
ICANN81 | AGM – ALAC Community Engagement Sub Committee
Tuesday, November 12, 2024 – 13:15 to 14:30 TRT

YESIM SAGLAM:

Hello and welcome to the ALAC Community Engagement Sub Committee (ACES). My name is Yesim Saglam and I'm the remote participation manager for this session. Please note that this session is being recorded and is governed by the ICANN Expected Standards of Behavior and the ICANN Community Anti-Harassment Policy. During this session, questions or comments will only be read aloud if submitted within the Q&A pod.

Interpretation for this session will include English, French and Spanish. If you would like to speak during the session, please raise your hand in Zoom. When called upon, virtual participants will be given permission to unmute, on-site participants will use a physical microphone to speak. Please state your name for the record, the language you will speak, if speaking a language other than English, and speak at a reasonable pace. I will now hand the floor over to Jonathan Zuck, ALAC Chair. Thank you.

JONATHAN ZUCK:

Thanks, Yesim and thanks, everyone. This is the inaugural meeting of the ALAC Community Engagement Subcommittee, which is meant to be the latest incarnation of the ALAC Outreach and Engagement Subcommittee, which we're now archiving. Part of that was a

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realization that we want to really focus a lot of the outreach aspects of O&E at the RALO level, and that that coordination might take place via RALO coordination, rather than via an ALAC created group.

And so, this group is meant to focus more on the engagement of O&E. And in other words, once people are recruited into our community, mobilizing them to get messages out, or to help us define what positions we should take, et cetera, is the idea behind ACES. So, I'll go through this in a little bit more detail. So that's what's happening. The O&E is being archived and replaced by the ALAC Community Engagement Subcommittee.

It came up the other day that it's problematic that it's the ALAC Subcommittee, but we should talk about it, because functionally it's going to require a complete integration with RALO's to have any success at all. So, it's not meant to be exclusive or populated by ALAC members, but instead by the community as a whole, as we try to look at global campaigns in which we've been asked to engage. So, I'm hoping I can share my screen.

So, some of you have seen some of this, and some haven't, so I'm just sort of going to plow through some of the background on this, and then hopefully we can have a conversation about the best way to move forward. Our job relates to end user interests. We know we can't represent end users because we're not elected by the population of the world to be their representatives, but we're tasked with thinking hard and doing whatever we can to identify and amplify those interests.

So, I sort of divide what we do into two categories. One is to identify the interests of end users, and the other then is to amplify those interests once identified. So, if you think of those two components to what we do, that's what we're working on in this context.

So, part and parcel of identifying the interests is to create a feedback loop. In other words, can we, if something comes up inside the ICANN community, the ALAC is alerted to it, it then goes to the CPWG or the OFB working group, and we try to circulate that throughout our community, through the RALOs to the ALSs, and the depth which we can circulate it will vary from issue to issue. Some things are too complicated to go all the way to the members of an ALS, and other things can be phrased or discussed in enough of an end user friendly way that we can get a broader audience participation in that feedback loop. So that's part of the identification.

So here, if we think about ICANN's interaction with the ALAC, it's how sort of issues come our way, and ideally then, through the sort of think tanks we have with the OFB working group and the CPWG, we're engaging in round trip communication with the RALOs, who in turn, whenever possible, are engaged in round trip communication with our ALSs and their individual members, so that we have this virtuous cycle of identifying those interests. So that's my representation of a feedback loop.

So, the other piece of this then, I think of these as campaigns, where we're trying to coordinate as an entire community around either getting the answer to a question, or about repeating some kind of messaging,

amplifying some kind of message out to the end user community. So, there can be a campaign, the purpose of which is to identify the interest. So, that could be done by doing surveys that we do at the regional level into the ALSs. We've done some actual end user surveys. Those are very expensive. There are these sorts of self-selecting, somewhat difficult for that purpose, self-selecting surveys with SurveyMonkey and others, but those are attempts, those are campaigns to try and identify what our interests are.

