
ICANN77 | PF – At-Large NARALO Town Hall Meeting
Tuesday, June 13 2023 – 09:00 to 10:15 DCA

YESIM SAGLAM:

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GREG SHATAN:

Thank you and welcome all this morning to our NARALO Town Hall meeting. This is also our regular June meeting for NARALO, but we've chosen a little bit different format. Town Hall that will hopefully engender more discussion, questions, and the like that go beyond the monthly business of NARALO to some of the larger questions of what RALOs are doing, what we're doing, and conceptual issues. Or we may just end up talking about minor business issues the entire time. I don't think so, though.

In any case, I'm glad that you could all come here this morning. We'll get right into the program since we're starting a little bit late. I don't have slides, but I will speak nonetheless. Probably better that way. The first thing I'd like to talk about are the accomplishments in this fiscal year that's now wrapping up for NARALO.

The biggest accomplishment was our general assembly, which was held in Hollywood, California last fall. Coordinated with the ARIN meeting, which was just down the block. And we had sessions over two days, 17 sessions in total. We had very good participation from most At-Large structures and a number of individual members. We had a theme, which was empowerment, engagement, and encouragement. Or maybe that's

ICANN, Empowerment, Engagement, and Encouragement, or IEEE. I don't think that acronym's taken for anything else. So I think we can say that it was a success. We took a poll at the end and we were told that it was a success. We tried to thread these three themes throughout all of our meeting.

But before getting into that and a little bit more follow up, which is section three. We also, of course, successfully held an election or two. And we've added, well, Eduardo and I first switched positions between NARALO and ALAC. And most recently, we just had an election for our NomCom rep, ALAC rep, and Secretariat. Two out of the three are new to the role, at least this time around. We have Jonathan Zuck is our ALAC rep. It would have been a pity if we'd selected somebody else, since he's the chair.

New to the role of Secretariat is Adrian Schmidt. Technically, he'll be taking over the role at the end of the AGM in the fall, but there will be a considerable position of transition. And then, new to the NomCom is Alfredo Calderon, who will be taking the spot that Judith Hellerstein has so ably performed for us and is performing right at this moment, or she would be here, I'm sure. So, that was successful.

I would also like to mention, in particular, Glenn McKnight. Glenn wishes he could be here. Glenn had some recent surgery that kept him from flying. All went well, but he is definitely in the recuperative stage. He's off this morning, I think, at a post-surgical appointment. So, while he had hoped to be here remotely, I think he is, unfortunately, just with us in spirit. So, I'm sure we'll be hearing much from Glenn throughout the day. Unfortunately, we don't have the Glenn robot that we had over

the weekend at the NASIG meeting. That would be really wonderful to have him around the halls for a few days, even if he was just a little screen.

In any case, we have added a number of new members, individual members. We're still working on adding new ALSes and on remobilizing and revitalizing ALSes. I'm going to spring on Alan Greenberg that I'd like him to talk a little bit about mobilizing ALSes, as well as mobilizing individual members. I know he doesn't have the slide deck for it, but hopefully he can give us a little bit of a refresher on the whole topic.

So, let me get back to the general assembly. So, as I mentioned, we have the three E's that we were covering. We had, I'd say, a robust discussion of how to move forward with NARALO. It had been a while since our last general assembly, which was in New Orleans before the pandemic, which threw us off of our usual biennial schedule, unfortunately. But we had an excellent meeting. We also had some time with the ARIN folks. We had one joint meeting time with ARIN. We also had happy hour and social at Madame Tussauds. So, if you see pictures of me with Tom Cruise, the rumors are not true. It was only a wax sculpture of him, not me.

So, we went over a number of things. We went over the history of NARALO, since there are only a few people who have lived the entire history of NARALO and wanted to have them share it with the rest of us. We had a bunch of outreach and development sessions. We also had policy sessions. And we discussed quite a bit about what Jonathan will be coming back to, which is, well actually, later on, which is the loop, the communication loop, and our ever ongoing attempts to get more

feedback from more end users, and communicate with more end users over time.

We had, I think, the best session many people said was one that we had that covered, well, internet governance and policy issues, and also capacity development, particularly kind of practical advice on education and experience. But overall, I think it was a great success. We'll look forward to having another one in a couple of years. And I think that is probably enough to say about the General Assembly, but I will pause before I turn over the microphone to Alan to see if anybody has any remarks or any of their own recollections of the GA that they want to share. Since this is a town hall, and if you hear me speaking all the time, it's not a town hall, it's just me. There, people haven't had their coffee yet this morning, so. In any case, I'll turn it over to Alan Greenberg. Alan?

ALAN GREENBERG: Thank you. Do I get extra minutes for the new content you've just added?

GREG SHATAN: You get all the minutes you want, Alan.

