
DUBLIN – At-Large Capacity Building Working Group
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ICANN54 | Dublin, Ireland

TIJANI BEN JEMAA: Is the recording started? Okay, thank you.

Good morning, everyone. This is our Capacity Building Working Group meeting, face-to-face meeting, here in Dublin. As you know, first of all, you have the agenda. Did you agree on it? It is there, and it was sent also. I don't see any hands, so I will consider the agenda adopted.

Now, this face-to-face meeting is supposed to be a planning meeting. You know very well that we did a series of webinars in 2014, and in 2015 we had a full program for the whole year. Twelve webinars during the year means that one webinar per month. It was done according to a consultation to know what are the topics to be covered. Now that the year is almost finished, we still have two webinars to be done for 2015. Now the purpose of this meeting is more or less planning for 2016.

We also want to show you and to tell you what we did to improve the capacity-building webinars, and perhaps seek for your views about what we can do to make it better. The first item on the agenda would be the evaluation tool.

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At the beginning, when we started our work, we did a sheet that every trainee would fill in after the webinar. The experience wasn't very successful since few, very few, people did that, so we didn't have a good image of the feedback of the trainees. So we decided – and it was under the initiative of Ariel; I want to thank her – we did, not an online, but an evaluation through Adobe Connect, and it was almost real time.

At the end of the webinar, on the Adobe Connect people can answer five questions. Not too many questions, because we noticed that when you put many questions, people don't take the survey. So this is one tool we are using for the evaluation. It is much better than before. Ariel will explain and will tell you how we did it and what are the results, more or less.

Then, also, we tried to cooperate with our ICANN Learn. The department approved our request to put all our webinars on the online platform as such, but in the future they will be put together and arranged as a course. So that will be a course on the ICANN Learn, and I think it is something very good.

So far, if you miss one webinar, you can go on ICANN Learn, and you can retrieve the webinar. You have the audio, and you have the presentation exactly if you were there.

Normally, Jeff should be here to tell us what are the future cooperation that we will have with them, because I propose that

we improve this cooperation and to perhaps prepare other kinds of learning that we can do in our Working Group and that they can use to prepare other tools for the newcomers especially.

So those are the new things we did, and now I will give the floor to Ariel to explain us the evaluation on the Adobe.

ARIEL LIANG:

Thank you very much, Tijani. I think you pretty covered what I wanted to explain. Just to give a little bit more detail, for the survey, at the end we spent about only two to three minutes so that attendees can give their feedback on the spot, and then we asked the questions like, "How satisfied you are with the webinar? Do you think the speakers showed expertise in the subject area?"

Then from [admin] side, staff can collect the result and see the percentage, the rating of those questions. After Dublin, we'll compile those results and present to the Working Group a spreadsheet of those evaluations.

In addition to that survey, we also incorporated the pop quiz during the webinar to keep attendees' attention. We work with the speakers to come up with the questions and answers, and make it very interactive.

I see Cheryl has raised her hand.

TIJANI BEN JEMAA: Please, Cheryl.

CHERYL LANGDON-ORR: Thank you very much, Mr. Chairman, and thank you, Ariel. As you might have noticed with my prompt answering of all these pop quizzes, I'm quite a fan of doing that.

But what I would like to see in our planning for this coming year is to clearly have in the agenda the allocation of time. What has happened is we've hit up against the end of the committed time, and then we're trying to get people to do these couple of questions.

I know it's only two or three minutes, but if your next appointment is already starting, that's two or three minutes that people are not going to spend. So can we ensure that our presenters are given 50 minutes, or two sets of 14 or whatever works out. However many presenters you've got, make sure that that end [band] is sacrosanct and there is an expectation for that feedback, and indeed your pop quiz.

Regarding the pop quiz, though, as we want to get people use to using this type of interaction – and this interaction is extraordinarily useful, as you know, to keep engagement and allow for the feeling of contribution as well as passive learning.

You might want to see if it is suitable that your presenters can have one, if not two, points in their presentations where they seek input from the audience by even a yea/nay or a "choose one of three." It does two things.

It allows people to feel engaged, but it also gives us real metrics, so we can see if 60% of our people have a belief that this is an issue or not. See if we can get our presenters to think is there a point where they would like opinion or input or a measurement of some participant view.

That'll also help us, because people will then know early on how it functions, because every time we get new people into the Adobe system, they're going to staff, "Where's this button? What have I got to do? What happens? Why don't I see...?" It just socializes the concept. So there are my couple of suggestions. Thank you.