One category in which we did this was in the case of geographic names. We sat at a table like this at an ICANN meeting, and failed to reach consensus about geographic names, just even among the people in the room. And the reason for that is that there was a general agreement that we wanted some protection for geographic names, but there wasn't agreement on whose behalf we were protecting them. Some thought it was on behalf of sovereign nations, and others thought it should be communities, because somebody raised their head and said I don't want to have to get my government's approval to use a geographic name, right? And so that discussion, we pushed out further into our community via a survey. So that's an example of a campaign to identify interests.

The other type of campaign is interest amplification. In other words, once we've identified something that we want the community to know, something that's coming up that ICANN is doing. If you look at our bylaws and our rules of procedure, part of our job is to keep track of ICANN's work and communicate wherever possible and wherever

appropriate out to the broader community what ICANN is up to, what decisions are being made, and how they might impact them.

So those are the two different kinds of campaign purposes. And then if we look at the types of campaigns, there might be an email campaign. So, recently we did an experiment where we composed an email to talk about the NetBeacon and-- I can't remember it now the tool that the registrars did to identify the host of a particular website. What was it?

EDUARDO DIAZ:

ACID.

JONATHAN ZUCK:

ACID, exactly. Thank you, Eduardo. As well as the phishing quiz that Google had. And we sort of packaged that into an email and we had little videos. We had videos in multiple languages. We had the email in three languages and we tried to send it out. And we got to our main list and we got some people following all the way through and clicking on the videos. And we got some results back. So, we tried to tabulate that and understand how that works.

Another thing that we've talked about a little bit, some folks in the room are aware of, is just straight up phone campaign. In other words, if everybody inside of a RALO identifies five people to call, five ALSs, and then each of those representatives in ALSs have five people to reach out to, et cetera, we can get a word out, particularly if we're trying to bring about some sort of type of action. It's much more retail, but it's another

way to kind of expand our reach. He told five people and they told five people and they told five people.

Social media campaigns are another way that we can do these kind of amplification campaigns where we're trying to get the word out. So, one of the things we're talking about doing potentially for Universal Acceptance Day is launching some kind of a tweet campaign or social media campaign, whatever the best platform is, aimed at informing either compliant actors or non-compliant actors that exist at a multinational level about their compliance with universal acceptance.

So, if we take a random airline like United Airlines that is all over the world, we can all reach out to that airline and say, hey, can you bring your system up to date from a universal acceptance standpoint? Or if it's an airline that already has done so, maybe we choose to send tweets aimed at that organization, thanking them for having done it. So that's an experiment that we're thinking about trying to do going forward.

The next type is a kind of a webinar, and we've done some of this as well. If we want to get information out, we can develop a webinar and invite people to the webinar. The beauty of a webinar is it often results in a recording so people can time shift and deal with the content that's being delivered asynchronously and there's some value then to using a webinar to get information out.

The second to last is a seminar. So, one of the things that we learned from the work of the UASG on Universal Acceptance Day is the value of actually doing in-person seminars and getting back to basics in that regard. And can you package up something that makes it interesting to

an ALS, whether it's an ISOC chapter or an internet security organization or something like that, that they would be interested in delivering and using a live seminar, which again also can result sometimes in a recording, and has the benefit of being customizable at a regional level, either linguistically or regionally when being delivered.

And so that concept from the UASG is this idea of an event in a box, right? Can we develop a course in the form of a PowerPoint? Can we include a recording of that course being delivered? Can we include a Q&A sheet? And can we provide a couple of hundred dollars for refreshments at the meeting? And when we do that the way the UASG did, maybe we can use that as a mechanism to bring people into the ALSs, get ALSs engaged in the delivery of this the way that they have, particularly in Africa, to engage on UA Day and get word out in that form. So, there we're experimenting on this safe cyber campaign coming from the SSAC, and that hopefully early in the year we'll be experimenting and engaging in this way with our broader community.

And then the last is conference participation. If we begin to build the materials for a webinar or a seminar, we start to have a library of presentations along with recordings of how to give them, et cetera, that can then be taken by somebody, use crop funding to go to a conference, but instead of just going there to attend it or sit at a booth, put in an application to say I want to deliver a session on fishing or I want to deliver a session on the New gTLD Program because you've got a library of presentations to go.