ALAN GREENBERG: Ooh. All right. I'll keep you entertained for the next hour or so. Can we have the first slide, please? All right. Greg was just talking about the history of NARALO and the history of At-Large, which goes back here we're going to ancient history. As some of you may know that there are

periodic reviews in ICANN to see how groups are doing, to see if they're still needed, that kind of thing. There was a review of At-Large in 2008, 2009, that recommended, among other things, that all RALOs have individual members. NARALO has always had individual members, but we were the only one. Next slide.

The second At-Large review, they're supposed to have happened every three years according to the bylaws. You can see we slipped a little bit. The next one was 2016, eight years later. That one said we have to refocus on ALSes and their members. Now that and is really critical. The whole concept of an ALS is when ICANN was just starting with individual members, the thought that there are organizations around the world that already had a bunch of them and that might be interested in ICANN was a strong attraction. So we said we will have groups as members of At-Large, ALSes, and we will therefore be able to reach their members.

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hat was a nice thought. It never really happened. In practice, we found that we were communicating with the representative of the ALS, but rarely did it go further to their members. So the whole concept of ALS is to get to the members, but we didn't.

We also in the same review said we have individual members. By that time, all RALOs had individual members or would have soon. Let's make sure we talk to them too. Next slide.

Okay, we put together a cross-region group with people from the RALOs, people from the ALAC. So hopefully by the time we came to the end, we'd have full buy-in on whatever we decided. We issued a report now in March 2021. For various reasons, it sat on the shelf. There were

just more important and higher priority things that had to be worked on. But we eventually started it, and we're now almost to the point where you will soon see the results. Next slide, please.

So for individual membership, the rules used to be you have to be part of our mailing list. You can't be a member of an ALS. And that was about it. And you had to be a citizen or resident of the region. So we fleshed that out a little bit. We said you have to have an understanding or an interest in the work we do supporting end users related to ICANN's mandate. You have to follow the rules. That's not very controversial. You must be on our regular mailing list. You must submit a statement of interest. You must tell us who you are.

And you must affirm your interest in ICANN. So it's not just that you – hey, you heard about ICANN. It's neat, but you don't want to do anything. If you want to do something, we expect you to work. And you must not be a representative of an ALS or a leader of an ALS. And there's an exception for EURALO and perhaps soon LACRALO, which organizationally puts all of their individual members in a single ALS. But we're talking about regular ALSes here. Next slide.

Okay. Here's the critical part. What do we expect? We expect you to stay on our mailing list because we want to be able to communicate with you. We expect you to keep your information up to date. So far, that's not really very onerous. We want you to declare any conflict of interest. So if you have something which may cause someone to say, hey, you can't represent individual members because – you can't – individual users because – you have to say so. Rarely do people have conflicts, but nevertheless, we expect you to be honest about it. We don't stop you

from being a member. You just have to tell us. And you have to agree to follow the rules.

So essentially, you have to state that you're interested in working and interested in learning about ICANN. We're not asking you to commit to putting – to going to meetings 17 hours a week. That would be nice, however. But you have to say you're interested. Thank you. Next slide.

Now, we encourage individual members to participate in various policy development processes within At-Large to tell other people about what you're doing. Tell other people about ICANN. Keep the RALO informed of things that are relevant to us. In other words, if you have experience or knowledge in a certain area where you can help us, we expect you to tell us. And provide advice to the RALOs and to ALAC on topics where you're an expert. So, none of that is – we're not going to mark you on it. We're not going to kick you out if you don't do it. But those are the things that we really like to see. Next slide.

Notable things that are not there that have been there in the past. We are not going to kick you out if you don't attend the monthly meeting. We'd like you to attend the monthly meeting. We hope the monthly meeting will be worthwhile. But we're not going to mark you on it. And there used to be a prohibition against being a member of an ALS. There is no longer a prohibition. There are too many people who have different parts in their lives. And they may well be a member. They may not be an active member, but they may well be a member of an ALS. But there's no prohibition against it anymore. Next slide. Or there may not be any.

Individual member rights. You're essentially a full member of the RALO to the extent that there is voting. And we typically have voting only for elections and things like that. You can vote. And the last thing is – and it's not commonly exercised. But if you really don't want anyone to know you're a member, you don't want your name showing, we'll take your name off the list. It doesn't stop you from being a member, but you don't have to be public about it. And I think there may be one more slide.

The application process, very simple. You submit an application basically filling in the blanks of those requirements. It's reviewed by staff, reviewed by RALO leadership. And you're in. There is a process by which you could be rejected. But I don't think we often do that. I'm not sure we ever have done that. And it's there in case there's some reason for it.

Let's see if there's any more. There's no slide moving, so I'm guessing it's finished. All right.

GREG SHATAN:

Alan, before we jump off this slide, I just want to mention that we revised our application to go beyond the minimum requirements recently, realizing we didn't find out enough about the applicant in the application. So while we obviously kept in all of the requirements and the affirmations and the like, we asked for a little bit more about the background and interests of the person so that we could get to know them. And to some extent, if we needed to make a judgment on that last point of rejection, we'd have a little bit more information to start with. Obviously, we wouldn't reject somebody based only on what they

wrote. We would be looking to find out more. But we did try to make it a little bit more informative, educational about the person.