TIJANI BEN JEMAA:

Thank you very much, Cheryl. Very constructive, but your last point is already done, because she explained before at the beginning the evaluation through the Adobe, and the quiz was explained by [Terry] before it happened. So perhaps in the future we will do it better, but...

CHERYL LANGDON-ORR: It's a practice [inaudible].

TIJANI BEN JEMAA: Exactly. I found the quiz very interesting, because it shows that people were following. It's funny. People liked it and participated, so I think it is a very good tool.

Yes, Ariel, please.

ARIEL LIANG: Thank you very much, Cheryl, for the suggestion. I think maybe at the beginning, besides doing that housekeeping note, we can demonstrate how to use that [pod] so that makes people aware this is the place to put your answers and how we use it.

CHERYL LANGDON-ORR: If I may, Tijani, what it means is in any given one-hour allocation, you now only have less 50 minutes for presentation, and the presenters need to know that.

TIJANI BEN JEMAA: Thank you, Cheryl. Yes, please.

LIANNA GALSTYAN: I just wanted to say I really appreciated the idea that you were going to send these course and webinar results to the ICANN

Learn, because I was looking through those courses and noticed that there is a gap between an introductory and low level of courses and advanced ones, so that you do not have courses which will show you step-by-step going. So I welcome that idea of bringing all those courses there. That's it.

TIJANI BEN JEMAA: Thank you very much. He is not here, Jeff. He was supposed to be there. Anyway, we will use this time as [easiest].

UNIDENTIFIED MALE: I am going to speak in French. Thank you.

I think that the evaluation that was done is extremely well done. It's very good. I would like to know if we can do it for teleconferences, for the monthly teleconferences, so that we have feedback on teleconferences and evaluate our teleconferences.

I listened to Cheryl, and I noted on the agenda that in our last month, the webinar program was very condensed over one month. I understand it was a very hot topic. We did program many webinars regarding this hot topic, but there was some redundancy. We finished a meeting, AFRALO meeting, and the next hour we had the webinar. As much as we can, we have to try to use our time a little bit differently when we can.

Regarding the density of the webinars, we have once-a-month webinar, but in the month of September we did two webinars because we were late. We started late. We had to do two in September, because from the start the Working Group decided that we would have 12 webinars a year, and we will do 12 webinars this year, so that's what happened. But this last period was extremely busy with so many teleconferences, and it was unavoidable to have this type of conflict.

We know what we can do, but we don't know what the others are going to do. So we have a program, a long-term program, with our webinars over six months of time, but then we have other events coming up. In parallel, you have other conferences. I do understand what you say. It's not our fault. There's not much we can do about it. Very well.

Do we have Dev online? Is Dev with us? Is Dev with us online?

UNIDENTIFIED MALE: Is Dev connected?

UNIDENTIFIED FEMALE: He disconnected. He just disconnected.

DEV ANAND TEELUCKSINGH: No, this is Dev Anand. I'm here on the phone.

UNIDENTIFIED MALE: How are you, Dev?

DEV ANAND TEELUCKSINGH: Thanks. This is Dev Anand. [It's very good] to be with you all remotely.

UNIDENTIFIED MALE: I am really sorry to wake you up very, very early.

CHERYL LANGDON-ORR: I'm not.

UNIDENTIFIED MALE: So, Dev, you remember we said in our working group that we will use the information from the Adobe to assess attendance and the activity. Have you thought about it? Did you do something for our webinars?

DEV ANAND TEELUCKSINGH: Adobe Connect does have an add-on or plugin called the Engagement Index pod, and what it does, it allows presenters to track the level of engagement throughout the webinar. What it does, it measures how the participants or the attendees are engaged with the presentation, whether they are using the chat,

for example, whether they are even scrolling and looking at the document in the pod. It measures how [inaudible] the status button to raise their hand, indicating status, and so forth.

It can then generate reports based on that to show how, throughout the webinar, how people were engaged. You can then study what parts were more engaging than other parts, and then perhaps use that to then design better-engaging webinars for the future.

We haven't had a chance to really test this plugin, so I think probably Ariel and myself will be trying to install the plugin, and test it out, and see how it works. But we haven't had a chance to really do any detailed testing on this.

I'll paste the link to more information about this plugin. I'll paste it in the chat so people can see the PDF, and it'll be part of the notes for this session. That's it.

