
MONTREAL – Joint ALAC-GAC-NPOC Communications and Capacity Building Session
Saturday, November 2, 2019 – 15:15 to 16:45 EDT
ICANN66 | Montréal, Canada

MAUREEN HILYARD:

Thank you everyone for being here today. This is an important session. For me personally, I think it's a very important session because it actually sets the scene for a lot of the work that we are going to be doing during 2020 within At-Large. Communications is a major issue for us because how people communicate and what they communicate within the regions is a really important task for At-Large. It means that we'll be spending quite a lot of time in the post-ATLAS activities that we do, working on resources and building resources that are actually going to build capacity, build resilience within the regions and to gain more traction with regards to the messages that we want to send out to the regions about the work that ICANN is actually doing and our role in delivering those programs.

This session was actually sort of like developed as a result of a joint venture, a document that went to the Board about resource material related to policy. Both GAC and At-Large decided that sometimes the information that was coming from ICANN Org about a lot the issues related to the policy development within the SO's and other AC's, really was a little bit beyond the capacity of many of our members. It was very technical and of course, many of our members are non-technical. What we wanted was to make it more -- wanted to develop ourselves or develop with ICANN Org or see what ICANN was actually

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working on that may perhaps help us and help our regional members convey those messages which we think are really important.

Both the GAC and the ALAC put forward a proposal to the Board and they supported it. We're actually just following up on that, probably a bit more meaningfully, so that it's going to help us. This session is to establish for ourselves what is on top within the three areas. We have the GAC, who is going to be very ably represented today by Rob, because the GAC members are very involved in a session that requires all their man power.

It's really just to give us an update on what's on top for the GAC with regards to meeting their resourcing needs. We have Joan and NPOC, who also relayed to us that there's a similar need. We thought why don't we do it together. It's really great for us to be able to work with the other groups, to be able to work with other sections of the ICANN Community and I think that's really important. I can't see the value in us doing something, them doing something and we're not actually talking to each other, it's the whole point.

We've got At-Large, we've got the GAC, we've got NPOC and we've got ICANN Org. We've got all the partners here and we've going to first of all look at what it is that is on top for us with regards to our needs, communication needs, the whole gamete of communication for us as the constituency groups and how can we work with and collaborate in some way with ICANN Org too, produce the sort of resourcing that we actually need. This is material and that kind of stuff. We can ask for money as well, can't be silly.

What we'll be doing therefore first off, is to get some feedback from the three groups. We will hear from Sally Costerton and Sally Newell Cohen and probably something from Betsy as well. Then we wanted to break people up into groups, to get some ideas from people within the group about what they see the needs and feedback to us. Then have some final comments. That's the general agenda. I think what we might do then is start with the At-Large and Joanna, who's in charge of our Capacity Building within the Outreach and Engagement Committee is in charge of that area. Up to you, Joanna.

JOANNA KULESZA:

Thank you very much, Maureen. Thank you to our guests for joining us here. I will try to keep this brief, just going through a few points. We have actually been going through various forms of capacity building throughout the morning, so not to over extend the patience of our members here, I'll try to be brief.

As the agenda mentions, we have been involved a series of capacity building exercises; one of those has been a podcast series that targeted potential ATLAS III participants. We have chosen five themes that we, as a community felt were most relevant and we have invited community members but also members of ICANN Org to provide us with update to information on issues that are relevant to the community, both in terms of capacity building, policy making and outreach. When I say we, I mean myself and Alfredo, having the Capacity Building Working Group but also the entire community that has supported us with those efforts.

We have produced a series of webinars as already said. They were presented in real-time with regard to the different time zones that we had, there were presented in various language versions to target the diverse At-Large community. All of those webcasts are provided online, also with those various language versions that were originally used for them. As I already said, that was an exercise that has led us to ATLAS III, the highlight of this meeting. We have invited At-Large community members to both, provide information to them but also to get substantial feedback on issues that most relevant to current ICANN policy making developments.

There is an entire program, there is a theme that was developed, Olivier and Eduardo headed the program development for ATLAS III. Those capacity building efforts were aimed at ensuring that the members we have here onboard, are well informed and are ready to carry on the baton so to speak, so to carry on all of those policy and development efforts within ICANN but also to provide outreach on relevant At-Large positions and policy making efforts.

The agenda mentions a series of short videos, that is indeed the case. Community members have provided short videos with relevant information on update for policy developments but also on issues that are relevant to the community as such. This morning we started off with Jonathan presenting what we call Talking Points, a position that At-Large takes on current lines of discussions here within the community, both in terms of policy development but also in terms providing outreach and informing the community of what it is that At-

Large does and where it stands when it comes to various challenging topics that are being faced right now.

Those Talking Points reflect both, on one side they reflect the themes we have chosen for the webinars, we addressed issues that deal with both security and privacy, so we discussed the EPDP and we discussed potential DNS Abuse. Those are issues that are being discussed within At-Large right now. This takes me to the most comprehensive exercise when it comes combining capacity building and fueling the policy development process, which is the At-Large Policy Platform. We played it this morning for our community members but keeping in mind that we have guests, I wondering if we might be able to play that video very briefly, would that work? If we can play it, that would be perfect. That is a very brief presentation of the Policy Platform, just six minutes and it's a comprehensive explanation rather than me doing that off the top of my head. Please, go ahead with the presentation. Thank you.

We have managed to make this playing before; I think there is support coming. I'm certain we can get this running much quicker than the morning, and if not, I'll just keep talking, don't worry. It's just a sound issue but we solved it.

JONATHAN ZUCK:

Joanna, teach us the Polish tongue twister about the fly rolling in the grass, right?

JOANNA KULESZA: It's the beetle, John.

JONATHAN ZUCK: The beetle rolling in the grass.

JONATHAN KULESZA: I might resort to that but we might have sound. Let's try that.

VIDEO: -- and to facilitate its evolution with consultation with the RALOs and all the other members of At-Large leadership. With the At-Large policy platform, we help provide people with principles behind At-Large policy development, as well as an overview of some of the key issues on which the ALAC is currently engage. The At-Large policy platform is meant to be a living document, that evolves as new issues present themselves. Hopefully, it will be an aid to any At-Large representatives to various ICANN efforts, such as working groups, review teams, commenters and advisors.

