
ICANN78 | AGM – At-Large Outreach and Engagement Session
Sunday, October 22, 2023 – 4:30 to 5:30 HAM

YEŞİM SAĞLAM:

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With that, I will hand the floor over to Daniel Nanghaka, chair of the ALAC Outreach and Engagement Subcommittee. Thank you.

DANIEL NANGHAKA:

Thank you very much, Yeşim, for that welcome remarks. I'd like to welcome you all to ICANN78. And at least I'm happy that I'm participating [inaudible] remotely. One of the things, the aim of this meeting is to be able to discuss the new changes that we hope to implement in outreach and engagement strategies, especially with the fact that how can we be able to enhance engagement? How can we be able to build our communities? How can we be able to innovate the whole outreach and engagement process.

So there are a number of bylaws that have been taking place, as some of you are aware. And one of them is the At-Large Loop and the Campaign Book, which has been piloted in NARALO. And Jonathan Zuck will be able to give us those respective remarks on how the At-Large Loop works and how can we be able to build [inaudible] campaigns that can be able to guide engagement.

We shall also be hearing from the ICANN78 Communications discussion with Sally, the SVP for Global Communications as we dive into this meeting.

Just quickly, seeing that we are already six minutes into our time for Outreach and Engagement, let me quickly give the floor to Jonathan—sorry—to Sally. And Jonathan Zuck will be leading this discussion of the At-Large Loop and the Campaign Book.

Jonathan, please, you have the floor. Thank you.

JONATHAN ZUCK:

Thanks, Daniel. I'm going to be wearing two hats. I'm going to be both Jonathan Zuck and Sally-Newell Cohen, so you may detect a slight change in inflection partway through. I'll suddenly speak with more authority, I think, partway through.

So as most of you know, we've had conversations about the so-called At-Large Loop, which is really a set of experiments to see what techniques work best for us in terms of engagement or mobilization of our community, either to get information back—to get feedback—or to get information out to the community. So both of those are reasons to mobilize the people we've already recruited.

And so part of what I'm trying to do is, we throw around the term "outreach and engagement" in an amorphous way. And I really want to think of outreach as, as Greg Shatan once put it, catching the fish, and engagement is frying them. So that's a Gregism, but the idea being that outreach is recruiting of people into our community, and engagement

is the mobilization of those people to either get feedback or amplify messages.

And so we're conducting a series of experiments on different techniques we have—whether it's email, whether it's phone campaigns, whether it's seminars along the same lines as UA Day—and what works most effectively for us. The goal being to create an efficient engagement engine and then begin to look at GSC, SSAC, the ALAC all as clients of that process in a way. And so that's where we're trying to head.

And some people have asked what the difference is between the At-Large Loop and the Campaign Playbook. The Campaign Playbook is meant to be the result of these experiments, to document what our processes are based on what worked best from the experiments that made up the At-Large Loop. So presumably, the At-Large Loop will get discussed less once we actually have a Campaign Playbook. But I'm sure that it will take us a few years to really solidify what that looks like.

But along the way, there's a number of experiments we're trying to do. We talked a little bit about DNSSEC as one of the opportunities for engagement with the SSAC before Steve hijacked the entire meeting and had us talking about WHOIS, which is another possibility, and seeing what is possible there.

We've started down the path of looking at phishing as perhaps the first campaign, and we've done a small experiment just in Puerto Rico, but we're just about to send a much bigger email out that talks about how to recognize phishing and how to report it. Language services translated the email into three languages, and so we're ready to do that

and hopefully collect metrics based on people doing click-throughs to these videos that we created. So that's all sort of background.

But another client, if you will, ICANN as GSC related to the new round. And that's actually going to be probably a series of campaigns. And so they are already beginning, very soon, their own communications plan for outreach three years before the applications are accepted. And that's a particular input to us because the people you want to reach are the people that aren't already aware. Right? And so they need the upfront notice. And it's the people that might be applying for support. It's communities. It's our audience.

And so, ideally, we would work with ICANN, so they're developing a set of materials for us to use as part of this outreach. But I had a good conversation with Sally—who couldn't make this meeting because once you come in person, you're pulled in too many directions—about establishing a process by which we collaborate to create the materials with them that will work best for our audience; and then beyond that, actually be in a position to customize them at a regional level if that's necessary, if there's tweaks, the language tweaked to the messaging for the people that we're trying to reach.

So that's the thing that will come first out of ICANN, is some of this outreach about Universal Acceptance that's separate from just the Universal Acceptance coming out of the UASG, which we are also participating in. But then from there, applicant support. And so there's going to be a series of campaigns that we hope to partner with ICANN through our community to get the word out to folks that we want to see become a part of the registry community, frankly.