UNIDENTIFIED MALE: Thank you very much, Dev, but I would like to ask you if it is possible to export those information to a file, any file, so that it will be recorded for the assessment.

DEV ANAND TEELUCKSINGH: I believe, yes, it can be exported. But again, we haven't really done the actual testing of this new pod. We're only just looking at what the documentation says about the pod online, but we have no practical experience of actually using it. I guess we'll find out when we actually test it and see how it can be exported and so forth.

UNIDENTIFIED MALE: Thank you very much, Dev. May I suppose that we will have it ready for 2016?

DEV ANAND TEELUCKSINGH: I think, yes, we could commit to try to test the pod and see how it works, and then we can ensure whether we're ready to deploy it in 2016, certainly.

UNIDENTIFIED MALE: Thank you very much. So our first webinar for 2016 will be... [inaudible] we get the assessment through this tool that you are preparing with Ariel. Thank you very, very much.

Now, since Jeff is here, as I told you, we have now cooperation with ICANN Learn, and he's in charge of this platform. We began our cooperation very recently on the one webinar, and we hope

that in the future it will be better, the cooperation will be better, and we will use other tools together.

I will give you the floor, Jeff, to explain what kind of enhancement/improvement we can do so that we will have a better – how to say – cooperation, and will have a better [trace] on the ICANN Learn. Thank you.

JEFF DUNN:

My name is Jeff Dunn, for the record. I work with the Development and Public Responsibility Department, which some of you have probably heard of. I also run the NextGen program, which I'm currently running a session in right now, so I apologize for being a few minutes late.

Basically, I just wanted to offer a very big thank-you to Tijani, who has been very important in connecting ICANN Learn and a few of the other things that we're running, with the upcoming meeting in Marrakech, and basically being a huge influence in how we've been able to connect with the community. So just a big thank-you to him.

Very quickly, I brought a few slides to show off the new ICANN Learn, which we actually just unveiled right before Dublin. As you can see on the slides right there, that's what it looks like. We really took all the feedback that we got from the community,

and I'll walk you through the feedback that we had gotten in the next slide, I believe.

We had community requests to really simplify the entire platform, because before, the platform was mostly text-based, which can be very confusing, especially if English is not your native language or if one of the major UN languages is not your native language. We listened to that. We tried to make it as streamlined and simple as possible.

The most requested thing was to be able to teach your own course, which is where you all come in, and so now it's incredibly easy to teach your own course, basically.

What I can do is work with you to focus on the content, turn your webinars into something pretty exciting, and make it as useful as possible, and then basically hand it over to you. You can update it, you can make additions, remove things, hold discussions, have live webinars right on the platform. There's about 15 different things that you can do with it, and I would encourage you to go check out the platform, poke around on it, and if you would like to... We'll see who wants to be the author of the course that we're developing for you guys. In general, there's so much you can do with it that I could probably sit here for a couple hours, and I won't do that to bore you.

I also wanted to note that there was a strong request to encourage discussion amongst [enrolled] students, so we're developing an even better system right now that's going to be integrated within about a month. The current system as it stands allows you to have discussion with your fellow students in your own native language, so you can have a conversation about whatever the topic of the video or the webinar is. If it's a static webinar – this is probably too long a word for the interpreters – an asynchronous discussion right now, where you basically communicate, leave messages, and that kind of thing.

We're also developing a live interaction platform where you can go on, watch a video alongside other people, and communicate in real time. That could be something very useful for meetings that we're looking into. I'm hoping to have that up by the Marrakech meeting, the next meeting, in an effort to make it as useful as possible.

Also, number four, as you probably see, is make more courses more video-centric. The previous platform was a little bland, and I was more than well aware of that, and I apologize. It just was not very friendly to videos, but the new platform is built completely around videos, multimedia, engaging content. We don't want to just offer you 5,000 words, and say, "I hope you learn something." It's much better than that.

Now we have videos that are followed by interactive videos where you can engage with them, click on things, followed by quizzes. We're also going to be rolling out the ability to earn badges and certificates, and that's very exciting. That was a huge request from [APAC] region, Africa, a couple other regions. We're very excited about certificates. I'm actually currently working with George Washington University in Washington, D.C., in the US, to look into certificates with them, and they're very excited. We're in the very early stages of that, I just want to make that clear, but we are definitely pursuing it aggressively, and the goal is to try to make this as useful a platform as possible. We have a lot of exciting things happening with it.

