is not their full time job. I'm just thinking that we all do recruitment but one person would coordinate it.

Then once we get our capacity up of course the Vice Chair would be doing other things as well. I don't know if that explains it. Let Annalisa respond to that.

ANNALISA ROGERS:

Yeah, so would there be, there would probably be at least extra phone conference meeting with sort of the subcommittee or at least to gather stuff. And also this other organization that I think Heidi and this other gentlemen were mentioning that they were going to join that.

GARTH BRUEN:

Heidi and then Evan.



HEIDI ULLRICH: This is Heidi. Just for the issue of travel funding, again currently ALAC or the At-Large community receives 25 spots, 27. Those 25 are 15 ALAC members and ten, two from each of the regions.

So for example in APRALO what happens, because they have a Chair, two Vice Chairs, and a Secretariat, the Chair is usually funded and the two Vice Chairs are rotated.

So if you decided to have a Vice Chair that does not mean that person would automatically be funded. You would need to decide who among those, the Chair, the Vice Chair, and the Secretariat, two of those would receive funding.

GARTH BRUEN: Evan?

EVAN LEIBOVITCH: Hi this is Evan. I would suggest actually splitting these out as two separate things because the Vice Chair has specific things.

That is, running a meeting when the Chair's not available, taking some of the load of you for various administrative things or whatever, and working together with I guess you and Darlene on various things to do with NARALO.

As opposed to a point person on outreach for the region which really doesn't have to be an elected position that would then have to require a change in the Rules of Procedure, blah blah blah.



Having a Vice Chair means something very formal and having to do, what's the selection procedure? Is there an election? How is that done?

Can somebody run for both Chair and Vice Chair and so on? That requires a certain amount of having to think this out at a very formal level.

As opposed to, yes we need a point person to work on outreach, and we can create that at this meeting. I think we can separate the two of them out.

One is a very formal thing that would need to be defined in the ROP and the other is something we can by consensus say we need to do. Let's pick somebody and we can do that far less formally.

GARTH BRUEN:

Okay, thank you. I think the consensus of the group is that we can break this into two different discussions. Okay, I will note that. Unless somebody else has another comment, I will move on, any more comments? Eduardo please.

EDUARDO DIAZ:

Just count on me in helping.

GARTH BRUEN:

I always do.

EDUARDO DIAZ:

Oh okay.



EVAN LEIBOVITCH: Sorry this is Evan. Well if that's the case, there have been a number of suggestions from people that want to volunteer to help. Glenn's made the point of saying this isn't necessarily something that one person has to do but the load can be shared.

I still think we need a specific certain point person who should be sort of in charge of making sure that all the cats are herded. At the same time, can we not at this meeting designate one of the people that have put themselves forward to at least to coordinate this and start the ball rolling? I don't think it really takes a whole lot of formality beyond that.

GARTH BRUEN: Okay great. No, this is a good discussion. I'm sorry, Heidi, yes.

HEIDI ULLRICH: So if any of you would like to become what Cheryl is calling the Formal Representative for NARALO on the Outreach Subcommittee, there's going to be an outreach meeting today between 5:00 and 6:00 in the Regatta room. So if you could let us know if you would like to volunteer for that that would be good to know. Can I go ahead and put you down Eduardo?

EDUARDO DIAZ: I will volunteer for that.

HEIDI ULLRICH: Okay I'll put you in as a member. Okay, thank you.



EDUARDO DIAZ: Five to six tonight?

HEIDI ULLRICH: Five, yeah, 17-18 in Regatta today.

GARTH BRUEN: That is fantastic. Okay, we've got somebody doing it and we've got a plan forming. This is great. Moving on to item number three, and more or less item number four too.

Which is not just about spreading out recruitment in terms of organizational types, but also geographically, I think we want to make sure that we represent all regions.

It was always sort of a point of pride to me that it seemed like there were more members from Canada than there were from the United States.

And that we needed to sort of beat the drum and get some more folks from the states on board. Just looking around the room, I'm not looking to upset anything Evan, relax.

That's not what I'm talking about. But just looking around the room I think so far, right here we have Massachusetts. I know Annalisa we have California. Randy we have Florida. What other regions in the United States do we represent?



SETH REISS: Hawaii.

GARTH BRUEN: I'm sorry, Hawaii. I didn't see you, Seth, so it didn't come to mind. Thomas is New York and in D.C. Are there any others?

[background conversation]

GARTH BRUEN: I'm sorry, who was that? Okay, in Puerto Rico.

MALE: Are the US Virgin Islands part of the NARALO too?