The policy platform is based on a bottom up process, that began with surveys by the RALOs of their members, which were in turn forwarded to the CPWG for evaluation and approval, ultimately by the At-Large Advisory Committee.

There are many topics of potential interest to internet end users, our first step is to separate the individual users from the business users. Once we do this, we can see there are many interests in common but

several that apply only or mostly to business users. Our next step is to impose the remit of ICANN, which is focused solely on the security, stability and trust of the dynamic naming system or DNS. Now we see that there are interests of individual users that fall outside ICANN's core mission. It's on the issues within ICANN's remit we must focus and in particular those that are less represented by others, such as the business constituency.

The ALAC mission is to advance the interests of individual end users, not to represent end users. The reason is simple, individual end user interests are not a category of user, instead they are a category of use. In fact, we are all individual end users most of the time. Individual use of the internet includes browsing, searching, research, shopping, travel and dining reservations, online banking and video streaming.

Ideally the ALAC advances the interests of all users but there are small categories of users that are ironically well represented inside the ICANN Community, they are the business users and registrants. The business users are well represented by the business constituency and the registrant interest are well represented by the NCUC and registrars, that means if there's ever a conflict, the At-Large focuses on the non-registration related interests of individual end users, both the issues are privacy and geographic names have raised these distinctions.

Once all these things are taken into consideration, Joanna and I have broken this down to the following big topics that we'll focus on as we create this living document. Internationalized Domain Names, IDN's

and universal acceptance, DNS security and abuse, DNSSEC and cybersecurity, ICANN and human rights, privacy policies, consumer protection, ICANN jurisdiction and internet governance, new gTLDs, the issues of public interest commitments, security, stability, indigenous rights and trust, ICANN transparency and accountability, consensus through partnership with governments, businesses and civil society; and beyond that, we open it up to feedback from all the RALOs, including you, to give us feedback into whatever issues you think need to be included in this document.

What are the next steps? We're going to create Wiki space for the document and to finalize these topic areas. Get ALAC approval and then create a document that summarizes them, as well as the current At-Large perspectives on these topics. Ideally, this results in a living document that continues to evolve, with issues raised by the regions and direct participation of RALO leaders and policy development. Thank you and we're happy to take any questions.

JOANNA KULESZA:

Indeed, we are; thank you, Jonathan. That's a very brief summary of our efforts. We are also involved in collaboration with the GAC, trying to get a good understanding of collaboration in terms of providing new comers to both communities with information on the technical side of internet governance. We have been in talks of setting up a series of workshops where new comers to this community and to the GAC community, which both have a relatively quick turnaround of

participants, will be invited to workshops, where that technical side of things will be explained to them.

I'm going to stop here because I'm out of time anyways. But that's a very brief summary. I apologize if it might have been somewhat chaotic but we look forward to your feedback and to exploring other ways to make the community work together closer on issues related both to capacity building, to policy development and to getting the message out that this is a well structured community that bridges effectively, relatable policies. Thank you very much.

MAUREEN HILYARD:

Thank you, Joanna. Rob.

ROB HOGGARTH:

Thank you very much. It's a surprise for me to be sitting up here, next to Maureen this afternoon, thank you very much for giving me the opportunity. It's nice to look around the room to see many familiar faces and for those of you who don't me, my name is Rob Hoggarth, I'm currently responsible for the team that's supports the Governmental Advisory Committee.

I'm sorry that our actual members couldn't be but I would like to clarify, I always like to say I'm here in personal capacity, I can't say that today but I'm not here representing the GAC, what I think is as GAC support staff, going to share with you some of the activities and

initiatives the GAC has been engaging in recently on the side of capacity building. I hope that will inform some of your discussions.

I became aware of or involved in this collaborative effort literally two years ago at ICANN 60, when Alan Greenberg and Thomas Schneider, former chairs of both ALAC and the GAC, put their hands and arms and brains together and forged this joint statement that you referred to, which was somewhat notable in that we had two advisory committees coming together, sharing a perspective with ICANN Org and the Board, saying, “We need help. We need assistance. We need more resources to help us inform and build the capacity of our members.”

Now, I’m not familiar with the statistic for the At-Large community but when I joined the support efforts for the GAC, I was informed somewhat to my surprise, that the GAC is one of the highest, I’ll use this term which isn’t politically correct, coming from someone from the GAC, turnover if you will, structures within ICANN. Currently the GAC experiences a 25 percent participant change rate on an annual basis. So, literally, every year we have about 100 people either joining or leaving the organization. Over the 12 months, the committee has seen 99 new participants and 62 members of the committee have departed.

Now, it’s important, just as a clarification, the GAC membership is very stable, we have 178 country and territory members, there are 38 observing organizations but, they all have their own delegations and that’s where the change takes place and that’s where the GAC Leadership a number of years ago saw the challenge, how do we

onboard new members in an effective way, to get them up to speed quickly? Particularly when many of those participants only have a tenure at ICANN of about 10 to 12 meetings. We're still working on ways to collect the demographics that are consistent with GDPR and other privacy concerns.

The bottom line is, we recognize there is only a set period of time in which a number of these participants are going to be involved and even if their first meeting, we're wasting that by not having them onboarded properly or involved, then we've already lost 10 percent of their ultimate contribution. As you can appreciate, as you have all seen the differences take place within your own At-Large communities and other noncommercial communities, it takes a lot to bring somebody up to speed, you invest a lot of time, effort and opportunities and if someone is leaving in only a couple of years, how do you really work to make the more affective?

The GAC program over the last couple of years has focused on four major areas. The first is information sharing with perspective members. There are still countries and territories around the world who aren't GAC members yet. What the GAC has initiated and partnership with the ICANN Government Engagement Team, is a program that only recently has become more core to the GAC and that is a series of capacity building workshops, that either take place in conjunction with an ICANN meeting or from time to time take place at 'industry events' that take place in different regions around the world. The most recent one that we had this fiscal year was in Bahrain, just about a month and a half ago or less and there are more activities

planned for the rest of this year. That was the result of the additional budget request process that ICANN Org provides to the community.

The other piece there is, in addition to recruiting, the capacity building workshops help to inform GAC members who may not be able to come to ICANN meetings. You all appreciate yourselves and I was getting to know many of you, not every GAC participant or even every ICANN community participant can come to every meeting. There's a recognition that if the GAC place itself forward at some of these other events within the internet community, there are then opportunities on a regional basis to connect with and build relationships with participants.