So that's the big, big message from Sally as they're developing. They've hired an outside firm to make them pretty, but we're going to be in a position to have input into what gets created and also the ability to modify it as necessary at a regional level. That's really the message from Sally.

Other questions about that? Go ahead.

ALFREDO CALDERON:

I'm sure that they're making sure that the accessibility issues are taking care of so that different types of individuals or organizations that are going to look at that material—and I emphasize "look" because if they're visually impaired but they want to understand how they can submit an application, they need to be able to understand the process by hearing it instead of reading it.

JONATHAN ZUCK:

Right. So I very much doubt that they've thought of that yet, and so that's a good role for us to play. As we look in our regions for communities, organizations, non-profits, and others that we'd like to at least think about becoming registries, then we should ask those same questions. And we have a commitment from them to help in the creation of custom materials. All they've thought of so far, I think, is just language. But as you say, accessibility is an important aspect as well.

Any other questions or comments? That's basically the word from Sally. So we should be doing a lot of these campaigns. And we'll, I think, hopefully get systematized about how we do it so that it's not just a hair-on-fire exercise whenever something like this comes up.

DANIEL NANGHAKA: Yeah. That's great. And also—Daniel speaking—before, I think, Alfredo's comment, I would like to say regarding the campaigns that are going out, I think such an important aspect to see how favorable we can be able to measure metrics on the possible outcome. Previously, we've had these discussions on metrics and campaigns. How are we going to be able to measure the reach? This is just an open discussion to be able to guide how the RALOS are going to be able to build their strategies [inaudible] probably. Was that Alfredo who was speaking?

You can proceed. Yes?

JONATHAN ZUCK: So definitely, metrics are part of these campaigns. So in this first thing, for example, we created tutorial videos for the tools that were created by the DNS Abuse Institute, something called NetBeacon for reporting issues, and then something created by the registrars called ACID, which is for identifying the hosts of a website.

Because remember, there's that distinction between a maliciously registered domain and one that's been hijacked. And ideally, if it's a hijacked domain, you don't want to take it down. You want to try and get the host to take down that page. And so that's part of the discussion. And then there's also a tutorial, a really great quiz tutorial from Google about recognizing.

And so what we did was create At-Large-specific links to these things so that we have complete tracking of who clicked through to watch the videos and things and so on. As a first step, that will start to become one

of the metrics that we're able to use. But with each campaign, we'll need to identify the metrics to use, hopefully with a call to action of some sort. Right?

DANIEL NANGHAKA: Absolutely. Let's hear from Alfredo. He has his hand up.

ALFREDO CALDERON: Yes, thank you. The other thing that we also, all of us, need to take into account is that once we launch the campaigns, we have to consider the platform that it's—what's the word that I'm—user-friendly. Especially in our case, when we did the test, I helped Eduardo with the test in Puerto Rico. We had an issue with the links in terms of when they pop up, some browsers blocked the information. They couldn't open it. Although they clicked on it, there wasn't a way to actually see the content because of some issues with—

JONATHAN ZUCK: [inaudible] look into that. I didn't hear about that.

UNIDENTIFIED MALE: Yeah. We found the other day.

JONATHAN ZUCK: All right. Well, thank you. Daniel, back to you.

DANIEL NANGHAKA: Yeah. Alfredo was mentioning about the blocking of sites in some countries, but he jumped off before I got the full point.

I'm going to request Alfredo to clarify about the testing and then the blocking of sites during the campaign. Probably this could be able to guide the discussion more.

Alfredo.

ALFREDO CALDERON: Sure. I did a couple of tests using different browsers. So when you click on some of the links, depending on the settings you have in your browser on your computer, some sites won't pop up because the settings don't allow it to pop up or to move on to the link because you're blocking some services.

DANIEL NANGHAKA: Okay. I think when it comes to how we're going to be able to monitor the links and the clickings, probably appropriate browser restrictions can be lifted up. Probably, that's something that can be taken care of during the [progression] of the campaigns. Because I'm very much aware that at least some sites or some security settings may not favor popups, for instance. [inaudible] sometimes the tools that are being used to monitor statistics are sometimes blocked by ad blockers or external links.

Probably, Jonathan, in case you have any ideas on how we can be able to solve the challenge, it would be good to share them.

Just before, I'm seeing in the [inaudible] with chat, Glen is saying, "Critical in the messaging is the fine tuning of the message to those you want to reach. What is the expected results of these efforts?"

I think that the discussion that we can hold, but let me first give the floor to Jonathan.

Jonathan.