ALAN GREENBERG:

And that, of course, goes along exactly with the requirement, not the requirements, but the expectations that we would like you to share things with us and help us so we want to know a little bit about you. We want to know what your areas of expertise are so we know when we can draw upon you. So let's go along with that.

All right. ALS mobilization. This is a larger one. And as Greg said, I wasn't asked to present so I have no slides here. As noted in the second At-Large review, although we have ALSes, we were not using them. We were not in contact with the members of the ALS. So our challenge was how do we change that? And the core change is relatively simple. It's we will periodically send messages to your members if you're an ALS. And we expect that you will, if we send them to you as the representative, we expect you to forward them. Otherwise, you might give us a mailing list so we can talk to them directly. We don't intend to spam people. We're not saying we're going to put you on a mailing list which sends out four things a day that you have no interest in. But when we have something that we think may interest some of your members, we will periodically contact them.

The hope is every once in a while, and it doesn't have to happen often, someone will say, hey, I never heard of ICANN before. Their ALS may have been a member of ICANN forever, but they never heard about it and ICANN is doing something that interests them. We have hundreds of ALSes. If we got one new active worker from one of every five ALSes

every year, we'd have an extra 50 people who are working. That would probably triple the number of people who are actively working. So we don't need a lot, but we need to be able to find people who otherwise would not have come and worked with us. And that's the whole challenge.

Along the way, we are revising the whole application process, just because it was time. The last time we did that was 2007. So we're going through with a new application form, some slightly new processes. There's nothing there that's particularly radical, but we're just cleaning things up that hadn't been cleaned up in a long time. It's taking a long time because, to be honest, there are so many higher priority things going on in ICANN that is actually doing the work of ICANN, that cleaning up our administrative processes is not the highest priority we have. But we are slugging away at it. If you're an ALS, you'll start seeing some of the results soon.

One of the things we expect you to do is every two years fill in a report. Tell us, are you still alive? Tell us who your current president is. Tell us how many members you have so we know something about you. We have ALSes that joined in 2004 that officially we have no interaction with them since then, other than the representative voting and things like that. So this is an attempt to make sure we know who our members are. And that's about it.

GREG SHATAN:

Thank you, Alan. Any questions or extensions of the remarks on mobilization? Does it all make perfect sense to you? Does it sound like

we're nuts? Do you want to help mobilize? Do you want to be an individual member? Applications are available. Still no coffee.

ALAN GREENBERG: Greg, of course we're nuts. We know that.

GREG SHATAN: Oh, we have a hand from Claire Craig. Claire.

CLAIRE CRAIG: Good morning. Thanks for the opportunity to ask this question. I liked your presentation, Alan. My question is really about the mobilization of individual members. And is this something that you are actively trying to reach out and engage individuals to become members of NARALO? And what process are you using if the answer is in the affirmative?

ALAN GREENBERG: That's a simple answer for me. It's up to the chair and his staff to do that. No, seriously. Hopefully we are trying to reach out to people and letting them know that we exist, that individual membership is an option. The advertising process was not part of what we looked at. But hopefully it is something that is being done on a regular basis. And since the number is growing at a nice rate, I think it's working. I'm the wrong one to talk to to find out exactly how we do this and what methodology. It's largely word of mouth. There's no high-energy advertising campaign.

GREG SHATAN:

Since you said it was my fault, I mean my job. We are pursuing largely a retail philosophy at the moment. Since this is the North American meeting, we reached out to the NextGen who are from North America and I see a number of them in the audience this morning. So if they are not scared off after this, we hope that many of them will join us as individual members. They may look for an ALS in their neighborhood as well. If they are really feeling passionate, they may even form an ALS. We will certainly support them in all of those efforts. The rest of it is word of mouth, trying to reach out to people who are involved in adjacent organizations, reach out to folks around the ICANN universe who might not have found a home or might be looking at different homes and who are in North America. So we may have some joiners whose faces already are familiar to you, not promising anything. And if not, we'll do some plastic surgery so their faces are familiar to you.

So we should look at more advertising in a sense and ways to reach out. I hear the Internet is a really good way for one entity to communicate to many, so we'll have to figure that out a little bit better. In any case, that's the thought. Alfredo, please go ahead.

ALFREDO CALDERON:

Actually, in Puerto Rico, if you are not aware of, there's four ALSes in Puerto Rico. So we keep in contact. They have their own mission, but we communicate constantly and we share anything related with ICANN with each other to make sure that all the members of each one of these organizations are aware of them.

Now, the other thing that we're doing, as most of you know, Eduardo and I, we created the North American School of Internet Governance.

We've just finished the fifth edition and we make sure that we have people or staff or leaders from ICANN participating as speakers in the program, like Greg. Thank you, Greg, for participating over the weekend. Marita, Jonathan.