From a program perspective, these capacity building workshops with ICANN Org support have been very affective. After every one of these workshops there are surveys that go out, asking people for their feedback and actually even as the events are being planned, potential participants are asked about what would you like to hear, what topics would be of interest to you? That's proven to be very affective.

As I mentioned earlier, a key part of this four-legged stool, is onboarding new participants. At every ICANN meeting, this was our fourth meeting since we started to do this, we have a session zero, which is for first time meeting participants, we conducted that this morning. We send out and RSVP before every meeting, identify who's coming and we're still building the success rate of people actually RSVPing to us but as we do that, we ask, "Oh, your delegation is

planning to come, great. Is it the first time that someone's coming to a meeting?"

When we learn about that, we then invite them to the special session, very informal, it's just staff, maybe one of the members of the leadership team to welcome the new meeting participants and we just have a conversation. Share with them what the seating is like, what some of the major issues are, familiarize them with some of the briefing materials, some of the content we have on the website. That's proven to be something we gotten good feedback on. People appreciate that welcome, that introduction because for many folks in the back here or for new people at the table, it can become an intimidating experience, particularly in the GAC room where everyone's formally sitting behind their tables.

Then finally, and this something actually that Betsy and I heard today during the meeting of the Underserved Regions Working Group, is there is a great need, not just for the new people but for members of the GAC who've been around for a good period of time. Again, an important aspect of the demographics of the GAC is that a GAC participant in ICANN, a delegate, 100 percent of their portfolio is not ICANN, in many respects it maybe if we're lucky 10 percent of their portfolio.

The challenge there is then, how do we get people prepared and ready to come to a meeting, ready to work, not just to sit and absorb or learn or get an update or briefing but to actually participate and contribute. ICANN Org has taken great strides over the last couple of years in

introducing webinars ahead of the meetings for people to participate in, for transcribing and recording those so people can time shift and actually get that information. That's something we've been doing as a policy team for quite a period of time. That's one channel, that's one way.

I think that what the GAC has recognized and what ICANN Org has recognized is, there is no magic bullet. Every one of is different in terms of how we absorb information, how we best absorb things from either reading or hearing it verbally or like I do, I have to hear, write it and then read it back to myself. By creating various channels in many respects just throwing a lot of things out there, you find that it can be very successful, that's essentially, if I can call it a strategy, something the GAC has been trying to employ.

We're trying to tray a lot of things, maybe fail fast but then we'll always capture something like these first timer sessions, that really end up working. There's no full solution for someone who's been on the GAC for a couple of years perhaps, but the discussion that Betsy and I heard today was, the desire to be updated regularly on developments and that frankly is a substantial challenge. We still get feedback about the website and that's not just ICANN Org, that's the GAC website and the challenge I think we all have is, from a content perspective, creating it and then there's a certain measure of personal responsibility ultimately.

People have to read stuff; people have to listen to it. I think one of the challenges you may experience here and some members of the GAC do

as well again because of time, we can create all we want but if people don't read it, then it does no good. Again, the concept becomes much more of an offer as much we can, basically a form of doing the best we can, in hopes that people will come.

I somewhat smile just thinking about and I hate to admit this but I've been with ICANN staff about 10 years now, we were having these discussions even internally as staff 10 years ago, what works best, push or pull? Do you put stuff out there or do just let it sit there and get interested people to grab it? I think it's a combination, that's what we found over time. I think the GAC will continue to do this.

One final piece is really going to be the ability and I think this conversion we've now seen is, there's a commonality of interests and now with NPOC and ALAC and GAC getting together, there's finally this momentum and it's nicely dovetailing with a lot the efforts of the new ITP that I'm sure my colleagues will be talking about, that's very exciting in terms of being able to pull all this together, not only the availability of stuff but the content itself.

I'm hopeful that was helpful just in terms of an overview about what we're trying to do from the GAC side. I'm happy to chat with you all later about, individually. Thanks.

MAUREEN HILYARD:

Thank you very much, Rob. I see that Sébastien's got his card up. Sébastien, I hope you don't mind if we hear from NPOC first off.

JOAN KERR:

Hello everyone, I'm Joan Kerr and I'm the chair for NPOC. The chair is sort of a nice term but it's real -- it should be called a facilitator, that's how we sort of approach things. In that vein, I would like to introduce the team that's here, we call ourselves the NPOC Team. Beside me is Raoul Plummer, and you guys have to stand up, so don't be lazy. We have Ore, Guan, David, please stand up or wave, we also have someone who couldn't make it because of Visa issues was Caleb and in the air is Carlos. That's our team. Anything I say they have to take responsibility for as well.

By the way, Rob just spoke and he left us as our staff person, shame on you because you're going to like some of the stuff that we're doing, actually you influenced some of it. He was very supportive and also supportive to us these days is Maryam Bakoshi, she can stand up as well. If you ever want a really great staff person, Maryam's it. She has this way of asking me to do things and this is how she does it, something has to be done and she'll send me a little Skype message and says, "Can we do it now? Thanks." I go, "Okay."

NPOC has really grown. When I became chair, we had 34 members, that was 2016 and we're now over 101, and people are asking to become members and I think what we're about to tell you, we'll tell you the good story of how NPOC has grown. I'm going to ask Raoul to talk about some of our strategies and activities. But, I just want to point out one thing, whenever you want to outreach to people, you have to build trust and in building that trust, you have to have a clear

message of what it is that you want to get from them and what it is that you're offering and who you are about and why is it valuable to them and how can they interact with you?

These are the things we had to define for the last couple of years and we had nothing, we had to actually start from scratch and that was a good thing. It sounded daunting at first but it was actually quite exciting because we got to be as visionary as we wanted to be and grassroots. What we end was creating this infrastructure and creating a leaner, friendly organization that people wanted to be part of. When they came to our meetings, they were really inspired in our discussions because we were talking about the actually grassroots and how organizations can work and can succeed in the digital age and in ICANN as a whole. Before I say anymore, I'll let Raoul talk about some of our activities and then we can go from there.

RAOUL PLUMMER:

I think the topic for these five minutes was about updating or telling you what communications tools we use and then do brainstorming on how to improve all of our constituencies. This is going to be very concrete, not abstract at all. Basically, we went through what tools are we using at the moment and found out there is quite a few. Skype, we have two channels, one is for all the members, NPOC members and then there is one for the executive committee. We have the discuss list, email. We also have the EC list, those both emails.