JONATHAN ZUCK: I'm sorry. I didn't hear that question well enough, what was the question in the chat?

DANIEL NANGHAKA: The question in the chat is not directly related to the previous discussion that had been put forward by Alfredo. So the main point of reaction that I was seeking for is how are we going to be able to manage the blocking of the sites after being clicked? Because this can be able to affect the message reaching out or how we can be able to do the engagement.

JONATHAN ZUCK: Right. And that's a good question. That's a very specific technical thing, probably, for this meeting. But what we have is a redirect link. I don't know—because this is the first time I'm hearing this—if it's actually blocked or if the redirect is what was blocked.

But either case, if you click on the link, we'll be able to record that that happened because the browsers don't prevent you from just clicking in a link. So we'll have a record that the link got clicked on, and then we'll have to see what we can do if people have difficulty getting all the way

to the final video or the call to action. Sometimes it might be a form. I mean, there will be all kinds of different things that we'll be doing as a call to action, and we'll have to experiment with those.

But part of this is going to be a volume game, and it may just very well be that there will be some people that don't succeed because we can't get so lost in perfection and make perfection the enemy of the good.

DANIEL NANGHAKA: Thank you very much, Jonathan, for that. Seeing that we may not be having another hand in the queue, let me just proceed to agenda Item #2.

JONATHAN ZUCK: Amrita has her hand up, I guess. But I'm using up a lot of my time.

DANIEL NANGHAKA: Sure. Thank you. I hadn't seen that because I'm on the mobile. Amrita, please.

AMRITA CHOUDHURY: Thank you, Daniel. I'm not in Zoom. Just to add, I think when the issue has come up, the compatibility with different browsers could be checked. And that's the only thing which can be done. Or worse, it's embedded into YouTube. Wherever YouTube is possible, the videos can be seen. So I think that's not a terrible issue that can be solved very easily.

JONATHAN ZUCK: Right. Back to you, Daniel.

DANIEL NANGHAKA: Thank you very much. Just to get back. Before, Glenn had asked a question. In case Glenn is in the room, probably, I'm going to request Glenn to just simply speak up to the question that he had raised in the chat.

Glenn, you could ask the question directly.

UNIDENTIFIED MALE: [inaudible].

DANIEL NANGHAKA: Okay. Since Glenn is still probably having issues, I'll just simply read the statement. "Critical in the messaging is the fine tuning of the message to those you want to reach. What is the expected results of these efforts?" Let me give Jonathan an opportunity to answer this question in less than two minutes. Then we can proceed to the next item on the agenda.

Jonathan.

JONATHAN ZUCK: Sure. The idea is that this is a series of experiments, and so some of that experimentation is about what messaging works. And, hopefully, we hear back from RALOS about tweaks to messaging that's necessary. So this is all meant to answer those kinds of questions. I certainly don't enter this exercise with all the answers. The exercise is, in fact, to get

those answers. And so each campaign will have a different, specific effect. But as far as the overall exercise, it's meant to get those answers and document them so that going forward, we have a systematic way to launch a campaign for either feedback or message amplification.

DANIEL NANGHAKA:

Great. Thank you very much for that response. Proceeding to the next item on the agenda, which is the Universal Acceptance Day planning. Right at the table, at least, we have three members from the UASG. We have Anil Kumar, who is the chair of UASG. We have Nitin Walia, who is the vice-chair of UASG. Then Nabil Benamar, who is also the vice-chair of UASG. So they are going to present about Universal Acceptance Day. [inaudible] give the floor to the chair of UASG.

ANIL KUMAR JAIN:

Thank you, Daniel. And first of all, I, as part of the UASG, would like to thank ALAC community of calling us, inviting us to this session. First of all, I just want to inform you that we had the first inaugural Global UA Day celebration on 28th of March. And the session, actually, UA Day celebration was spread over two months. And in this presentation, first of all, we'll recap what we achieved in the first UA Day session, and then we'll [inaudible] what are the planning and what are the focus which we have for 2024.

And for great success of UA Day 2023, I would like to start by thanking ALAC because the contribution [inaudible] ALAC was tremendous. In fact, around 50% of the sessions were conducted with the help of ALAC. Next slide, please.

So let us start with understanding UA. UA, basically in a nutshell, is that people across the world with different languages can effectively use any domain name and any email address in any of the software applications either for their personal use or for their business use. So basically, in a nutshell, the UA is for domain and email addresses. And if their address then UA has a problem, it is all in those systems. Next.

Recap is that the UA Day 2023, we decided to celebrate at four groups. One at the local celebration, which are multiple celebrations within a country, national celebration. A regional celebration means the group of countries putting together and celebrating the UA Day. And one as the global celebration.