GARTH BRUEN: They are. They are. So definitely we want to spread out geographically. And in terms of the provinces, I'll ask you. Are all the provinces represented? No? Okay. Please, Gordon.

GORDON CHILLCOTT: Yeah, I was going to ask Evan. I see I'm counting mentally three provinces and one territory. To your knowledge, Evan, is that about right?

EVAN LEIBOVITCH: Yes.



GORDON CHILLCOTT: This is Gordon again. Clearly we've got a little bit of work to do.

GARTH BRUEN: Did you have your hand up, Alan?

ALAN GREENBERG: I was just going to correct that, two territories. As well as the Northwest we have the Yukon.

GARTH BRUEN: Okay, so then getting back to Eduardo's question. Originally I had started thinking about Bermuda and then I was quickly corrected because Bermuda is part of EURALO.

It takes me an hour to get to Bermuda from my house so I always thought; it was such a friendly shining little spot off the coast of the United States.

I just thought it would be part of it but it is part of the British Commonwealth. But we do have other islands. What's that?

MALE: So does Canada.

GORDON CHILLCOTT: There are very definite differences in the two countries in their relationship with the British Crown.



GARTH BRUEN: Please Evan.

EVAN LEIBOVITCH: Just a reminder that the way ICANN slices and dices its regions, that when a jurisdiction is a territory of a parent country, they go into the region of the parent country.

So that is why the British Virgin Islands are part of EURALO, the US Virgin Islands are part of NARALO, and most of the islands around them are part of LACRALO. So for the same reasons that Bermuda is part of EURALO, Guam is part of NARALO.

GARTH BRUEN: So that's what we have to work with. Okay, in continuing our islands discussion it was also noted that St. Pierre and there was another island that is part of France?

MALE: St. Pierre and Miquelon.

LOUIE HOULE: Well one is cheaper, Louie Houle here.

GARTH BRUEN: But is it better?

LOUIE HOULE: Definitely.

GARTH BRUEN: Okay we also have, as Eduardo mentioned, we have the US Virgin Islands. We have the Marshall Islands, we have Guam. There are a number of areas that we can seek out representation from.

I'm sure that these folks access the Internet. And it's certainly possible that this is actually even the case in Bermuda. They have difficulties accessing the internet. I think that's probably the case with anybody who lives on an island.

So that's something that we should consider. I think as part of our recruitment list, and I'll put this in the Chair's Report also. I want to make a list of territories that we're missing representation.

So if somebody from Canada can give me the list of provinces that are not being represented we'll start working from that. And we'll figure out ways to target within those areas.

Before I move on, are there any more comments on the geographic recruitment? No? Okay, thank you.

One of the things, as we started working on the development of the agenda for this meeting, this week long meeting and for the anniversary event; Glenn and I started a very, very important discussion about the application process, which is something that Randy was asking about.

The first thing I did, and this came up on our organizational calls, was I actually tried to access the application form from the starting point which we were giving out to people. It was the URL naralo.org.



I found that it took me seven clicks to get to the document. Then the document itself can be overwhelming. Instead of being an online form it's a Word document. I think that we can move past that.

I think we can do some electronic version of that now definitely. And we can reduce the number of steps that somebody needs to take to get to it. Now even when somebody is interested in doing something, when they get to a long form like that, it can be overwhelming and they may not want to go forward.

They may say to themselves, "I don't have time to do this today. I'll do it tomorrow." Then they never do it and we never hear from them. And we never know why we didn't hear from them.

So one of the things that I had been working on is a version of a quick interest form, which would be a very, very brief contact form that contains all the header information in the actual application.

What we would do is collect that potential applicant's contact information and then somebody from NARALO would actually follow up with a phone call. We would actually walk them through the process of submitting the application.

In general, I am not looking to change the application process. I'm just looking to speed it up a little bit and make sure that we're connecting with people who are interested and not pushing them away.

I was very, very interested when I was invited to join about participating. But of course it took me a little while to fill out the form and answer all the questions.



Then I had to submit it and it took a very long time to hear back. I actually understand that my application was lost. Eduardo, you had your hand up, please.

EDUARDO DIAZ:

Yes, Eduardo for the record. I've been trying to get a couple of organizations in Puerto Rico interested in the ICANN work and one of the things I have done, I have taken an application from I don't remember who was that applied.

And I removed some of the names and things and said, "This is the type of information that you need to put in the form to get it going." Because they said, "I'm not sure what to put."

So I give out like sort of a template. I also plan to get together with them and help filling out the form, period. Just to make sure they go through the process.