Moving on to the next slides, there's a few slides here, and I will try to go through them relatively quickly. I don't want to take up too much of your time.

Basically, the new ICANN Learn lets you offer public or password-protected/private courses, so if you wanted to host something just for your own internal group, we can do that as well. Of course, in the nature of ICANN and the multi-stakeholder community, the real focus is trying to make it all as open as possible.

Everything is free. We hope that you put everything out into the open to help bring in more people, do capacity-building. But

that being said, we also offer the opportunity to offer some – kind of your own private area where you can host all your videos, at no cost to you, of course. Basically, use me as much as you desire. I'm here to help you guys. This entire platform is just a tool designed to help the community. That's why we keep refining it based on your requests .We're going to keep doing that. Just because we have a new version doesn't mean we're going to stop innovating. We have a lot of ideas for it, and we've gotten a lot of feedback, even at this Dublin meeting. It's very exciting.

Moving along, I'll share these slides. I'll make sure you all get them on, I believe, the Wiki afterwards so you can see this, but you can also just go right on to ICANN Learn, and it's all pretty straightforward, to be honest. I don't want to walk you through how to browse through the course catalog.

The next slide is... You can see just how taking a course works. It's very simple. There's a nice background image. You can just click on, "Enroll in the course for free." It's very mobile-friendly. You can even download the entire course. You can download the PDFs, download the videos for offline viewing, which was another big request. We're really excited to be able to launch that.

We tried to shrink the videos down to be as small as possible, so basically anybody with an unreliable Internet connection, for whatever reason, can have easy access to this. If you don't have time now, you can watch all this on the plane ride home. Not that you would. You should probably get some sleep.

CHERYL LANGDON-ORR: [What is this, this sleep]?

JEFF DUNN: Sleep? Yeah, I've never heard of it. I know some of you were here at 9:00 last night.

Moving along the next slide, it's very simple, kind of like how taking course works. Teaching a course is just as simple. It's really fun to teach a course, because you can actually message the students directly from that. You don't need to use your email or anything, you can just select the group. You can even see how each student has performed.

You can just message the people who are struggling with the quizzes, if you choose to use quizzes. You can see how many people have watched each video, which second they stopped watching it, where they were most engaged, and there's a lot of information that you can explore. It's really fun to be a teacher.

But that's just me being the academic side of me. On to the next one.

Oh, yeah. So, as I mentioned, that's what it looks like. You can message each student with ease. We'll just move along to the next one.

I had mentioned there's a lot of data that you can get. This is just one of the many reports that you can easily create yourself, in-depth analytics.

Once I make you a teacher, once we launch the webinar-based courses, you'll be able to see, as you can sort of see the right – it's a little hard to make out on this – that everybody started watching the course, and there was immediately some drop-off, then it picked up a little bit. That kind of stuff.

You could spend all day with this kind of stuff. It's a really powerful platform, and I can't emphasize enough that we tried to make it as useful for you as possible, and that the goal is to make this as simple as possible. The last platform was very confusing, and this new platform is very much drag-and-drop, very straightforward, not too confusing.

Moving along, there's just a couple other statistics. I just wanted to sort of basically show this off so you guys get as excited as I am about this.

Moving on to the next one, you can see I took a screenshot of just our first day that we even started sharing this. We had 1,759 lectures viewed, 73 new sign-ups. We're already up to ten times that, to be honest. I did this five or six days ago.

In any case, I want you to understand that this is a platform for you that's being used by the community with a lot of acceptance, and they're very excited about it. We have tens of thousands of people logging on every month, creating accounts, and viewing these lectures. So if you're looking to do capacity-building, these are the people you want to reach.

These are people all around the world. They're not the people who are all necessarily able to come to the ICANN meeting. They're the people who interested in ICANN, might not know a lot about it, but want to figure out how they can get involved. That's kind of where At-Large comes in.

If you put together a course or series of courses, I can, of course, help you with that. This is a great opportunity to reach those people that you might not normally ever meet, really. So we'll just move along a little bit.

I put in... You can all look at these later. This is just more insight into what you can do as a teacher. We'll just go to the next one.

You can see some of the courses we have. We have a little over a dozen courses on there right now, and I'm actually going to be having, by Marrakech, probably about 25 or so in the major UN languages.