The best networking is not cocktail parties. The best networking is presenting and having people come to you afterward. It's a tenfold better version of networking when you are there and given a kind of authority or Imprivata of the organization. So, what can we do to help use the crop funds in a way to better promote and elevate people within a conference setting. So, the idea is to do this through a subcommittee called ACES and it's named that way partly so that it has a cool name, but it's the ALAC Community Engagement Subcommittee.

And again, the RALOs are often doing things on their own or along with GSE that are very regional in nature and this is not meant to interfere with those things at all. Instead, this is when there's a concept, when somebody comes to us, like the SSAC comes to us and says, we want to engage the At-large community on this issue, how do we ingest that? How do we discuss it internally? How do we advise the ALAC and get approval for it? And then how do we execute on it? How do we engage the capacity building group to build materials? How do we engage language services of ICANN to translate them, et cetera? And what does that process look like?

So, one of the documents that's in the agenda for this session is a kind of a draft campaign playbook. And so, in addition to describing these different types of campaigns, it has these flowcharts for how this approval and work process, execution process might look going forward. And the idea here is just to try. Let's try it, and then we'll get feedback. Well, no, we need to add a step. Or this step never happens, and let's remove it. So, none of this is set in stone. It's meant to be a starting point for how we organize ourselves around these increasing

number of requests coming from the outside because we're getting requests about the New gTLD program. We're getting requests about security.

SSAC is already talking to us about DNSSEC automation, if you remember from our session with them. So how do we absorb those requests? The same way that we absorb policy information in CPWG? How do we ingest those requests from members of the community? How do we process them, make recommendations to the ALAC, and if they approve them, then execute on them?

So, this is a simple one for an email campaign. And just to give a sense of the difference, this is the process if we're trying to do a seminar. So, there's a little bit more involved flowchart here, but that's the idea behind the campaign playbook. So, if you go to the link inside of the agenda, you will see-- Why is this not here? One moment, please. There it is. There's a document here that's called the Campaign Playbook. And it goes into these issues using the, you see many of the graphics I was showing you are borrowed from this particular document.

And it just goes into how we will try to operate and how we'll try to make decisions about these different types of campaigns. So, if I scroll down here, and then this here with the Sherlock Holmes is a case study of the email campaign that we did that Eduardo was talking about with ACID and NetBeacon. So hopefully we build this out with those case studies, and then we modify these process diagrams, which are coming up here soon.

We modify these as we go to figure out what's working and not working, and which campaigns seem better fitted for different types of campaigns. And hopefully over the next couple of years, we perfect this document as we perfect the way that we're going forward. So that is called the Campaign Playbook. Please take a moment on a plane or something like that to take a look at that document. And then let me come back here.

So, the idea behind ACES is to be structured fairly similarly to the way that the Outreach and Engagement Committee was structured, which is that we need a representative from each RALO, because this is something where it's kind of all or nothing. We need RALOs in the end to be on board for this campaign, and so they need to be part of this process of making a recommendation to the ALAC to go forward with a global campaign. So ideally there would be one rep from each RALO. RALOs then are part of the approval chain for a particular campaign, and ultimately, they're central to the execution of that campaign as well.

So, in theory, the capacity building group would create materials, and then those would be sent out to regions, and maybe there would be some modifications made at the regional level before the actual execution. We should talk about whether a campaign should be timeboxed the way that UA Day is, that we try to do it within a period of time. I'm thinking that this meets monthly at first, and then some of the things that are coming up is the UA Day tweet campaign, and the safe cyber seminar campaign that we've discussed.

So that's all I have right now to talk about this. Amrita has volunteered to start out chairing this group, and I will be deeply involved because it's new, but the idea is that it's green field. So, part of the reason we wanted to have this session is to get your feedback about this structure, how you think we could improve it, and what you think we need to do to make this a successful endeavor. So, with that, I would open it up for questions and comments and discussion.

NATALIA FILINA:

Thank you very much for this presentation. Natalia Filina speaking. I would just add something. We know that we did a lot of work recently and during previous years with outreach and engagement subcommittee. And I would love to dedicate this time for-- I don't see Daniel online with us, and he is not with us offline. I would love to say many thanks for leading this subcommittee of outreach and engagement to Daniel Nagnaka, because I think we did very well, and maybe our best practice we may make to the future for this new format of our work. Thank you.