And we do a lot of networking. Actually, some of the NextGens that are here with us are interested in becoming individual members At-Large and we're cultivating them and making sure that they understand the impact that they would have if they become members of NARALO specifically, in our case.

The other thing we're doing is that we do the Virtual School of Internet Governance that Glenn and I also organized due to the pandemic. And the outcome of that is that we have managed to get NextGeners to apply to the NextGen program and some have even become individual members of NARALO because they understand the impact that ICANN with the guest speakers we have in the Virtual School of Internet Governance where we have 11 live sessions, one per week, and we talk about different issues. And we've had people talking about ICANN and ISOC and other organizations and the impact they have.

So we're using different forms of inviting people to come in to the organization and we've been successful so far. The other thing, the third point that I wanted to make is that we share all the information using social media. We created a Team NARALO Twitter account and we post there anything related to NARALO and ICANN as well. And we're also doing a Facebook page. So we're using various social media ways to

communicate with our membership and to everybody At-Large and around the world. Thank you.

GREG SHATAN:

Thank you, Alfredo. I think there are some great takeaways from that. First that NASIG and VSIG are, among other things, great advertisements for NARALO and At-Large generally and ICANN, both informing and engaging potential members. Separately, also that the critical mass of having four chapters on the island of Puerto Rico creates a real support network for them and a lot more engagement. If we had that level of engagement in the rest of North America, we would have thousands of chapters and maybe this should be renamed PRARALO. But in any case, thanks for that.

And also, mention of social media is very apt and also a great segue to Denise Hochbaum who is next up. This is both an outreach and engagement update and social media update. So in addition to hearing from Denise, I would like to hear from Dave and Marita about their CROP trips because that is a big part of outreach and engagement and also frankly an accomplishment that should be noted. And thank you to ICANN for bringing back CROP after the pandemic. They took away one of the P's in CROP, but other than that, this program still seems to be running well.

CROP stands for something, I can't even remember what it is, but basically it puts people in meetings and other spaces of engagement where they can both bring back more information to ICANN and just generally participate and it's a capacity building exercise for those who attend as well. So I'll turn over the mic first to Denise and then we can

hear about the CROP trips. Oh, I have a queue. Oh my God, and it even includes Marita. I missed the queue entirely. Thank you for cuing me about the queue. Marita, why don't you go ahead and with whatever you raised your hand for, not your CROP trip necessarily.

MARITA MOLL:

All right, back on the mobilization of members and Alan's points. I am really grateful for the fact that you've removed the condition that you can't be an individual member and an ALS member. That's a huge difference for us. That was forcing us into silos. And the fact that an individual member can be a member of an ALS means that they're communicating with other members. And sure, go ahead and be an individual member, but you might want to talk to the other people in that area who are interested in that. So that's really big. I'm grateful for that.

In Canada, we're small circles of people. And so we need those ways of getting in touch with each other. And I invite anybody here who's Canadian, you don't have to be Canadian, but it might make sense to get on the Telecommunities Canada mailing list because that's where we have a bunch of people, individual members and not, and people who are interested in other things, not that many people, but enough. So it just helps bring us all together on various topics. And so I just wanted to say very grateful for that particular change. Thank you.

GREG SHATAN:

Thank you, Marita. Eduardo.

EDUARDO DIAZ:

I just wanted to add to what Alfredo said about NASIG, but it's something that we did that I think all the RALOs can do. We continue to do events all around the world, just like NASIG and other schools. And we usually, we use Zoom to transmit the whole thing, right?

So what we did this time, for the registration, we asked one question. We say, are you interested in the domain name system? Do you want to become a RALO? And I send links to that. And from the 147 people that registered, I will say about 30 of them say yes. But from those 30, there are a few that are not from that RALO.

So I'm planning to pass this information to the chairs of the regions where they're coming from. But from NARALO, there were about 15 of them. And I will say that, and I'm going to reach to them. I will say that from those 15, maybe six or five will be interested in becoming individual members. How much does that cost? Nothing, period. But it's something that you can ask in your registration. And you don't lose anything.

So that's part of the things that we do. It's not only in the school, but the outreach and engagement, not only for ICANN, but maybe other organizations that people think they can fit better with their own knowledge. Thank you.

GREG SHATAN:

Thank you. In the queue, I've got, if I have the order right, Sebastien, Jonathan, and Alan.

JONATHAN ZUCK:

Some of this blends into the conversation that you have me on the agenda for about the loop and the conversations we've been having. And an obvious concern is there's a lot of different ways to talk about the same thing, potential conflicts and things.

And I guess fundamentally, what I believe and that I think is somewhat surfacing from these comments is that we actually recruit most effectively through engagement, as opposed to an effort that's designed specifically to recruit.