We've launched with sort of a critical mass right now, but we're actually going back in and updating all the previous courses which had become a little outdated, because everything happens very quickly at ICANN and is always evolving, so we wanted to make sure all the content was updated. I apologize for not having 100 courses on here right now. I run it myself, so when I say "we," it's me. It's the royal we, exactly.

On to the next one. We'll go... This is basically just I wanted to show it off, and I strongly encourage you all the check out the site. You can just keep going a few slides, basically.

It's just a very quick walkthrough of what it all looks like, all the videos. Very easy to understand. And there's a discussion area, as you see. I just wanted to show you a couple courses. There's a new ICANN for Business course that was just created and launched for Dublin.

The registrar training is a very interesting course. In the past 24 hours, that course has had more than 68 hours of video watched, so do the math. There's a lot of people watching a lot of videos right on that one course alone.

I would encourage you to check out the registrar training course, because that's a pretty good example we have now of something that walks you through a very complicated topic, as I'm sure you all understand.

Moving on, there's just a few more screenshots. I apologize. I got a little too excited to show off all the courses. We can go to the wrapping-up slide, which is probably a few more screens. Yeah, perfect.

UNIDENTIFIED FEMALE: [inaudible].

JEFF DUNN: Yeah, and there's even one that's sort of a guide to ICANN meetings, which I know a lot of you have been to ICANN meetings before, so if you take that course, feel free to then get in touch with me and say, "You should probably add in these things as well," because how to survive an ICANN meeting is important for just about everybody.

UNIDENTIFIED FEMALE: [inaudible].

JEFF DUNN: Well, yeah, hopefully. But, yeah, the goal is to make it really easy, and it works on every device. Apple devices, Google devices, you name it. We haven't had a problem with testing. And it works in all the major regions. We did a lot of testing on this.

I encourage you all to check it out, and also strongly consider teaching a course, whether it's for this group or for another group you're involved in, because I know you all do many things. It's a platform for you, and it's a great way to reach a lot of people who are looking to find you, basically. Thanks.

TIJANI BEN JEMAA: I see a lot of perspectives. It's what we can do lifetime... Not lifetime, real-time course, isn't it?

JEFF DUNN: Yeah.

TIJANI BEN JEMAA: So we can do our webinars through the platform?

JEFF DUNN: M-hm.

TIJANI BEN JEMAA: That's very interesting. And in this case, we will have automatic saving, and then we can make use of this webinar to build courses?

JEFF DUNN: Yeah. We're developing that. The feature's not yet launched, so keep using Adobe for now.

UNIDENTIFIED MALE: For a little while.

JEFF DUNN: Yeah. I know since you're launching new tools to go with it, you should take advantage. But in general, yes, the goal is to offer the live setup as well very soon.

TIJANI BEN JEMAA: And you have evaluation tools on the platform?

JEFF DUNN: M-hm, right.

TIJANI BEN JEMAA: And you have automatic recording of the activities, isn't it? And we can have interaction, live interaction, with students?

JEFF DUNN: Yeah. That's what I was kind of trying to explain.

TIJANI BEN JEMAA: When do you expect that this platform will be ready for that?

JEFF DUNN: Hopefully by Marrakech is the plan.

TIJANI BEN JEMAA: Very good.

JEFF DUNN: It's pretty technically complicated, so give me a little time.

TIJANI BEN JEMAA: That's wonderful. I was about to ask you other questions, but since you said that we will be able to use the platform for our webinars, I think it is useless to ask those questions.

Heidi, please.

HEIDI ULLRICH: Thank you, Tijani. Jeff, really, I share your excitement and your enthusiasm for this. Well done. Congratulations on the

development of this. At-Large has been working and asking for capacity-building sources for a long time, and this is really a part of the suite of activity that ICANN and the community's now developing.

Couple of questions. I saw that on the last few slides that you had beginners' guides. At-Large was actually the community that was the first source of the request, and actually, the first few beginners' guides were totally from the At-Large community. So do you have all of the existing beginners' guides on ICANN Learn at the time?

JEFF DUNN:

I don't think so. I know that we have some, and they're from a variety of sources, to be honest. But I'd love to have you send them to me.

HEIDI ULLRICH:

Okay, we can work together.

JEFF DUNN:

Absolutely.

HEIDI ULLRICH:

We actually have one in the pipeline. Ariel and Nathalie from staff have been working on an updated version of beginners' guide for ALSs, which is in draft form, almost final draft form.