Then we obviously have our website. We have Trello for task management. Use Google Docs for collaboration on documents. ICANN wiki is basically recording everything in the background, with Maryam's been doing very well. Then we're communicating what we're doing out to -- through social media, Facebook and Twitter, we also have an account at LinkedIn, we just made a survey on our domain as well. Basically, I think if you want to put this all in one sentence, it's that we want to start using our domain for everything we can.

We really want to centralize our communication so that if anyone is interest in what NPOC is doing, they really get the latest information by coming to our website. Making everything come out from our domain before it goes to social media for example, you'll also know it's the source for all this information. We really want people to use our domain more. We also want to utilize the domain. We've tried to do it with open source tools that also free and something that works, and that's a hard combination. But LimeSurvey for example is one of them, that's something that you can just wet up your own instance in your hosting service and there's a few others.

We've been looking for something that we can use for private messaging, task management, [inaudible], like what we use Google Docs now for and document repository. We found one solution that we haven't tested yet but it looks good, it's called Next Cloud and it's something that's also open source, it's free, you can put it on your own website and run all of it from there. It's something that we haven't

had, a proper structure for all our documents and it's something that we want to make it as accessible as possible.

With the Next Cloud you can set up different level user profiles, you have the executive committee accessing only certain documents and the members accessing some less critical documents that are still discussing or ongoing. We'd of course be displaying our mission and member profiles and blog posts on the domain, as well as a beginner's guide to NPOC.

To make our work load less, we are also thinking of making it so that every new message that we want to get out there would be put first of all on our blog post and then we're using automation, like for example IFTTT, which is 'if this, then that', it's something that posts automatically something to Facebook and Twitter. This is stuff that we want to get to not for profit organizations to use. We want to make a showcase of NPOC domain of how to utilize your domain as good as possible. That's really the goal for us in the near future.

JOAN KERR:

Thank you, Raoul. Our idea is that we're small and most not profits are already stretched for time, so how can we be a showcase side for efficiency and effectiveness, that basically was the vision and then how did we come up with the solution. Thanks.

MAUREEN HILYARD:

Thank you very much. I think things have changed a little bit. What I've been getting here is really good feedback on what each of the groups are doing and I think it's time now for you to -- we were going to have the brainstorm sessions but because we've got a few people from all the different groups, doesn't make it -- but I have really appreciated the fact that we're actually sort of building a list already of things that could be -- exactly. I would really like to hear from the two Sally's, I've been referring to you as the two Sally's. It would be really good to hear from you and also from Betsy as how you feel that some of these activities could be coordinated between us.

SALLY NEWELL COHEN:

Hi everyone, I'm Sally Newell Cohen, Senior Vice President of Global Communications and Translations. I want to thank you for inviting me and Sally to be here today, and Betsy. We appreciate the opportunity for the dialog with you because I think together we have many shared purposes and shared intentions and Joanna you said it so well, it's clarity of message particularly and not just creating the capacity and building capacity, but creating awareness and driving interaction, so that's important for all of us.

I don't know how much you know about the Comms Team, so if you would just indulge me for a second in telling you a little bit about the team. On the communication side of my function there are 15 people that are focused on the communications piece of it and it might be people that are dedicated to working on the website. It might be people who are performing media relations. We have some people who

write, people who edit and we do many different things in service of the different groups, like policy is one of them, we have a liaison that works directly with policy.

We have liaisons that work with OCTO, with MMSI and our job with each of them is to work together for clear and coherent messaging. It can take many forms, it can be blogs, it can be announcements, it can be news releases, it can be interviews, all of it ultimately ends up on the website. A lot of what we do is ensuring that that's there. It's timely to have this conversation from my perspective because I've now been at ICANN for a year and many of you may know that it takes quite some time to learn about ICANN, I don't know if you consider that an understatement but before you could do anything, you have to have some understanding of ICANN and the acronyms and the groups and all of those things and how they work together.

The next step for me is to look at what we do as team, to ensure that we're using our resources effectively, that we are accessing what we do and how we do it and most importantly and I think most importantly for you, is trying to create clearer messaging that's more accessible to someone who isn't technical because our content is highly technical, that's an important objective my team and I, to clarify. That will help all of you as well. The objective is for us to create this content that you can use and repurpose.

The primary goals for us are reputation management externally and that is either through what we say and how we say it or how we look and that could be the logos and all the different graphics. And I know each

of your groups use those to make sure that we have consistent look and feel. But we also are trying to find ways to reduce duplication of effort and I would venture to guess that there's a lot of duplication of effort between what all of you do and it's extremely difficult to break through the noise. An increase in the volume of your communication doesn't matter if you aren't in the right -- going to the right people at the right time with a clear message. And Rob said it really well, it's one of the most difficult things, is trying to get a reaction to your content and if blogs aren't working, what do you do next? There have to be other vehicles.

I think, Joan, you talk about trust and credibility, it all goes hand and hand and it's the clarity of your content. What I'm saying is, I agree with everything I'm hearing of what you're trying to do and how to do it. This is a great dialog to be having because as we in the Comms Team are looking at our resources, we need to look at ways to be able to help you more.

I don't know how much more because like any non profit you have finite amount of resources but for use to look at ways we can leverage what you're doing and for you leverage what we're doing. I had never heard about the policy platform until today but that, I'm looking forward to seeing that because I think that's an important piece of work. We create something also in ICANN Org that's a messaging document and it covers a lot of different topics and I think here might be synergy between those. It's something to look at. I have so many notes here of things I want to say to you.

One of the most important projects that we are working on right now is the Information Transparency Initiative. I think that some of you have seen pieces of that, we're going to have a short demo of that, one of my colleagues is going to come up and show you a little of that work. What the intention of that is, in many ways is, it's a document management system at its base. I know I had heard that that was a need also. To make searchability easier on our website. To have a structure that's a little bit more intuitive. To have an easier way to get to the information you want to get to quickly so we'll show you that.

The first phase of that will be soft launched in April. Probably by September we'll have it fully rolled out but for that soft launch we're going to be running the two websites in parallel, so the new site and the current site. ITP is the next phase of that project and that's a platform. We're really building the platform now and then we're going to be standing up different sites. There are somewhere around 32 different ICANN related websites today with all of the different groups.