We have reached out to various ICANN communities for helping us, for participating and become part of us. For example, ccNSO, GAC, GNSO, all communities, but specifically to ALAC, RALOs, [inaudible], UA ambassadors, and UA local initiative, and interested global partners to host the event.

As I said, UA Day was celebrated on 28th of March. And now, going forward, 28th March is fixed as the celebration of Global UA Day every year. The Global UA Day which was celebrated on 28th March was celebrated in India with the help of the government of India. Next slide, please.

Now, we tried to have regional balances when we selected the proposals. Total, 89 proposals received, and 50 were approved, short-listed, which were held in over 40 countries. And let me inform you that all these events were either fully or partially funded by UASG. We got maximum proposals from Africa and Asia-Pacific, as we expect. And

more than 9,400 participants in 56 UA Day events participated. And 22 languages, the UA Day events were held, which are listed here. Next slide, please.

Now, this is important. The basic idea of UA Day was to spread awareness, but if we look at the outcome of UA Day 2023, 50% of the events focused on UA awareness, and 50% of them focused on UA training. And this is the graph which shows that starting from 22nd of Feb, we sped the UA Day celebration up to 24th of May. And this is how we have planned this year also. We are going to start from 1st of March, and it will spread for over three months. Next slide, please.

So significant contributions was, as I said, from the ALAC organizations. Twenty-three [at least] organized the UA event. Active participation from UASG members and UA ambassadors. As a result of it, we are able to gain more UASG members, more ambassadors. It raised the awareness. There was a significant involvement from the universities, from the tech community, from the local government. And this suggests that the partnering with the tech-oriented universities and working together with the government makes the day for UA Day. Next slide, please.

So, basically, if you have seen that less participation was there from North America and from Europe, that is what—this year, we will try to get more on this. Last year, we had more on awareness. So this time, the organizers who conducted the UA Day last time, we are requesting them to focus on training and adoption instead of awareness. Next slide, please.

Now, if we talk about the 2024 which is there, so we are focusing on adoption instead of general awareness, which we are doing for the last eight years. We have three levels of events: local or national, regional, and one global. And those who have already organized UA Day in 2023 focused on awareness, they should focus on technical training. And who focused on technical training should focus on user adoption.

And in case the same organizations are undertaking awareness this year, they are also welcome, but there may not be any funding for them. There is a three-month window, as I said, starting from 1st of March to 30th of May. Next slide, please.

Now, these are the type of events which we are proposing. So even a one-hour UA Day awareness event can be conducted. Right? Starting from a one-hour UA Day event to a one-day UA Day event or a two-day UA Day events can be conducted by any organizer which are listed here. Next slide, please.

So the focus will be the geographical diversity. So we would like that more number of applications should come equally from several regions. We are also looking at diversity of the events means the event should focus on awareness, training, and adoption. Then participants should be from the technical community, from the government, from academia.

We are asking for whatever amount of financial support is requested by the organizers. We will look into it. This can be full financial support or partial financial support. And let me inform you that there were several organizations last time who have conducted UA Day without any financial support.

In addition to the financial support, UASG is also providing resources for conducting the UA Day. What are the resources? Resources can be logistical support. Resources can be speakers. Resources can be trainers or technical support. But in addition to this, resources can be [PPDs']. Resources can be videos. Resources can be the people from the remote or on the site to conduct the workshops and also to [inaudible] in case it is required. Next slide, please.

So this is the tentative timeline. We are calling for the UA Day proposals from 1st of November. The window is open for 45 days. Then we will process in the way of scrutinizing them, shortlisting them. Material which is required to be distributed to the organizers, we'll start preparing from 1st of November. Will be ready by 15th of January. We'll be contracting between 15th of January to 15th of February. Assigning the ambassadors for the training to these events will happen from 31st of January onward. And as I explained to you, UA Day events will start from 1st of March to 30th of May. Next slide, please.

Now, this is an important slide, and we want a discussion on this. Now we need to gather insight, feedback, and suggestions from all of you. So what aspect could enhance UA Day 2024? How else would ALAC like to contribute to the UA Day this time? How can ALAC encourage allies to embrace your adoption-focused events? Do allies have capacity to independently pursue UA adoption? Or what kind of assistance might they require?

Now the floor is open for discussing your suggestions from inputs so that we can take UA Day celebration in a much bigger way this year. Thank you.

DANIEL NANGHAKA: [inaudible]. Thank you very much for that lucrative presentation which has a lot of information. And the previous UA Day, we had a lot of ALSes participate in it and then also organize sessions. And based on all this, we saw at least a lot of big milestones that have been achieved.