JONATHAN ZUCK:

Thanks, Natalia. Are there other questions? Satish, go ahead, please.

SATISH BABU:

Thanks, Jonathan. This is Satish for the record. I think I'm encouraged by some of the suggestions that you've made, but I have a question on, when you say tweet campaign on the UA Day, it's a good idea, but I wonder what tweet now these days really means. People are leaving

Twitter or X in droves. They're looking at other social tweeting platforms. There are some alternatives like Blue Sky, but do we have any recommendation for our community as to what we should be using.

AMRITA CHOUDHURY:

Satish, just to respond to it, this is just a suggestion that Jonathan had given. Now, there may be people who are leaving X, but there are also countries where people use X in leaps and people are coming in despite issues. So, I think what he alluded to is an example. There could be more, and these are just citing examples, but whatever we would be doing is something which we all agree, or it could be sub-regional or even regional. As in it can be something which has been made centrally, but it would be made centrally by after discussion with the working group, the ACES group, et cetera.

Once everyone agrees to it, and if, like for example, I'm just taking as an example Brazil, where X is used a lot. It can work in Brazil. For example, a telephone call will not work in India. It may work somewhere else. So based upon the input which comes from the ground, only then can it be, it's a standardized format. It will be used for the places where it works, and something else may be used in places it does not work. So that's the whole idea.

SATISH BABU:

Just to follow up. See, At-Large earlier had something called the technology task force, which Judith was actually running with, and that group used to make recommendations on tech platforms. Right now,

we are rudderless. We are kind of saying that, okay, each region could choose what they want. Maybe there's some advantages to that, but there's also an advantage to having a recommended platform for many of these things. Thanks.

AMRITA CHOUDHURY:

I think since it's marketing, Satish. Amrita for the record. Let the RALOs also come back what they want in their regions, within their sub-regions, within their nation. So rather than creating too many layers, let the RALOs come and say, because they are responsible for the outreach engagement at the national levels. So let them come back.

JONATHAN ZUCK:

And I guess the other point is I don't think we're going to resolve these today. I think that's part of the job of ACES is to have that kind of conversation. And maybe it's one or two platforms, but the ultimate goal of a social media campaign would be to see how many communications, visible communications at a particular corporation, for example, could be seen in a short period of time so that they actually notice it.

So that doesn't necessarily need to all be on the same platform. It's more that it feels like something happened, right? So, what's the best way to make that happen? And that would be an experiment. And all of these are experiments. The whole history of direct mail, right, it was a series of experiments. We'll try this in this country, try this, see what works. If this doesn't work, we change it and we learn from it. We're

not going to come up with all the answers. And I think the idea is to be action-oriented and not spend too much time worrying about whether or not something's going to work before trying it but try it and then modify from there. That's the goal is to do this iteration.

AMRITA CHOUDHURY: Maureen, who is Olivia now?

MAUREEN HILYARD: Yeah, thank you. I like the concept. But it does seem to me as if we're focusing on things from outside At-Large. What about the-- I mean, each RALO has to write and implement an outreach and engagement plan. And they could use some of these ideas. But is that the same sort of thing? Do they still bring the sorts of things that their own RALOs are concentrating on? Do they still bring that to this, is there a group?

JONATHAN ZUCK: It's a good question, Maureen. I think the idea is that in that outreach and engagement plans that the RALOs do, this would be just one of the items to participate in global campaigns when they occur. Because RALOs have an independent set of responsibilities in their outreach and engagement plans. So, this wouldn't replace that, things that were regionally specific. This is just when we're being asked to send the same message to the world kind of, in one form or another, that's less regional in nature.

AMRITA CHOUDHURY:

And Maureen, just to respond, to add to what Jonathan says. For example, if it's UA Day, I'm taking it because everyone understands it. In different countries, you may be having a UA Day campaign. Simultaneous to that, there may be a campaign. For example, I'm taking Twitter, it's not written in stone. There may be some campaign which has been planned to do on Twitter that these messages would be sent to these companies. That is your website, UA friendly. Say an airline, or even a technology company, big one. Which even our members can also be tweeting and using.