Because membership in this community is abstract and I think intimidating, difficult to understand. Whereas if you have people doing things and being engaged, then they're like, oh, I want to do more of this or I want to do what that person is doing, I think is a more effective way of recruiting than this abstract question of would you like to be a part of this vague thing? Are you interested in Internet governance?

And so I think the distinction on the real idea behind the loop and the campaign playbook is a series of experiments that can lead to processes that we might use for engagement in the future. And I think that's what's most powerful. That's what the NASIG issue is and others is, that I think that too much kind of fussing about our procedures and more about doing the work. Give a paper at a conference that talks about some specific topic that we're engaged in here. Do a seminar.

I think that the UA days really revealed a lot about ALS engagement, right? When you put the right kind of incentives and support in place, you get an explosion of activity as opposed to just an email out to a list, which is rarely successful for anyone, right? And so unless it's to sign up for the latest free tickets to the latest Marvel movie or Taylor Swift

concert, a message to a mailing list is not effective. But when you package things, you make it easy to participate, you make it narrow to participate, and you provide the support necessary to do it, you can have amazing participation.

So I'm not even entirely ready for the idea of the RALOs as the organizers of the ALSes and things like that, because ideally, they're in the business of getting to know those people, because as you say, you don't want to spam them. There's some ALSes that only care about security. And so to really keep them interested, you only reach out to them about that. But that requires knowing who they are and what it is that they care about.

And so the ITI effort that ICANN has put forward added a subscription system so that you can say, tell me about public comments or action on these different topics, and you check which ones you want, and you only hear about those. And that's something that got borrowed from the European Commission. And I think that's a very effective thing that we should try to do as well, because part of what's intimidating about this is that it feels all or nothing all the time, as opposed to I have this narrow interest in this one topic and I have some domain expertise that I can bring to the table, and is there a way for me to engage and share my expertise and exercise my interest and then sit back down again, as opposed to I'm buying into being a part of something that is 17 hours a week or whatever. And so I think through experimentation and actual engagement is ultimately the most effective way to recruit.

GREG SHATAN:

Thank you, Jonathan. Sebastien?

SEBASTIEN BACHOLLET: Thank you. I was hoping not to be the only one with the color of NARALO this morning, but it seems that yellow didn't fit to you.

About the mobilization, I wanted to add one point that we have also observed in our individual user association, because as [inaudible] border within the region, and it's not just between Europe and Asia, but other places, we try to gather people if they wish to participate, like that they can participate to both RALOs.

I need to say that I understand that you are happy with the fact that you can be a member of a different ALS and be an individual member. I really feel that it's important that they are not leaders in other places. And then for us, the way to gather the people was to create a specific ALS. Therefore, I hope that the people who are willing to work will not go to this ALS and then leave the work not done in their ISOC chapter of whatever their ALS is. The real ALSes, as Alan said before. Because if we are going in that direction, at the end of the day, we will differentiate the ALS and have just individual members working together. We have to keep care of that too. Thank you.

GREG SHATAN: Thank you, Sebastien. Alan.

ALAN GREENBERG: I put my hand up about 40 minutes ago to respond directly to Claire. But I guess we are making good that my session will be the whole hour and a half. I was just going to make a very quick comment that when each

of us go home, someone's going to ask you, what were you doing in Washington? That's your opportunity to tell them. And maybe someone will actually be interested instead of having their eyes go blank when you tell them. Thank you.

GREG SHATAN:

Thank you, Alan and everyone. There's probably a lot more to be said on this topic, but we have less than a half hour left and we have about an hour left on our agenda. So we will go right over to Denise to discuss outreach and engagement and social media in NARALO.

DENISE HOCHBAUM:

Okay. Good morning, everybody. I'm happy to be here and report a little bit what happened during this past month. We prepared with Eduardo, our plan for social media. So our idea is to develop a plan in collaborative participation, listing opinions from the liaisons and also the members, participants of Social Media Working Group.

And it is work. By this collaborative participation, the voices was listened and everybody helped each other to develop a good plan. Social Media Working Group was recognizing the importance of the collective experiences of our members. By working together, you have created and engaged an inclusive experience.

Organizing subgroups, Eduardo worked this very meticulous and very precisely. Establish one design plan focused on key elements such as hashtag, timelines, or outreach strategies, messaging and posting activities, booth interactions, webinar, and our weekly metrics control.

Each week, we establish our meeting serving as a platform for this kind of up-to-date and progress is reported. And what was good, because our members all participate. All. Sometimes until a little controversial, provoking us with kind of the different ideas, but it is engagement.

Newcomers also were targeted by the webinar with a basic knowledge necessary to understand this complexity that the ICANN ecosystem offers. And also, the webinar focus on the policy forum and Hadia super collaborate with us, had a webinar, and Jonathan Zuck presented both on this excellent section.

It was a very good audience people from NextGen, people from fellows, and several others participants in social media. This approach make that you believe that you are growing. The social media is gaining insights and the understanding step-by-step.