Seeing [inaudible]. I have Hadia who has her hand up.

HADIA ELMINIAWI: Thank you, Daniel. So I raised my hand—

DANIEL NANGHAKA: [inaudible].

HADIA ELMINIAWI: Do I—

UNIDENTIFIED FEMALE: [Just speak up].

HADIA ELMINIAWI: Okay.

DANIEL NANGHAKA: And also Amrita—

HADIA ELMINIAMI: Thank you. So going back to your presentation, it seems that there were no regional—

DANIEL NANGHAKA: —also has her hand up. But let me first give—

UNIDENTIFIED FEMALE: It's just a delay. [inaudible].

HADIA ELMINIAMI: Okay. So there were no regional events during UA Day. And so my question was: what was the reason for which we did not get any regional events? And then also a follow-up because I'm thinking of obviously organizing an AFRALO regional event. And my question would be, so if we are to organize an AFRALO regional event, what kind of support could be offered for that regional event? Thank you.

NITIN WALIA: Thank you. Nitin Walia, vice-chair. So the reply to your question is, actually, we have designed the format in such a fashion that, firstly, as far as the last, 2023's concern for the regional events, the [inaudible] it took time for us to finalize the things. And it was first thing which was happening, first time globally in terms of the Global UA Day and the UA events, actually.

So the period for applying and selecting was very limited available to us. Because of which, we didn't find suitable regional events, actually, because the proposals which we received stating that these [are these

events] were looking like the national events or the local events. So the proposals was not clear enough which can convince the committee that this proposal of regional is actually for regional. Because when you are conducting any event and you do not have a support of people joining to that event, even remotely from other regions, and only you are conducting an event in one location and the people around that particular location are just joining in, it cannot be a regional, actually. It has to be diversified, actually.

Coming to your second point, which you have mentioned about this year. So as far as this year is concerned, we have a flow which we have shown that from one hour to a full day event. There are multiple things. So accordingly, if your event fits into the category, well, it majorly depends upon the proposal which you generally submit. So if your proposal fits into the category of regional category and it shows that, you know, "Within this one day event, I will be conducting this thing," those proposals will definitely be accepted.

And there's already a predefined budget to every event which will be happening. So, for an example, if it's a two-hour event, there is a full day event, then there are different multiple slabs which are being applied based on the principles which have been defined to conduct this event.

So this thing would go live on our UA Day page wherein before you submit the proposal, including the call for proposals which will be announced, that will contain the entire slabs. You know, what amount would be reimbursed. And, in fact, there could be a possibility the amount which we state out there may not meet your expectations.

But definitely, like we have stated the last time also, a lot of events has happened without funding and with partial funding. Which we appreciated, actually, that people try to manage locally with the possible support that they were able to get from their local community to run the program very successfully. And this is the reason we have kept this window for almost three months, so that you can plan it well.

And in fact, we are taking the baby steps this time in advance, actually, that we are thinking to start for the call for nominations from 1st of November itself so that by the time of the next 45 days, we will be in a position to have the entire nominations for proposals which are available to our committee to finalize those things. I hope I replied [inaudible].

DANIEL NANGHAKA:

Thanks, Hadia. Before I come to Amrita—

GISELLA GRUBER:

Daniel, sorry. Terribly sorry. I didn't mean to interrupt. Could I just please remind everyone to please speak slower, will have interpretation, and it is extremely difficult. Thank you very much.

ANIL KUMAR JAIN:

Thank you. Hadia. Last time—just adding to what Nitin has said—we received two original proposals, one was from Armenia, and the second was from Europe. But as he mentioned, the time was less. They proposed initially, but they could not gather the speakers and other logistics. [However, we approved] it.

So this time, what Nitin has said, we will provide all kind of help— financial help, the help of the material to conduct this. Even the speakers, if they are required, they will be available to you. Thank you.

Amrita.

AMRITA CHOUDHURY: Thank you for updating what had happened in the past and what you're planning.

You want to say something?

NABIL BENAMAR: I would like just to add something to the question of Hadia, to answer her. This is Nabil Benamar for the record. I'm the UASG vice-chair.

Thank you very much for raising this issue about comparison between local, national, and regional events. I must add that the Armenian, last time, chapter, it was regional event. And we received another one from Egypt, and it was accorded. It was approved, but it was cancelled at the last time. So this is something that is out of our hands. And we would love to see another application from Egypt that would be a regional events.

And I would like just to add something here, which is very important when we move from awareness to training. So if any local or regional organizer did an awareness event, this time should it be a training event. It was a training event, it should be this time and adoption events to show that there has been an adoption of UA locally or in the country.