Then the second question is in Buenos Aires in ICANN 53, this group has appointed a liaison, Juan Manuel Rojas, to work with you on ICANN Learn, and to link the courses with the capacity-building webinars. I think we're still in the evolution stage of that, but I'm just curious what the lead time is.

Once we identify the courses, the webinars that will be held, what is the lead time that you need to work with Juan Manuel to develop a course?

JEFF DUNN:

Honestly, not very long. The hard part is creating content, of course. And for you, the content is webinars. What I can do is actually take those webinars and take the transcription, get them translated into the languages, put them onto the site, but I can also chop them up a little bit, basically cut them together, to make them into lessons as you change topics and that kind of thing, so it's a little more engaging and interesting, and can add in a little bit of descriptions.

In terms of actual lead time, that takes about a week. It's nothing too long.

HEIDI ULLRICH: [inaudible].

TIJANI BEN JEMAA: Thank you very much, Jeff. What I am thinking about is to make courses from our webinars. So we will have a theme on which we will build our webinars, and after that you will try to make a course from those webinars.

JEFF DUNN: Yeah, exactly.

TIJANI BEN JEMAA: And my hope is that at the end we will try to make that over one year, for example, or over six months, and at the end of this course, all the attendees who attended all those webinars may have a certificate. You said that you can generate this kind of certificate?

JEFF DUNN: Exactly. That's not the first time we've had the request for that, and that's why we're... I was just in Washington, D.C., having this exact discussion, trying to make this happen.

There's a lot of legal issues, because we don't want to make it confusing for people. They're not earning course credit at their local university for taking your webinar, that kind of thing. As long as we can make that all clear, which I'm sure we can, we'll be good. But yes, that is the plan.

TIJANI BEN JEMAA: It is only a certificate of attendance. You will not say that this guy has the knowledge of that or that. You will say that he attended those courses.

JEFF DUNN: Exactly.

TIJANI BEN JEMAA: This is helpful. For some people from Africa, it's helpful. I think this great. Thank you very much.

JEFF DUNN: No, thank you for inviting me to come.

TIJANI BEN JEMAA: I'd like to work with you. We will constitute a small group to work with you to prepare our use of the platform for the webinars. It is very interesting for me, because it will solve a lot

of problems we are trying to solve, to [inaudible]. That's it.
Thank you very much.

Oksana, [inaudible]?

OKSANA PRYDHODKO: Can you hear me? What I would like to say is to congratulate you, Jeff. This is great work you're doing. I did visit the last platform, and I was critical about it, but now there is a great evolution. Very positive.

What I would like to know regarding the pedagogy and the learning on this platform... A user, when he come in, is he able to, according to his or her knowledge and prerequisite, where he should go? Which classes should he take first, for instance?

Second question is the same issue that comes back in this room. We talk about that. We work in English, mostly English, and we always hope for the other languages. This platform should be for developing countries.

You talked about thousands of people. I'm sure if you do it in other languages – in Chinese, in Russian, in French, and so on, and so forth – you can find many more users that are going to

follow those classes if they are in their language, and they'll be able to trained, thanks to that platform.

Regarding certification, you talked about that with Tijani. We have many, many questions. Certification is extremely important, because that will give the certificate [inaudible] about it. Why not using this certification, this evaluation, to nominate people to find fellows that can be very useful? It's going to force people to be more disciplined in their learning and to follow different types of courses. For it to make sense, they have to start with the easier one and go on. Maybe you need more than one person to do so, and you work alone.

Congratulations on all the work you've been doing.

JEFF DUNN:

The answer to the first question is we're developing a welcoming area where people can find out exactly what they should do. We're having a graphic made where you can come in and say where you're from, what you're interested in, and it'll tell you what courses you should take. As we develop that library of courses, we'll have, as I think I mentioned, about 25 or 30. There'll be plenty of options for people to come in. It's kind of like the stakeholder journey, but for online learning, if that makes sense.

To answer your other questions is we're developing the content in all the major UN languages. If you go to learn.icann.org right now, right on the homepage you'll see that there's links to each language. We're building out all of those languages as we speak. I have about 10-15 courses that I plan on putting up basically over the next few weeks, assuming I make it home on time.

The plan is to make it... I'm sorry?

UNIDENTIFIED MALE: Which languages?

JEFF DUNN: All the major. There's English, French, Chinese, Russian, Spanish, and Arabic.

TIJANI BEN JEMAA: UN languages.