I think for strength in perception and reputation, it's an opportunity for us to bring some of those sites on to the platform, so that there is a more consistent look and feel, it will also be easier, authoring is easier. There are many ways to better leverage the resources we have. That will be coming and we'll tell you more about that over time. I wanted to make sure you're aware, that's one of the biggest that will help us.

In terms of what more we can do to support you. I think it will be interest to listen to what your core objectives are and see how we can help. Is that helpful? Okay. Alright Sally, turn it over to you.

SALLY COSTERTON:

Thank you, Sally. This is an endless joke, everybody in the Org still, it's a year, still they're not bored of it. We aim to please. Would it possible to go back to the Word Document that was the GAC ALAC, would you mind just moving the screen up slightly so you can see the rationale? Thank you.

Some of you may know that I lead Engagement at ICANN. At ICANN we tend to use the outreach and engagement interchangeably. We often refer to them as though they are in fact one word. Actually, they are different things and we talk about this a little bit this week already in our team and you may know this but forgive because it's important that we explain to you who does what so that you know exactly who you should expect to help with what.

What Sally does is actually outreach mostly, some but not all of the tools that you've been describing are outreach tools and they are telling people. Now, sometimes they are going beyond that to persuading people but it's one way. The goal is that we hope when communicate, when we create a piece of outreach, that the recipient want persuaded to do whatever it is we're asking them to do, maybe it's to join a community, maybe it's to make a public comment, maybe it's to read a document but what it is not is engagement. Engagement is the next stage. You can't do engagement till you've done outreach; several people have made that point already.

The first step in the process is actually awareness raising and, in my time, I've been at ICANN for seven years and during those seven years ICANN has become much better than it was seven years ago and that is largely due to the IANA transition, not exclusively. Many more people in different stakeholder groups and in different countries realized that they were affected by what we do and that they should come and engage with the process of policy making, of making the rules about how the world here at ICANN.

We come here to make the rules that govern the control of the domain name system. Many more people understand that now. Awareness raising is always necessary but awareness raising without outreach and then engagement is -- we don't do that on its own anymore, we don't need to. We're becoming much more joined up internally about saying, "Okay, you know who we are, now we're going to tell you outreach communications a bit more about what we're doing."

For example, the ITI project is a great deal about that, it's about creating an accessible pool of content with clear messaging and particularly Sally mentioned, shared messaging. You talked about messaging in the Policy Platform, it's important that as a community, we have coherent and consistent messaging because the people outside ICANN, with whom you're trying to communicate and hopefully engage, we don't want them hearing lots of different versions of what ICANN is. Because we work bottom up and that's our DNA, that's our reason, the way we work, that is a big risk. The first thing I would say is, let's not all feel everyone has to have a different version of the truth.

I think centralized document management systems will be a very useful way of making sure that it's just much easier to find out, what is ICANN as a community, that' the Board, the Org and the Staff, think about anything? 10 topics, 12 topics you had on the policy forum for example. What we don't want is 17 different versions of what ICANN thinks about these things. But we are too bottom and this is why I welcome this effort between these three different groups, that is a risk and we've done.

Then there is another risk with that, which is we will then say and we want those 17 versions in six different languages each, which is time consuming and expensive and manifests the confusion and then we'll put them on to websites that don't link very well together because those have all been created bottom up as well, without any sense of coordination. There's a big risk and we have it to some extent, that we get a bit of a mess, a very well intention mess, some of it's brilliant, some of it is under resourced and so it's not consistent.

What's engagement? Let's assume that we're doing the first two steps perfectly. The people we want to be aware of are aware of us and we're cleaning and consistently communicating with them on a regular basis. They may interact with us a little bit, they might for example visit our website, follow our Twitter feed.

After that they might get a bit more interested and they might say, "Okay, I quite like this topic, I'm going to follow this topic on ICANN's Facebook feed. I'm going to subscribe to some content. This home, this ALAC place, I got introduced these guys in my region because I

knew someone because I went to a regional meeting because I'm a web developer because I'm a policy person, because I'm a lawyer. I may have got involved almost hand gently, almost by accident and I begone more and more involved." Going up the adoption curve or the pyramid whatever model you want to use, we know this well at ICANN.

What my piece of the jigsaw is, is two different times actually, I work two different hats here. One is that I take care of the Engagement Team and we one or two of my colleagues, I can see Chris, who's head of our North America Engagement Region and I think you're going to see Chris waving a lot, there's only one Chris, he has two arms. He's very enthusiastic and this is his meeting.

But we also have other -- I think most of you are aware we actually have eight different regional heads who allow us to help you in different parts of the world. They work, in most cases, in close partnership with many of you, particularly in this community, to work out how you want to do outreach and engagement, to expand membership is usually the main goal. Sometimes it's to fill gaps and the GAC is a good example of that. You're actively targeting countries that have not had GAC reps and there has been excellent process in that over the last four or five years. I think we only have two countries now that are not on the GAC, is that right? Three. That's out of nearly 200, so that's progress.

You are working regionally with -- we call them engagement for a reason, the difference -- once we're doing engagement we're having a dialog and at this point, we're building a partnership, either between

individuals or between individuals and groups or between individuals and a whole community and somebody said earlier on, all the ALAC is about, At-Large is about individual users and ultimately we are all individual users. I loved your Venn diagram by the way, that's a very clever idea.

One of the things we struggle with a lot at ICANN is saying, "What issue should we talk about?" And there are always people that say, "You can't talk about that, it's out of scope. It's not in the bylaws. It's not in the mandate. You're out of scope." We love to do that and that is a lovely tool I thought, which many other groups could use, to focus and concentrate. Not to say these issues never matter but where do we want to focus?

This part of the community, we're here, we're in the middle of this diagram, I loved that. That's where we go deeper. Engagement is deeper. It's long term. Once I'm engaged with you, we're on the same journey, that's the difference. You're making a commitment now to the organization, to the community. Maybe it's the At-Large or the ALS, maybe it's the business community, maybe you're becoming a GAC member for two years but you're making a commitment, you now have skin in the game, as an individual user, whether you're a business community member or an At-Large community member.

What we do in the engagement function, is we take all those messages, we use all those platforms but we do a lot more that is face to face. It's much higher up the pyramid. At the bottom we need scale. ICANN Learn, that Betsy is going to talk about, is all about

building knowledge at scale. It's about making sure that we do and my guys do a lot of capacity development. This is an interesting ICANN word, that I've never come across before I came to ICANN, we use to call it training.