So we are not funding for awareness events that have been done also last year. Thank you.

HADIA ELMINIAWI:

Thank you. I was just thinking of an AFRALO regional event and not, like, an Egyptian regional event.

AMRITA CHOUDHURY:

Thank you. It's good to see the event magnifying. Just a few questions like: have we learned from things? For example, last year we had ALSes in some countries where you have more UA work happening. For example, India as an example where funding was given just to one entity, but none of the ALSes got any funding. There are so many languages which is [worked on].

Similarly, in Asia-Pacific, there were many who did not get funding or support because they designed something, they were implementing it, and most of the ALSes are volunteers working together. They're not industry bodies. They do need funding from some extent, and UA is not something which companies may be funding. It's not a high-ticket thing for places.

So are you changing the strategy wherein when ALSes are trying to come forward and help in spreading the mission, vision, and even the adoption strategy for UA, are we going to change the limitations which we had last year? Because it was very disappointing for many ALSes.

I can speak for APRALO, the Asia-Pacific, because we have so many languages, and limiting just to someone in one country or making it

country-specific, I think it's pretty unfair. Sorry for my brutal words, but that's how I feel.

ANIL KUMAR JAIN:

Amrita, thank you. So let me inform you that UASG has funds which are the same for the last five to six years. Last year, we added UA Day as a celebration. So almost 40% of the funds which are as per the budget of UASG were used for UA Day, which is still a limitation today. But this time, we are trying to accommodate more organizers for events, and we are also trying to encourage and motivate more organizations who can undertake this without any cost.

But here, I want to announce one thing because I'm in ALAC today. That we invite the ALAC community. You can nominate a few of you as your members in the UA Day Organizing Committee. In the UA Day Organizing Committee, we segregate the proposals. We decide whom the event should be approved and how much support is to be given to them. So you become part of the decision-makers with us.

So we will try, definitely. The learning which we have got in 2023, we will improve and we'll see that the basic objective of UA Day celebration in motivating, bringing more community, bringing more people together in the whole process will go up. Thank you.

NATALIA FILINA:

I'm so sorry—

NITIN WALIA:

Just to add to what [Amrita] has said, [inaudible], actually.

UNIDENTIFIED MALE: We have the chair, please.

NATALIA FILINA: I'm so sorry.

NITIN WALIA: Sorry.

NATALIA FILINA: I'm so sorry. I'm a vice-chair. My name is Natalia Filina. I would like to thank you so much for all this discussion rising up, but we would like to give the microphone to Melissa because we have the last part of our meeting today about update and the Policy Development Accelerator program. Thank you.

MELISSA PETERS-ALLGOOD: Thanks, Natalia. Hi, I'm Melissa Allgood. I am on the Policy Team, and I appreciate the invitation to join you today to talk about the Policy Development Accelerator.

So this is a new program that we started. Not to confuse you, but we have changed the name. So when we did this in pilot last fall and into the spring, it was called the Policy Transition Program, and we determined that that didn't explain what it was enough. So I just want you to know for ease of use, those are the same thing. The Policy Transition Program is now the Policy Development Accelerator. And we really just call it "the Accelerator" to avoid having yet another acronym.

So the Accelerator program creates opportunities for ICANN members to cultivate substantial and substantive policy knowledge while fostering relationships and value-in-service, community, and the like. So how we've done this is we identify one policy topic to focus on. And this semester, we have identified gTLD registration data.

And my thanks to—a number of you in the room today are participating in this effort. So thank you for supporting our attempts to try something new and to add value to the whole entire ICANN community.

So participants in our program receive sequential learning modules that include background summaries, webinar and session recordings, and other relevant resources on the particular topic that offer different points of view. And we ask that our participants review these asynchronously. So do it on your own.

And then we meet monthly where we're bringing in community subject matter experts who really lived the work that we're talking about to explain to us and demonstrate to us what you can't find in the four corners of a final report. What it was like on the ground at the particular time that we're talking about with that particular policy topic.

And what's been interesting is, it becomes a bit of a living history project as well. For instance, we've had, now, two sessions of this term on gTLD registration data. And in our first session, we were joined by Marika Konings, from the policy team who really has had a front-row seat to this policy topic for quite some time for her tenure at ICANN. And she was able to provide our participants with a basic overview, kind of that bird's-eye, high-level view.