JEFF DUNN: United Nations languages. And we're also... Actually, we've gotten requests for a few other languages, Portuguese and Thai, as well, so we're looking into that as well. It's more a question of funding and resources at this point rather than... We would love to do all the languages, of course, but that being said, we want to make this work for almost... Well, definitely for the

developing countries more than the developed countries, because we want to really reach the people who are not yet able to better get involved in the ICANN community for whatever reason. The goal is to make this a truly global platform that is very easy to use. We've developed the easy-use platform, and now it's just a question of putting the content on there in all the proper languages. So, yes, that is the goal.

And in terms of certification, that was a huge request before, and that's why we're taking it so seriously with this. That's why I mentioned in the presentation, explaining that the real goal is to make this as valuable a resource as possible for both the teachers, which can be you, but also the students, which is you as well, actually. We hope that the certifications are done pretty soon, and the badges and everything.

In terms of the pedagogy and gamification question that you led off with, we have explored that as well, and I would encourage you to check out the registrar training course, which is sort of the first example of an in-depth approach to having a pedagogical approach, which is probably not good for the translators. I apologize.

We're trying to make it as proper and academic experience as possible.

TIJANI BEN JEMAA: Thank you, Jeff.

UNIDENTIFIED FEMALE: [inaudible]?

TIJANI BEN JEMAA: Yes, please.

UNIDENTIFIED MALE: Can you please change the certificate on the [inaudible] side before going live? Currently it's a certificate for Ubuntu, something.com. If you are using the [inaudible] HTTPS, you get [a wrong] certificate.

JEFF DUNN: Say that again? I'm sorry.

UNIDENTIFIED MALE: If you change the URL in your browser here to HTTPS, you get a [wrong] certificate. Please change this before going live.

JEFF DUNN: Oh, okay. Thank you for that. I appreciate it.

TIJANI BEN JEMAA: Thank you very much, Jeff. You are... I didn't thank you for the work you did, because I did several times before, and I will do again and again. I know that you are working hard, and we have now a much better platform than we had before.

Before, it was material on the shelf only. Now we have a real tool of learning, and I thank you very much for that. I hope that we will all make use of it. At least, the Capacity-Building Working Group will make use of it. Be sure.

So, action item. Ariel [inaudible] will constitute a small group to work with Jeff for organizing our webinars through the platform. We need to learn about that so that we can implement it. Okay?

Second...

UNIDENTIFIED FEMALE: Can you repeat that, please?

TIJANI BEN JEMAA: Constitute a small group to work with Jeff to prepare our use of the platform for the webinars of the Capacity-Building Working Group.

Second thing. Since now we are exactly on time to leave the room, and we didn't make any planning, I will ask you... No, no, don't be sorry. We are very happy for that.

Another action item, Ariel, staff to send an email to the working group members asking them for the topics that they feel they are the best to be addressed in the 2016 program. Yes, please. And in two or three weeks we will convene a meeting for the Capacity-Building Working Group.

Cheryl, please.

CHERYL LANGDON-ORR: Thank you, Tijani. Because we know some of the hubs – for example, the APEC hub – are also doing a quite extensive and vigorous video... Say again? Webinar series. I'm hoping it'll come to video; perhaps that was future planning happening in my mind. Can we also see where they are in terms of planning in topic as well as in when they're happening?

I think, to go to [Aziz's] point, there seems like some weeks that the last...well, certainly in my life if I hear the letters C, W, and G in any configuration together, I go to grab a blunt butter knife and take it to my wrists, because I've had enough. I think we need to make sure that if there's topics, they may be worthwhile repeating, but we need to separate them in our respective plans. I think that's part of what you were getting to, Aziz.

That would be helpful if we could work more mutually with those other very important endeavors. I would like to propose

that we don't aim for 12 in 2016, that we aim for – pick a number; nine or ten, it doesn't matter – but recognize that there will be a month where some extraordinary event probably needs us to put something in, because we need to bring up the general understanding of our community so that they can respond and react to something.

I think we should build in at least one month – 11 is a good number, too. but just instead of having to, as we had to, double up, this time let's have a little gap somewhere in the year so we can plug one in. Thank you.

TIJANI BEN JEMAA:

Thank you very much, Cheryl. It was planned like this at the beginning. We didn't plan to make webinars during the summer since the attendance is very... During the vacation period. But since the capacity-building activities were almost null two years ago, we try to catch up. That's why we made more than we planned at the beginning. But this year we will not plan for 12. We will plan for, let's say, nine, perhaps.