I actually like capacity development because we are literally building capacity, capability, teach a man to fish and we do that as you get deeper into your engagement, you need to do that increasingly on a smaller scale, it's more expensive, it's face to face and it involves things like mentoring, the fellowship program, these kinds of the things come into play here. That's my piece and I hope that that's helpful. We work in very close coordination.

And just for anybody who's interested, the way we organize ourselves internally, is that these teams that you see here, meet weekly actually, every single week, communications, government engagement, regional engagement that I've just been talking about and also communications, we are all together, we meet, we communicate and then slightly less regularly we have a bigger group which includes for example my good colleagues here Heidi and Rob and David Olive, a big chunk of the policy support team and also our web team, so that we are regularly checking in on what all our community facing teams and org actually need to be helping the community to solve. I hope that's helpful and I'll hand the baton to Betsy.

BETSY ANDREWS:

Thank you, Sally. My name is Betsy Andrews and I work for the Org within the Public Responsibility Team, which is one of the groups Sally Costerton oversees. ICANN Learn, which you can access at learn.icann.org won't be new to any of you, as we've been working together to provide community training that's freely accessible online for a while now. We've built this platform that has features that are better suited to the ICANN community's needs. As Sally Costerton just mentioned, scalability is significantly important. Frankly, we need to be able to reach unlimited amount of people, with a limited amount of resources.

ICANN Learn is one way to do this by putting interactive learning courses online, so that community members can access on their phones or their laptops or their computers at home or work and be able to get some basic capacity development accomplished individually in an interactive way. It doesn't take the place of in person training, it doesn't take the place of webinars, it does the place of engagement on a regional level on a large scale but what it does do, is it complements the kind of capacity development that you can do across your community groups and it complements the kind of outreach that you can accomplish with your website and the other things that Sally Newell Cohen's groups supports with.

The platform now features single sign on with the ICANN account. You'll notice that this is the same thing that we now use with meeting registration. When you log in you have a choice of different things you can chose, including ICANN Lear. It doesn't mean that you don't

directly to ICANN Learn, that was something I wanted to reiterated to you, you can still go to learn.icann.org to access it.

ICANN Learn hosts interactive courses for all levels of engagement, many of which are translated into seven different languages, another thing that's under Sally Newell Cohen and we're working to improve that on the site just now. Initially we focused onboarding materials, there's a great GAC onboarding course and of course the archive of the At-Large Capacity Building webinars.

Last year we moved into a phase working on technical training. Now we have a great beginner cybersecurity course that's live on the platform right now and it's going to be translated. We have a long awaited and very important DNS Fundamentals course that we've been talking about which will be forthcoming this fall and I think your group will specially enjoy having access to that training.

Currently we're responding to community requests from this group and from others for skill building courses. That's different from the knowledge building courses, in that we're providing a suite of topics designed to enhance the capacity of individuals and groups, to participate in the Multi Stakeholder Policy Development process. These courses include things like, holding effective meetings and unconscious bias or writing for policy and public comment, all three of those are courses that you can access right now on the platform. The writing for policy and public comment course, was produced in cooperation with the noncommercial user constituency and we're

really proud of that collaboration and the course being up on the platform now.

The suite will include some other courses that are going to come out before Christmas, such as active listening and conflict resolution. Those are two good new ones to be looking out for.

To conclude my little bit, and I'm sure we're happy to answer questions, I would like to reiterate that working together is so important and I know that I speak for Sally Newell Cohen and Sally Costerton when I say that, your continued feedback and questions and ideas are essential to the success of capacity development across the ICANN community. Many of the great features and the courses on ICANN Learn, are now results of conversations with Alfredo or Joanna or Judith or many others of you about accessibility or language needs or some cool new interactive learning tool that we might try. Of course, the conversations we have about specific training topics that are requested by your groups. I would just like to say, let's keep that conversation going. Thank you.

MAUREEN HILYARD:

Thank you very much. I think that that's really consolidated a lot of the things that we've been requesting. For me personally, during 2020, I want to focus on RALOs and what RALOs can do within their regions and I think some of the things -- I hope the regional leaders who are here, have been listening to -- start looking at within their own regions, how they can actually develop some of these ideas,

make sure everyone gets a summary of the points that have been made. As you say, it's a great way for us to be collaborating. The GAC and NPOC, we really appreciate that they've come onboard with us with regards to this.

I've got three now, I've got Sébastien, and I've got John, Judith and Olivier.

SÉBASTIEN BACHOLLET:

I'm glad you didn't give me the floor before because I could get a better feel of what was said, what was presented earlier. I wouldn't want to say is not the truth but it is not my view point on how At-Large is organized. If someone decided that we could perhaps get more information for our internal discussions out there. We're a big family so I guess we can all speak openly; I wish you understand that.

We don't all share the same views and the document does not reflect everyone's view points and we don't all agree on the subject because we're not heading the right way, I would say but we don't have the time to discuss that now. It is a matter of organization and communication. I hope you will one day be interested in our discussion. If you want to get the right the feel of the discussion, you can come up to me and I'll tell you why I think At-Large and ALAC and the end users should not head down the road that is reflected in the document. Thank you.

MAUREEN HILYARD: Thank you, Sébastien. John.

JOHN LAPRISE: Thank you. I have a question I've been asking Org since I joined the ALAC two years ago and even before is, does ICANN Org have a UX person on staff full time? In years past, I've been told we had someone was in there temporarily, it was part time task, but given the work that's going into the ITI and the work that the first is doing and speak because outside of ICANN I work for a nonprofit, for a large membership nonprofit and I know that we hired a UX person in short order had more than on UX person because it's so utterly essential to everything we do in terms of engagement with our membership.

My question is, is ICANN -- user experience, user interface. It's absolutely essential everything we do in terms of outreach and engagement and in approaching people. I'm just wondering, have we moved to a position where we now have someone engaged within the organization on a full-time basis. Thank you.

JANA JUGINOVIC: Thanks for the question. You and I have spoke about UX before, we've had a lot of great conversations and you've been extremely helpful in terms of our work on ITI. We have gentleman who works with ICANN Org full time basis on UX for ITI, because of the scope of the project we also had to get additional help given the number of wire frames that we had to do. As you know, because of the importance of search and increasing findability and user experience is so much about that, how

do we make content from the navigation to filters to searchability and that is absolutely user experience.