And then for our second session, the asynchronous module was focused on WHOIS from the beginning. So from 1982 up until the Temp Spec in GDPR. And we invited Margie Milam, who has worn a number of different hats in different SGs and Cs within the GNSO, as well as ICANN staff for part of the time. We had we had Margie Milam, Jeff Neuman, and then Andy Newton to talk about the technical side. And we engaged in dialogue with them, and understanding. So that's the direction that we're going so far.

There will be a total of four modules on this topic. Two are publicly available right now. What we're doing is releasing the modules on our publicly-facing Wiki. I know Yeşim is going to drop it into the chat. You're welcome to follow along with these modules. Our session recordings are public as well. So that's another resource for anyone who's interested in getting to know gTLD registration data better but doesn't have the bandwidth to commit to the program itself.

So we will continue to post those throughout the fall. There's going to be two more that come live: one in mid-November and one in mid-December. And then our participants will also be engaging in a role play exercise that will culminate in February.

And next march, in March of 2024, we will start a new term on a new topic. And it will be probably mid-late January that we will announce that policy topic through all the normal ICANN channels and do a call for Expression of Interest to join.

In terms of that Expression of Interest and the program selection, we had really robust interest in gTLD registration data, which probably doesn't surprise many of you in this room. And so because of that, we

actually are running two different groups, two different sections because we have 51 community participants. So we run two groups of about 25 each in order to maintain the intimate small-group learning space that our pilot participants really, really found valuable.

So this is definitely something that is evolving, and we're learning as we go, trying to make it better at every step. So I'm sure at the culmination of this term, we'll have other tweaks and modifications to the program. And we always welcome feedback, of course.

But I will say what has been interesting is we allowed our participants to self-identify their professional or ICANN-related interest as well as the communities that they are identify with. More than 20% of our participants are from academia. About the same identify as being from business. We have about 65%, almost 70% that identify as being part of civil society broadly. About 15% in security, and about 55%—a little bit more than 50%, maybe—identify as being technical.

Geographically, we have more than 40% from Africa; almost 30% from the Asia-Pacific region, broadly; 12% from Europe; 4% from Latin America and the Caribbean; 4% from the Middle East; and 12% from North America.

And then finally, in terms of community affiliation, about 45% of our participants identify as being part of ALAC At-Large, broadly. We have one ASL member, a few ccNSO members. About 50% identify with the GNSO. Almost 60% identify with being associated with a RALO. And then we have 10% have no affiliation. So there's really an opportunity with a number of our participants to support them in finding their community home.

And again, what's important about community affiliation is we did not limit people. So we let them identify as many community groups as they choose to.

So that is the update on the Accelerator. I'm happy to answer any questions.

DANIEL NANGHAKA: Thank you so much, Melissa. That is something that is interesting to hear. And at least I hope that more can be able to get engaged. Looking at the [inaudible] because Sébastien had his hand up before he came in [inaudible]. Sébastien, go ahead and proceed and ask the question, as we are still waiting to hear further questions from other participants regarding [inaudible].

SÉBASTIEN BACHOLLET: Daniel, thank you. But Natalia [stopped] the discussion about UA and, therefore, the question is over. Thank you.

DANIEL NANGHAKA: All right. Thank you. Let me give the opportunity to Natalia, who is my co-chair, to be able to contribute to this discussion. Natalia?

NATALIA FILINA: Daniel, we have a hand raised up. Maureen?

PARTICIPANTS: Maureen.

NATALIA FILINA: Maureen.

CHERYL LANGDON-ORR: Actually, it's Cheryl.

NATALIA FILINA: Cheryl, please go ahead.

CHERYL LANGDON-ORR: Maureen was just waving frantically to get the attention, but that's okay.

NATALIA FILINA: I cannot see [inaudible].

GREG SHATAN: [inaudible].

CHERYL LANGDON-ORR: Oh, that is so toxic, Greg. So toxic. And with that comedy show now moving on.

Melissa, you know I'm an absolute supporter of this program, so thank you for the update. And thank you for the fact that you're able to split it, actually. You're not just, "We're only going to do 25," and eke it out and eke it out. I see this as a potential for exponential growth, which is going to be a problem as well as a good thing because resourcing

exponential growth for this which is kind of—the need is clear, by the sound of it. The design is getting there.

How can we as a community help you not get too big too fast? Where is our role? Because I'm sure there's abilities to be smart about this to help this succeed the way I believe it should and could.

MELISSA PETERS-ALLGOOD: As always, excellent question, Cheryl. And certainly something that we're talking a lot about. I'm now on Carlos Reyes' team, and so he and I engage in these conversations quite regularly. I think, really, what might be of most value—because there's a lot of anticipation. Right? It's a lot of unknown. We suspected with gTLD registration data that we would have a fairly robust interest, largely because there's such a long history. And that history can really inform where it is right now, and people just need to get up to speed. Right?