CHERYL LANGDON-ORR:

Perfect number. Sold.

TIJANI BEN JEMAA: I think nine will be good. Thank you.

UNIDENTIFIED FEMALE: We have a comment from [inaudible].

TIJANI BEN JEMAA: Yes, please.

UNIDENTIFIED MALE: I missed your explanation, Jeff, why is this necessary on the platform to log in and register before seeing any course; why it's necessary to log in and register on a different platform before [commanding] anything on this platform; why we do need to know who is participating and learning here.

JEFF DUNN: That's a great question. The answer is so we can better understand who is taking these courses and keep improving the courses. As we get more people, we want to know what their interests are.

If you're not comfortable sharing that information, you don't have to use a particular email address. You can just set it up with whatever account. But basically, it's so we can keep you updated on when there's a course update. You don't share anything other than your email address and your name. There's

no credit card information or any other kind of personal information. That's very intentional. We kept that as minimal as possible.

It's basically so we, as a teacher, if you wanted to teach a course, you would be able to know the people, and you can communicate directly with that student if they're struggling. This way, you can see that they had a tough time on a particular quiz or they're able... Basically, then they're able to also contribute to the discussion area as well.

Rather than just having a bunch of anonymous users, we want to be able to, as I'm sure you understand, directly correspond with the students, just like you would in a classroom. You would walk into a classroom and have to share your name, or basically the teacher would have to know you in order to start teaching, typically. You have to enroll in a course, just like in person, so we tried to mirror that. That's basically just the standard of practice for online learning at this point.

UNIDENTIFIED MALE:

Just to make clear, especially for the basic courses, for those people who are start learning what ICANN is and how it works, it would be much better to have at least opportunity to make anonymously participation, or only viewing the courses should be possible.

I understand you. I understand it from the point of the teacher, but from the viewpoint of the end user and the Internet, every question for "who are you" is a very, very strong problem in order to get in touch. People do not like to be spied or have the feeling to be spied and identified.

For a starting platform, might be the best thing that we can do that we offer all the courses, even the basic ones, only to known and identified persons. I do not have any problem with a webinar which is closed to registered users. But for the videos here, for the questionnaires, for the tests, to be possible to take part in without any login. Thanks.

TIJANI BEN JEMAA:

As for the Capacity-Building Working Group, I do think that it is better to identify people. There is no spy-ship on this issue at all. It is only to identify people who enter, who take those courses.

I will give you an extreme case. I don't want to educate a terrorist. I think that if you identify yourself, you don't have anything to be [inaudible] to you. This is just to give a name and e-mail so that we know who entered, who took the course.

JEFF DUNN:

In terms of the functionality, I also wanted to make it very clear that we also have the ability to do previews of courses.

What you can do if you wanted to create a course that you wanted to make completely available and not know who's taking it, then you can just simply... It's actually very easy. As the teacher, you just click a box, and you make it available, and you don't need to be logged in to view it. So that functionality is available, and if you choose to use that, you're more than welcome to. I would just say that of course you wouldn't know who is taking your course. That's all it is. But it is available.

TIJANI BEN JEMAA: And nothing is closed. Everyone can go. Everyone can use the platform. There is no restriction. Only identify yourself.

I am informed that we have to leave the room. We have to stop, because the interpreters want to stop, so now I think that...

CHERYL LANGDON-ORR: [inaudible].

TIJANI BEN JEMAA: Yeah. Cheryl wanted...

CHERYL LANGDON-ORR: [inaudible].

TIJANI BEN JEMAA: Okay. We have [Philip] who wants to speak, so [Philip], very, very short, please.

PHILIP BATREAU: Bravo, Jeff. Congratulations, Jeff, on this work. I have one question. Are you going to do partnerships with external companies or organizations in order to broadcast your content?

JEFF DUNN: We have already done a couple partnerships. We've worked with New York University's [GovLab], which some of you might be familiar with, and we're currently developing a course with George Washington University. I actually also recently met with a few of my former colleagues and friends from Harvard and MIT as well. I helped set up the [EdX] platform over there. So we have a lot of communication, and we have a potential partnership with the University of Southern California as well. We're in the very early stages of this platform, but yes, the goal is to generate some great content from experts in the field and academia.

TIJANI BEN JEMAA: Thank you very much, Jeff, and thank you all. We have to close this session. Discussion is closed. Thank you very much.

[END OF TRANSCRIPTION]