As a group is not primarily composed by marketing professionals, our first have been focused and engaging and offering a helping hand for all regional RALOs group. Finding this experience such a consistent structure, they embrace or recognize the importance of the inclusivity and the power of each voice.

The experience has brought a positive outlook and I firmly believe that you will continue to grow and learn from it. Step-by-step, like I said, we gain a deeper understanding [inaudible]. And together you are paving, I believe, yes, a stronger and more connected ICANN community.

I totally encourage that next meetings use the same system that Eduardo designed together with me, of course, and I suggest that he could be a coach for other RALOs. So you have a person, a leader

person, but you have one person who coach all RALOs because it is established one structure and consistent structure. I think is it what I have to say. Thank you.

GREG SHATAN:

Thank you, Denise. I think we do have Marita to talk briefly about her CROP trip. I don't see David Mackey. Yeah. Oh, okay. There you are. You're behind Claire, but I'm actually going to let Judith Hellerstein jump the queue. Judith, as I said, is embroiled in NomCom, but NomCom is on a break and she ran from NomCom to here to spend a few minutes with us. So we'll put Judith in and then come back to Marita and David.

JUDITH HELLERSTEIN:

Hi, I'm Judith Hellerstein. I'm the NARALO delegate to the to the NomCom. So this year in the NomCom, we were looking for two ICANN board members, one PTI board member, two GNSO slots, one technically from the Commercial Stakeholder Group and one from the Non-Commercial Stakeholder Group. Although the NomCom decides which one will be which. We are looking for one person from the ccNSO and then we are looking for three from ALAC, from Asia Pacific, from Latin America, and Africa.

The June meeting is always our busiest one because we're actually doing the in-person interviews for the board and the PTI. And in fact, we've had in the last two days, so far six interviews and we have two more scheduled for today. And you're looking at who will apply who doesn't apply but also trying to make sure—we this year had a

recruitment firm who helped us both getting for the ALAC and the ccNSO and GNSO people but also the we have the PTI and the board.

And so we've gotten really good selections this year for all of them. And so we are now looking at them. And thanks to Jonathan for his descriptions of what we're looking for in At-Large for in all three of them. Now the ccNSO the GNSO and At-Large don't get in-person interviews. They're given a choice to do short videos or written comments which we then review and we score all of them. So that's what's been taking up all the time.

We hope to be finished by Wednesday. We've been active since Saturday. So we came a few days earlier which is why I couldn't come to NASIG, because we were busy doing our interviews for the board. I don't know if anyone has any questions.

Then after this decision the month of July is then spent with the due diligence checking out all the board nominees. So like if you have two slots they check out three other three of them because they want to make sure that if they have to appoint someone, the due diligence is done. So there's a very active due diligence done on the boards just to make sure that there's no issues that can come back and bite the organization afterwards. Any questions here?

Next year, Alfredo is going to be doing it on our stead and he'll also miss all the June meeting next year. But at least I could have joined you yesterday for lunch. So if anyone doesn't have any questions.

GREG SHATAN: Thank you Judith. Appreciate you coming in and telling us about that and all the time you spent on this. And thank you for warning Alfredo. But only after he was elected.

JUDITH HELLERSTEIN: Oh but I was going to say one thing that we are looking at also is trying to make sure that our representatives know a lot about the ICANN community. Because when you're choosing board members and other members, if you really don't know as much about the organization, it's kind of difficult to figure out what is going to be the important topic. So that's why I'm glad Alfredo has such immense experience in this having been a mentor for fellows for a long time.

GREG SHATAN: Thank you Judith. Going to catch up on our schedule and go to Marita and David for a two-minute report each on their CROP trips.

MARITA MOLL: Not sure what you want me to report. I'm here. I was at NASIG for two days and I participated in three panels. Two panels at NASIG. One about broadband issues. The panel was about broadband issues in Canada and U.S. And the other one was about women and the challenges they might face in this particular environment. And then one panel here yesterday. Again about Canadian and U.S. broadband issues and broadband issues in particular. And so yeah. Here three nights at the hotel and sharing two nights with someone else just to cover the difference. That's it.

GREG SHATAN: Thank you Marita. I'm glad the CROP could bring you here or bring you to NASIG beforehand and to here. David, you actually went somewhere else.

DAVID MACKEY: So this is the first time I've actually had the opportunity to use a CROP and I wasn't really expecting to speak until the trip was over. I will still write a report at the end. I think I'm supposed to do that as well.

I'm going to tell a story in three parts of my CROP trip. The first part is the regular CROP trip and I do recognize the time. The part one is about the regular CROP trip and I wanted to confirm what Alfredo and what Jonathan has said in terms of engagement in NASIG gave me a chance individually to talk with people who are not familiar with internet governance in general. And it is a great recruitment place. It's a great place to do outreach and engagement.

The second part of the regular thing is the outreach that I'm doing within this community itself, within the ICANN trip. And I've had a chance to meet with some of the NextGen people and we've got great people coming into the community. That's the first part of the story. It's just a regular CROP story.