So I think what would be really helpful is to understand what policy topics the At-Large community broadly sees of value. And, of course, I can't guarantee that you give me a list of one through five and we're going to do all of those in that order, particularly. But that is really valuable input that I hope you know that I take quite seriously because we do want ...

This program is for all of you and for the broader community, and we want to make sure that we are addressing your needs in a meaningful way. So I think that would be a great place to start, Cheryl. And then I think beyond that, we keep talking.

DANIEL NANGHAKA: Thank you very much for that [question]. Regarding this program, community engagement and community [inaudible] to make sure that this program will succeed. And there are key milestones that have got to be achieved in this. So I believe Cheryl's question regarding to the community engagement, or collaborative development of the program together with the community, works perfectly well to be able to achieve this.

Let me just simply go back to the chat. I'm seeing one from Mouloud Khelif who says he's policy accelerator program after the pilot program. Thank you very much for that. But one thing that I would like to encourage all members to be part of this program, as it aims to build and enhance the community participation and understanding of ICANN policies.

Let me just simply go back in case there is anyone who has another abstract [question].

CHERYL LANGDON-ORR: Daniel, it's your grandmother calling. I just had a return—

DANIEL NANGHAKA: [inaudible] question [to mention it].

CHERYL LANGDON-ORR: Shush, Daniel. A return on investment flashed through my head. Obviously, you've given us some metrics, and those metrics are going to be captured. I clearly have great interest in this. I'm not the only one.

I can channel Justine and a whole lot of other people, those of us who are long in the tooth in the policy space.

Great that this training, this enthusiasm, this acceleration is going on. But I want to actually see these people in the policy rooms. So you are going to be tracking, and we're going to get updates because I really want to see that return on [inaudible] investment.

MELISSA PETERS-ALLGOOD: And, Cheryl, I appreciate you raising that point because that's exactly it. This program was conceptualized as that next step in the stakeholder journey. Right? We have these various ways to bring in newcomers, to onboard them in your spaces, to help with outreach and engagement. But when I started ruminating on this and coming up with this idea, I saw that vacuum. I saw that vacuum where there is such a high barrier to entry to participate in policy development in a substantive way.

So the real goal, as we know, not to belabor the point, but it is to provide a foundational neutral spot to operate from. And then your community brings that back to your CPWG, brings that back into the regions to then cultivate what your position is on those topics. So that is still the goal.

To answer your question about metrics, yes, we're very metric-driven at this point. And I can't tell you what the plan is timing-wise to share those, but assurances that they are being captured, and they will be shared. Because, ultimately, what we really want to do is prove concept. Right? And we want to demonstrate that this is supporting that larger stakeholder journey.

DANIEL NANGHAKA: Thank you. Oh, that is really great. I'm seeing that we are coming to the top of the hour, and I'm going to request—

GREG SHATAN: Daniel, I have a just a brief comment based on Cheryl's intervention. I think that there should be a formal onramp at the end of the Accelerator that takes people back to their groups. Because one of the things I've noticed is you can't do this alone. You need to do it with your group.

And you need to make sure that the people don't just pop out of the other end of this like so many Sneetches. You need to mate them. [inaudible] need to do, like, a job placement to make sure that their group knows that they are now accelerated so they don't get intimidated. And make sure that everyone gets placed at the end. And that's really where the success comes. Not just be ready, but to be in place.

MELISSA PETERS-ALLGOOD: And, Greg, I think that's an excellent point. I think that we should keep talking because that is a space that, as an ICANN Org staff member, I can't force that on anyone, but certainly could enter into a partnership with the community groups to do that funneling. Because you're absolutely right.

GREG SHATAN: No. It would be a hand off, exactly.

DANIEL NANGHAKA:

Thank you very much, Greg. [inaudible]. This discussion calls for a more community-integrated approach to understanding the PDP. I have seen challenges among those participants coming up and being onboarded into understanding the ICANN policy development process, and they've been really struggling in that you find someone comes from an ICANN meeting. And after three meetings, they still don't understand what the ICANN ecosystem is about. I see this as a very big leap to grow in the community and participating into the policy development process.

I see that we are coming to the end, to the top. But we already passed our time by two minutes. In case there is any other respective reactions, I'm going to adjourn this meeting until material the next Outreach and Engagement meeting. And I wish you all a great and successful ICANN78. Please enjoy Hamburg.

Thank you, interpreters. Thank you, staff. And thank you, all the technical support for this meeting. Thank you all. Have a great evening. Bye.

[END OF TRANSCRIPTION]