GARTH BRUEN:

It wasn't necessarily clear to me where or how long it was going to take or who I would talk to if I had a problem. I was just waiting, waiting, waiting. It was kind of like getting into college. So we want to make sure that people who are interested stay interested.

Actually I'm planning on having a much more detailed conversation about this later in the week. I think on Thursday. So I'm going to send out a link to a dummy form, maybe dummy is the wrong word.

It would be the potential interest form to be able to kick this off. You can review it and think about it. We also, as Heidi pointed out, I think



we have two different sessions today that are going to continue the discussion on this.

One is at five which Eduardo's going to represent us at. Now in terms of scheduling, I just wanted to point out, there is a 10:00 meeting At-Large Capacity Building. Heidi, do you know who is chairing that discussion?

[background conversation]

GARTH BRUEN: [Saul]? Saul's not here. Okay, okay fantastic. I just wanted to check because I was double-booked. I'm actually going to be at the Table Top at 10:00 and because those are both outreach, they're both important. I wanted to see which one I should attend. But if Saul's actually going to be present and running it, that's fine. I'll be at the Table Top.

HEIDI ULLRICH: Can I just make a little pitch for that? So again, today that was going to be at 10:00 until 11:00 in Regatta. This is an At-Large Capacity Building. It's going to be Saul leading it; Olivier will be there as well.

The aim of that is to, and Sally Costerton is going to be there as well listening and perhaps offering some ideas. The aim of that, as you'll see in the agenda, the next step is the possible creation of a working group on capacity building.



So currently there is in Costa Rica, it was a sub-committee on outreach was approved. Now the idea is to form an ALAC working group on capacity building. I think it's going to be a really interesting meeting.

GARTH BRUEN: These are all fantastic developments. Glenn please.

GLENN MCKNIGHT: Back to the discussion of a simplified form. Just as a quick question, how many applications did we get in 2012?

GARTH BRUEN: That would be a question for staff I guess, For NARALO or for all the regions?

GLENN MCKNIGHT: For NARALO.

GARTH BRUEN: We got none which I think is an indication of not connecting with the community.

GLENN MCKNIGHT: When you went like that, it reminded me of a taxi driver doing that to me. I don't know what the hell this means.

GARTH BRUEN: In what country?



GLENN MCKNIGHT: He was doing this to me and it was something to do with my driving. So when you went like that I thought of something else. Do you know what I mean?

HEIDI ULLRICH: Sorry, this is too early for me, zero.

LOUIE HOULE: Ten, twenty, thirty.

GARTH BRUEN: Okay, in terms of other important meetings today, Mr. Louie Houle.

LOUIE HOULE: Louie Houle. I want to go back, just a short a remark. The membership that we have, the [ALSes] that we have, are all located where there are ISOC chapters or the intent of building an ISOC chapter. Maybe it would be a good idea to kind of think joint venture or sharing some information in our art outreach approach. Thank you.

GARTH BRUEN: Yeah, I think that it's always puzzled me that there is no ISOC chapter in Boston given the massive technical community that exists there. But in my own personal experience when dealing with people from the technical community and academia in Boston, I get one of two reactions when I talk to them about ICANN.



I get either, “I have no idea what you’re talking about.” Or “Oh no, not those people.” I try to explain to them, “No, no, no, I am discussing At-Large which is the community-based interface at ICANN, not ICANN itself.”

What I’ve seen especially in the technical academia there definitely is a hostility toward ICANN for historical reasons. But as new people come in and new ideas come in, there may be some opportunity to reengage them. Yes, please, Dana.

DANA BERRY:

It’s Dana speaking. As someone who is new to all of this and reading your Wikipedia entries and so on, I don’t mean this as a criticism. It’s just a comment as very, there’s a lot of information, very convoluted.

What you’re saying is more of a watered down version. Now yesterday I got this, which actually started to make everything start making sense. Do you have something sort of similar that sort of breaks it down?

And look at it as someone new coming to this I’m not totally sure yet what it is that I can either offer on behalf of my group or what this group has to offer myself and the people we work with. I guess that’s my comment.

GARTH BRUEN:

Are you asking in terms of media that consolidates and streamlines the information?



DANA BERRY: Yeah, pretty much. My background was advertising and people get engaged when you give it to them in simple facts, bullet form. But when I get handed folder after folder after folder, it's well you know.

GARTH BRUEN: No, this is definitely part of our continuing conversation over the week. I have two split sessions tomorrow and Thursday, both dealing with communication and NARALO communication.

One session is going to be about our internal communications and how we prepare for meetings and prepare for our agenda. The other one is going to be about how we communicate with the outside world.

Heidi just handed me our brochures which also, do you have one of these too?