So, yes, we do, absolutely. We're creating it in an away they're reusable components that we can not only have this for the icann.org site but all ICANN sites, so they're reusable and creating wire frames in a way that, again, meets accessibility requirements, multi lingual, mobile first, all that stuff that's so important for user experience. My colleague, Mark, is here and user experience reports to E&IT and I'm sure if he wanted to add in anything.

MARK SEGALL:

I've also had the pleasure of conversation with you, John. Yeah, not much to add to what Jana just said. It is an important position. We found that we also needed not just for user experience but also having a front end developer centric, we have another position that UX reports into that's for front end architecture, they're combined thinking of thing, not just for what's possible but also making sure that they're having those early conversations so that we're not shooting for the moon with something user experience wise that's not going to fit into it code wise. It's working out well and to Jana's point, we'll augment the staff as necessary because like you said, it can become a pretty massive undertaking.

MAUREEN HILYARD: I know that we have several people with their hands up. Jana has got a presentation that she is set to do. Can we have Jana’s presentation and then we’ll [CROSSTALK]. Go, Judith.

JUDITH HELLERSTIEN: I wanted to pick up on what John said and also what the two Sally’s said about the work on the ITI and the work on the websites. What’s so important is also that so much of the work that the organization has done and our groups have done, I’ve been on the Wiki, the Wiki is never looked into as being part of the ITI, mostly because of the different platforms, how are organizations using it but especially as you go with mobile first and all the usability, that is something that is a real problem, especially with users and users are mobile.

Another point bringing up is and I know Betsy and I have this conversation is that, the way as explained to me by [inaudible] is that there is a series of best practice of guidelines that are given to SO’s and AC’s on things to do on the website but yet there’s no saying this must be done and end result the website -- notice on the platform all very disjointed and I’m wondering about what impact is this -- are we going to now see a series of best practice guidelines saying, “You need to follow X, you need to follow Y, and when is the wiki going to be put in?” Thanks.

MAUREEN HILYARD: Thank you for that comment and question, Judith. I think that that’s something you can perhaps some follow on with --

SALLY NEWELL COHEN: Just a clarifying question for you, are you talking about ICANN wiki?

JUDITH HELLERSTEIN: No, I'm talking about the confluence.

SALLY NEWELL COHEN: Okay. I just wanted to check. Do you want to go ahead? Be my guest.

MARK SEGALL: Yes, the whole point of ITI, it's underpinnings, it's really trying to set that ground work for our future sites, so that we have the best practices employed across. As it stands today, I heard Sally talking about how we have all these different sites, they're all also on different platforms and it's very difficult to maintain from a technical perspective, let alone all the fun that we're trying to have from content management.

The one big thing we have to do for being successful with these future sites, the biggest things we've learned with ITI is we need to have a comprehensive content strategy for each one of those sites. Before we even put hands to keyboard on coding anything for a new site, we have to make sure that we're having a very thorough and exhaustive content strategy for each one of those sites on how they would fit into this model.

JANA JUGINOVIC:

Just your questions about best practices. With ITI we've obviously put together quite an extensive style, which will be available, it's right now running at 120 pages of best practices for each of the user experience elements features and functions that you have on the site, that is part of it as well and that will serve as a best practice of the rest of the SO/AC sites and accessibility and all those important parts of building a website.

We're going to do a quick demonstration on some of the progress we've made with ITI. I know some of you have seen some of it. We put onboard materials on feedback.icann.org, if any of you have time, if you could visit feedback.icann.org and there's two pieces of content we'd like you to explore, one is registry agreements and the second is board meeting materials. With that the features and elements and improved searchability that we've implemented, we'd like your feedback, if the types of filters and features that we've put into these new content types work for you. There's an ability to post your feedback directly through the feedback site. Right now, we're going to show your board materials.

I'm going to show you what currently board materials looks like, let me just quickly go to it. If you're looking meeting materials currently, this is what the current board meeting experience is like, if you're looking for board meeting materials, the only searchability you really have is to scroll down this big long page here and try and find a resolutions, minutes, agendas and the only categorization that's there is by year and we've gotten some great feedback.

I know that Olivier is here and he was extremely helpful, he's been part of a group that is helping us and provide real time feedback on some of these features, and again, as I mentioned, John was really helpful in terms of emphasizing the user experience with us. Your group has been extremely helpful. What we've done with ITI, again focused on the primary objective of ITI, improve searchability, you can't find content on the website and so we've been laser focused on improving searchability and I think it's reflected in some of the features that we've implemented.

This is the new search that we're proposing for board meeting materials. It's similar to what we have for registry agreements and we'll show you that in a bit as well. What we've implemented is a sub navigation, so they'll obviously be a primary navigation up here but for content types that have similar kind of topic you will have a sub navigation of elements, you'll be able to get through board meeting content more easily.

Here you'd had have about the board, biographies, governance, here you'd be able to access board meeting materials, committee meeting materials, the schedule, secretaries notice. He you'd be able to board committees and working groups, minutes, news about the board, any time the board has posted a new announcement or a blog, you'd be able to get that here and then the latest resolutions here.

Here you have something called bread crumbs, again, this about trying to improve findability, people get lost within the site and bread

crumbs are kind of a standard way of helping people know how they got to the page and how they can get back.

Here you see the new filters we talked about for board meeting materials. Let's say you were just interested in seeing the agendas for the year 2018, I could click on agenda, hit apply, expand all the tables and it will provide all the agendas for the year. Again, if I was interested in seeing agendas and approved resolutions, hit apply, expand, expand the box and it would open up and show you all the approve resolutions and the agendas.

If I was interested in just a particular board committee, just interested in finance, we have a type ahead, clicks on, I click on finance, hit apply, and it will give me all the board finance committee content. We're implemented an expand and collapse all. We have these chevrons here to collapse the tables, sometimes the pages can get quite long, you open up all the chevrons, expand all, it opens up all of them or if you just want to open up on at a time you could that as well.

All your documents appear here. If you know the exact date that it happened you can use your date picker here, hit apply and you'd be able to get to the connect more easily.

Then you also have jump links here. If I was just interested in a particular month, you'd click here and it would take you to the month of February. Then you have a year selection as well. Now, it is limited to two years if you're selecting, two years of content because of 20

plus years of content to try and load 20 years on one page would be quite heavy, so it is limited to two years.