The second part of the CROP story is my personal story. I was brought into ICANN through an ATLAS III program in 2019. Not having been within the ICANN community, the rest of the ICANN community outside of At-Large was a little foreign to me. And I'm finding with this particular trip I'm able to engage with people from outside At-Large, ICANN

people from outside At-Large. And I've met some interesting people in the NCUC community and I'm very fortunate to be able to go to one of their policy sessions tomorrow. So I'm excited about that.

The third part of the story I think is probably the most important part of the story to me. And it's not about me and the CROP trip. I think it's a story about all of us.

And I wanted to highlight what I've heard Jonathan say with the campaign playbook. And even though I'm sitting beside him, we didn't set it up this way, I do think what he's been talking about with the campaign playbook in terms of strategically organizing our outreach and engagement activity, not just, for instance, me on a single CROP trip with a single story about myself, but a way that we can find a common story for all of us and can put that into, you used the idea of a library, and we can put a shared story into an At-Large library that all of us can use as a single campaign book, but I would also suggest that it could be a story in the form of a song.

And the idea of me talking about my individual story is useful and worthwhile, but the opportunity for all of us to be singing the same song and having a voice as a choir is much more powerful for outreach and engagement opportunity, and I think that's what we have, the potential we have with what Jonathan was saying.

JONATHAN ZUCK:

You mean that metaphorically?

DAVIC MACKEY: Metaphorically. And I do want to still continue for us to bring our individual stories within the At-Large community and have vigorous debate. I'm not suggesting to change that. But when we go outside the At-Large community, the idea of us singing as a single choir, and that's the opportunity if we do a little bit of strategic thinking and organizing ourselves, I think that's the opportunity. So thank you.

GREG SHATAN: Thank you, David. I look forward to reading the full story in our archives. I'm going to do something I would never think I would ever do, which is I think we need to skip the policy part of this in order to move on to the rest of the business. You can hear a lot about At-Large views on policy in the At-Large meetings, thankfully. But we only have eight minutes left. And so I'd like to go, unless anybody has a burning statement to make on NARALO's views on policy, we do talk about it and we do make sure it's a focus of ours, a strong belief of mine that if it's not about Internet policy, or ICANN policy issues, we shouldn't even be here. There's a lot more to it, of course, than that. But that is the center.

So I'd like to go directly to Mr. At-Large himself, Jonathan Zuck, to talk about the loop and the playbook.

JONATHAN ZUCK: Thanks, Greg. So I think most people saw the presentation yesterday. It's all sort of embryonic and it's all sort of developing. But the idea is to come up with systems and standardized procedures for doing things, recognize when we see things that work and find a way to repeat them so they're not just happy accidents but become intentional. And like I

said, the UA Day thing, the SIGs, I think are experiments that we should learn from and see what works and doesn't work and try and systematize them.

And fundamentally, sort of branch off what David was saying, is that if we develop a presentation on a particular position, then that position becomes part of a resource library and hopefully that resource library is maintained in multiple languages so that when somebody is applying for CROP funding, what they're doing instead is saying I'm going to apply to go to this conference to give a presentation on DNS abuse or maybe using different terminology on phishing and I'm going to grab this already pre-made presentation, a recording of it having been delivered, etc., and make that part of my submission for CROP funding, I go there, I give that presentation, the best kind of networking there ever is to go in and do something impressive in front of a room full of people and have them come up to you. That's so much better than being like, hey, can I join your conversation that's already going on in place? You become the focal point of the networking when you go and make a presentation, a statement. And the degree to which we make that easy to do, I think, is very helpful.

So that's sort of what's foundational about the At-Large loop. The other piece of it that's more difficult to wrap our mind around is when do we need to expand beyond the insiders to actually develop the positions themselves? And so one example I used quite a bit was geographic names. Because we had a meeting at an ICANN meeting, an hour-long meeting on geographic names. And we were nowhere close to reaching consensus on that. Because the first thing we were saying is, well, yeah, these governments need to be able to dictate what names can be used

in their region, etc. And somebody raised their hand and said, well, so the government would be able to tell me I shouldn't be able to use a name even though I live in that region? And then everybody goes, oh, no, we can't have that.

So there ended up being two very kind of distinct issues that were part of that debate. One was what level of protection do we want to have for geographic names generally, in theory, and on whose behalf are we protecting it? Is it government? Is it community? And those were the things that were sort of the tug of war of that discussion. And that's a perfect opportunity of something that is potentially understandable by a broad range of people and that we really would benefit from hearing from more people to get a consensus on that. Are you more concerned about sovereignty of your government or protecting community from the global north, basically? Those were these conflicting things.