Okay, there's six more. We're going to make sure that you get them. I think after that there are some other documents maybe we can make your pile all the way up to the ceiling. But no, you're absolutely right.

This is about clarifying the message and this is exactly what Evan was talking about earlier in terms of giving people the right expectations in recruiting them. We have to make sure that our message is clear and accurate to what we do.

And actually, sitting right in the room from Lacrello is Dev Anand Teelucksingh who is actually running the working group on our social media strategy. I don't want to put you on the spot, Dev. But Dev is going to be talking about this multiple times over the week. Maybe just a quick note right now Dev about that?



DEV ANAND TEELUCKSINGH: Thank you. Dev Anand Teelucksingh speaking. Yes, the At-Large social media strategy is something that's been worked on by the Technology Task Force which is an At-Large working group.

Of course if anybody wishes to join the Technology Task Force, they'll be most welcome to. The social media strategy was to disseminate information that typically only comes to ALSes via email.

So we've looked at two avenues, the two most popular avenues Twitter and Facebook, and looked to expand to other social media and so forth. So far, we have completed testing. We've developed one solution already. That was presented on Sunday.

We've got a lot of feedback from that session already on how to improve it. So I'll be happy to share the details with you or anybody else on ALS the link to my presentation and so forth for the discussion.

GARTH BRUEN: Yeah, and we're actually going to have Dev give us a little bit longer brief on Thursday at our morning session so bring your ideas please. Eduardo.

EDUARDO DIAZ: Yeah, what's your name again?

DANA BARRY: Dana.



EDUARDO DIAZ:

Dave? Okay, Dana, I'm hearing what you're saying and it's not only about the information but it's about the engagement. You know, what is here for me, right?

My question is because I think that's probably of what we are talking about. I'm just curious about, before we came here, if you can tell us what type of expectations you had that haven't been met because it's important for us to understand from somebody.

Because I haven't seen you before so it's very important. I want to see you again. So if you can please share with us that expectation that will help.

DANA BERRY:

I was invited here through Darlene. I didn't really have any expectations. As I said I read through all the information with the group I work through's community access program. Which for those of you that are not Canadian, the history basically was that one of the speakers yesterday, Tony [Klamensky].

He, in a different government portfolio was pretty much against the community access program which is to provide free and affordable access for all Canadians visitors. So I thought his speech yesterday was a bit contrary to what his agenda has been.

Oh, you agree. You're aware aren't you? So expectations, our group has had to restructure because funding has been cut by the Federal Government in order to prop up business.



I looked at the information on your website, through ICANN, as possibly something we should be involved in so we have a larger voice. Because I don't see ourselves limited to just one province or one territory. I'm not sure if that answers your question, but.

GARTH BRUEN:

Okay, so closing off these topics which are all very, very important. This is a good discussion. In terms of other meetings, there is at 4:00 there is a Registrant, Rights, and Responsibilities working group which is chaired by our, yeah I see that Glenn, our Vice Chair.

I'm sorry I can't remember if she's a Vice Chair or Chair, from APRALO, Heidi. Not Heidi, Holly. I'm getting confused. This is a very, very important working group. It's going to be a good discussion.

Right now, while we have a few minutes left in this room, I say we get refreshed with some more coffee and then make our way over to the meeting with the board. Glenn wants me to remind you all of the schedule for the Table Top. Glenn, did you want to talk about that for a second?

GLENN MCKNIGHT:

Yes, thank you Garth. I wanted to say that the people that attended yesterday did a great job. We were only given half the table. They were very clear not to do feature creep and sneak our stuff over to the side.

But I did appreciate my anarchist friends who kept slipping stuff further to the left. It was kind of an interesting experience. People were great. Monique was a star.



She was there constantly. She did a great, great job. And you know what, people came to us and they thought we were ICANN.

MALE: We are.

GLENN MCKNIGHT: Yes, we are. We are. They asked where the registration was so I instructed everyone to say, before you answer that say, “Are you North American? And if so, you should belong to NARALO.” Or if they asked where the washroom is, we said, “It’s over there.”

But I just want to point out, Gisella, can you move it to the right please Gisella? There’s a spot over there that’s pretty empty. If you go over a little bit further. You can see 12:00.

I don’t know if some people may be gone. But you see that spot there from 12:00 to 1:00.

So if you could look at your Doodle again put some times there. Evan, I don’t see your name up there yet. He’s ignoring me. And Darlene too, please? Thank you.

GARTH BRUEN: All right, thank you all and what room is the board meeting in, Metro East, which is downstairs by the registration and vendor hall, yes. Thank you.



[End of Transcript]