For keyword search, which I know is really important for some, folks had mentioned to us that they really looking for improvement to keyword search. You would click here and let's say I was interested in a particular topic, it creates a chip, it could be multiple chips, I would hit searching, it's searching within board meeting material content and it would tell you how many instances of the word it appears, that's based on relevance. The more times the word appears, the higher it appears in relevance or you could sort by the newest, so the most recent published content. You can put in multiple chips, if I was putting in multiple words, resolutions or whatever, you could put in other words.

Now, if there was something you that you were searching for where you didn't have a term, let's say I was searching for pumpkins, I hit search, your search did not return a result, you would go back and search for something.

Those are the types of improvements we're looking at for board meeting materials. Similar to how we did with registry agreements, I'm flipping over here. Registry agreements is a big bucket of content, kind of like board meeting materials. There is about 7000 board meeting material contents and registry agreements there is about 40000.

Some of the challenges content migration as you appreciate all the content currently on the site is unstructured, so we had to look at all the pages, individually tag them and move them to the new site, a lot of work but making sure that you're able to use these filter because without turning that content from unstructured into structured takes a lot of use hand work to make sure it's tagged probably. But, once we do it, we're creating this content governance and enforcing that governance so whenever new content is added to the site, through the document management system, we're able to enforce governance, you can't publish the content unless you're actually doing it through the taxonomy, tagging it properly so that these filters work.

For something like registry agreements, if somebody was interested in seeing a particular TLD registry agreement, I type ahead, the type ahead also works for IDN's if you're using a different -- if you're search for Arabic or whatever IDN TLD it's in, that works as well, it's multi select but again, it has all the TLD's here that you can type ahead, select, or scroll down if you can't remember which one it was.

Again, as I mentioned the IDN works. I don't have an Arabic text board so I can't check it for you but it does work. Or the agreement type, or the operator. For the operator, again it's a type ahead, multi select and then you'd be able search and see the TLD that you're looking for, the registry agreement. If you're interested in downloading the results that you searched for to CSC file, that's available as well.

These are two big buckets of content in which we're using these improved searchability in terms of key word search or filters through

big pieces of content to make it easier for you to drill down. Obviously, you have many levels of search improve, we have the main navigation that we're fixing, the sub navigations, the bread crumbs, filter search and improved searchability on the pages as well.

MAUREEN HILYARD: You said there 32 different sites, we're going to get -- I see why you started off with the hard ones first. I can see that you're busy.

JANA JUGINOVIC: There's about 100000 pages on Ican.org and that's what's made this quite challenging again, because migration of content from one platform to another is really hard, it's not just a lift and shift. You're not just taking content and moving it from one space to another, you actually have to transform the content and much of that is eyes on work. When I say eyes on audit, they're literally people that are looking at the content saying, "Oh, this is a board meeting agenda, I have to tag it as a board meeting agenda for this particular year."

Put a metadata description of it, so if somebody is searching with Google it ranks higher up on Google search because all of these elements were not available, we don't really have a consistent taxonomy. Then that taxonomy will be translated, if you're searching in whatever language you're searching for, the taxonomy is multilingual and you'll be able to search for it in that was as well. It's a tremendous amount of effort and some of the effort you actually don't see, only because you are taking something that is quite challenging in

term so of the structure of the content problem and applying all this metadata to it and it's a lot of just laborious work but that enables these filters to work.

Again, the one good thing is, once we get this out of the way, it creates our ability to have a single information architecture for all the sites, a single technical architecture for the sites, reusable components in reusable wire frames, that doesn't mean At-Large can't have its own independent kind of look and feel but you can reuse these components without having to spend a lot of time on development because you already have those components available. It's efficient from a cost perspective and it actually improves searchability across the ecosystem of sites.

MAUREEN HILYARD: We're out of time. For those who have their cards up, is there anything that's related to what has just been spoken about that you really, really, really have to ask? Marita.

MARITA MOLL: When you said what's just been spoken about, you mean about website reorganization? No, what I wanted to say was back a little bit further. But if we're out of time...

MAUREEN HILYARD: It's just that the interpreters are going to have to go, right now.

MARITA MOLL:

One little plug here. There's a lot of talk at the beginning, outreach and engagement, that's a lot of what we do or try to do here and I get it ICANN is a large organization and you do have to control the message but I just actually attended one of the best outreach and engagement events I have ever been too and that was the North American School of Internet Governance, that just finished here two days ago.

The outreach was there, the engagement was there at the end, it was exciting, it was wonderful. There were 60 students, had there been a little more financial participation from some organizations, we could have had 120 students for the same amount of effort on the volunteers who put that together. I wanted to say that because it's a missed opportunity. Thank you.

MAUREEN HILYARD:

Olivier still has his card up.

OLIVIER CREPIN-LEBLOND:

It's also an old card from about 20 minutes ago. I just wanted to say one thing regarding the ICANN Learn Program. There is a saying that says, he who knows not and knows not that he knows not is a fool. He who knows not and knows that he knows not is a student and the question is why have you not used ICANN Learn for those people that haven't used it, because I thought I knew but I didn't and then I found

out that I didn't know but then I knew. Thank you. That's especially for the interpreters.

RAOUL PLUMMER:

Just a really quick one, since we had some technical people here doing the UX and so on, why is ICANN Org using 'add this' in their page and also the double click? Why is double click used on ICANN Org? That's only for advertisement as far as I know? It's something my plugin that is an intrusive tracker, why are we using that there?

MARK SEGALL:

That's a good question. The existing website, I know that we have some cookies primarily for Google Analytics, but we've minimized as much as we can on that site. ITI, one of the things we're trying to do as well is make sure there is much more limitation on the need for some of these plugins and cookies.

JOAN KERR:

I just want to say thank you for having this session, Maureen. I think that going forward we need to discuss how ICANN can help us with developing the resources in order to do what it is that we want to do and I hope that will be a conversation that we'll have. Thanks.

MAUREEN HILYARD:

Thank you, everyone, and we do have to finish. I thought the interpreters might want to leave early but they will not leave until

we're finished. Please, we'll finish now and I think because we're finishing a little bit late, we'll go into the Regional Leader's Meeting will start 10 minutes later as well. Please make sure that you're back at at least 10 past five. Thank you.

[END OF TRANSCRIPTION]