So it was just an experiment at the time, but we did a survey that resulted in tendencies of our community toward a higher level of protection for geographic names, but also much more focused on community than on government. And that's not unanimous. Not everybody feels that way. We definitely have people in our community that feel like it's much to do about nothing and we shouldn't spend a lot of time worrying about it. And we have people that believe that the sovereignty is a bigger issue than communities are. But it was definitely this trend. There was like a four-quadrant diagram and the cloud of responses really made their way into that quadrant.

So I think the extent to which we can find opportunities to press another form of engagement isn't just speaking out, it's, please think about this

thing. And that can take the place of a survey or a presentation as well. Let me go give a presentation at a conference about geographic names and end that presentation with a question. What do you think about this?

And so experimenting with getting that feedback and broadening the inputs our position development I think could be a powerful aspect of this as well. Beyond that, I guess I'd just be happy to answer questions about what we're trying to do. But I don't know that I have too much new to say from what I said yesterday.

GREG SHATAN:

Thank you, Jonathan. That's very helpful and thank you for bringing us right back to policy. Ultimately, it should be all about policy. And you didn't even mention the part about geographical indicators, which gets into trademark law and all sorts of other fun things.

So we do have Glenn McKnight with us and I think it's only appropriate that with the time we have left, sorry, it's only two minutes, but we may run over a little bit. I'd like to give Glenn the floor. His hand is up. His heart is pure. And we will have him speak for a minute and also go over some of the O&E stuff as well.

GLENN MCKINIGHT:

I'm not sure about my pure of heart, but I'll take it when I can get it. Greetings, everyone. Let me give you a quick update on what O&E is up to. But I'd like to first start off the fact that we had three CROP trips and I took one of them to a broadband conference in North Bay a couple of months ago. And it's consistent with what we talked about yesterday

with Marita, and Marita and I worked on that slide show and we unfortunately worked months to get Canadian government, it's called the IISD, a person as a speaker, but the person was not available on Monday. And Marita did a great job being a confederate for the Canadian government. And [inaudible] did a great job giving counterpoint.

But I can say that at the [inaudible] in North Bay, great people. And again, these are people with boots on the ground interested in NARALO. I didn't have any brochures but I'll be following up with those folks as well. I've had a few bumps along the road personally so it's caused me some delay but I hope to get back to them.

So let me just run through really quickly. We started with our NARALO GA in Los Angeles and we had a wonderful meeting and we had a lot of great people giving some great ideas, helping us move NARALO along. We're one of the smaller RALOs but I think we have a lot of heart in terms of what we're doing on the policy bank and I think the history has shown that.

It was mirrored with the ARIN meeting. And many of us attended some socials that occurred at the same time. and we've had a really good relationship with ARIN over the years. I volunteer on the fellowship selection committee and many of us have had ARIN fellowships over the years.

Through that relationship we were able to establish a relationship through one of the graduate students with American University and that gave the segue to reaching out to Kathy Kleiman at first and then to Alexandra Fiona, and basically asking them to put NASIG in

partnership similar to what Alfredo and Eduardo has done in Puerto Rico to do NASIG prior to the ICANN meeting at American University.

That happened and it's unbelievable the success. And we streamed it. The video is available to watch. Fantastic event. And kudos to everybody that was. there Unfortunately I couldn't attend but I really did miss it.

So I said the three CROPs, David and Marita, remember we had very little timelines because we had an eight-week window and there were challenges because our CRIP didn't get approved till January. So let me move on.

Communication. [inaudible] have a monthly AN space newsletter. We try to contribute on a regular basis any new things that are happening and the last report was the great work that [inaudible] is doing with the ISOC Quebec on reaching out to the indigenous groups in the Maritimes and she's part of myself and a few others, Bill Jouris, Louis Houle, we're part of a group trying to promote indigenous languages at ICANN in the U.A.

Election. Fantastic, clean, fair election appointing Jonathan Zuck and Adrian Schmidt and I forgot to mention Alfredo Calderon as the incoming NomCom.

Membership has been steady on our monthly meetings. recruitment and outreach has been to the fellowship program and NextGen. Thank you, David, for attending. I'm attending it remotely as well. Alfredo and David are at the NextGen meetings. A great crop of people. Not so many

in the fellowship to join us but if there's any, I'm leaning on you folks to reach out.

We have a new ALS. I'm sorry, I can't remember the name. Maybe Eduardo or Alfredo can help me out. Our goal is 5% increase in membership. I think we're on target on that. Again, we're a small group.

That's it for me. Greg, over to you.

GREG SHATAN:

Thank you, Glenn. Good to see you back online. We're over time. We've covered almost everything in our agenda which is pretty good. I think our town hall session organically occurred around Alan's mobilization discussion. So I'll even give us credit for having a town hall.

I encourage you to go to the rest of the At-Large sessions, go to the photo booth. We have a fun photo frame. You can get a photo taken. You can then put that out over social media. Remember the hashtags for NARALO and ICANN 77. Enjoy the rest of your meeting. This meeting is adjourned. Thank you.

[END OF TRANSCRIPTION]