So, it is not only the event which you do, there could be some common things which everyone can do. at the end of it, for example. And this is just a hypothetical thing. For example, if you're doing a Twitter campaign across all our RALOs on UA Day, for example, identifying, say, 100 companies in our complete strength, and we are tweeting that is your website UA friendly, et cetera. That collective message of 100 companies being reached out to, and at least telling them, even telling them to check are you UA friendly, also passes a message, apart from doing things on the ground. So, these are supposed to complement the activities which are also going on ground.

But again, it depends. Next round, I think there are certain things which standardized material can help, but obviously we may localize it for our requirements. Not all standards will work. So, it's a mix of things. What works, what doesn't. Yeah.

MAUREEN HILYARD: If I could just respond to that too. How are those activities socialized? I mean, is this going to be a regular monthly meeting? Do they share, and what sort of metrics are kept? That kind of thing.

JONATHAN ZUCK: Yeah, so I think that's part of what we're trying to figure out. But the idea is to have regular meetings of ACES and say, here's requests we have for global outreach campaigns. Which ones seem appropriate to us? Because we have the ability to say no also, right? And then if we, as a group, if this group starts to think, yes, this is something we should take on, then that would probably then be a recommendation to the ALAC, approved by the ALAC, and come back to ACES for how to go about doing it.

So, depending on the type of campaign, it could just be, all right, we're going to not target 100 companies, but three, right? So that we're sending a lot of messages to a few companies. And this is the platform we're going to do it on, and here's the composed tweet. And that then gets socialized out through the RALOs into the ALSs.

If it's a seminar, then it's a much more involved process that takes longer. But we engage the capacity building subgroup to build materials, and then we end up getting ICANN involved in translation, and things like that. But that could be a big campaign, like UA Day, and like we're trying to do with Safe Cyber. So, it runs the whole gamut between something that's quicker, and that all that the group is doing is composing the social media message, I won't call it a tweet, whatever

we decide is the right thing, versus something more substantial that's like a class or something like that.

AMRITA CHOUDHURY: And, Maureen, it's work in progress. We look forward to all of you for the responses. And you have a question.

KATHLEEN SCOGGIN: Hi, Kathleen Scoggin for the transcript. Just a quick question about statistics and monitoring. Is there anything within the playbook currently about how we would go about monitoring success? And if not, are there plans to include that before approval? And then I have a second question, sorry, multi-part. How do we anticipate this strategy interacting with the academic network and the academic outreach that's being done at the GSE level?

JONATHAN ZUCK: So, two very different questions there. It's not a two-part question. Okay. So, the first question is about metrics, and that's one of my favorite topics. And so, it's mentioned, but I think the metrics are going to vary from type of campaign to type of campaign. And so, in the social media campaign, there's different ways to monitor. Again, for lack of a better, please don't treat this as touch and tone, but let me just say tweet because we all know what we're saying. How many tweets actually resulted as a result of this campaign? How many posts on LinkedIn, whatever it is? How many posts on Facebook, whatever that

is, occurred? Those are things that are measurable and that we would definitely try to keep track of.

And we do have results from the email campaign that we did. We knew how many people opened the email. We know how many people actually clicked on the videos, for example. So, we kind of know the value of different lists over time. And so, metrics would definitely be a part of every campaign we did. But they're not all figured out yet in the campaign playbook.

AMRITA CHOUDHURY:

Amrita for the record. Because metrics would depend upon the campaign you are doing. If you don't know the objective of the campaign, how are you going to put the measurements in place currently? You can only do it when you have the-- And it is campaign-specific. So, you can only have metrics then, not before that.

KATHLEEN SCOGGIN:

Sure. Sorry, just one thing. I think insofar as we're proposing types of campaigns within the playbook, like either you say it's going to be campaign-specific, or if you're identifying specific campaigns, that you should say how those campaigns would be measured. If you say it's an email campaign, we think an email campaign would be helpful. I would say it would be useful to put the measurement with that associated possible campaign. And obviously those are subject to change but putting them somewhere within there I think would be useful.

JONATHAN ZUCK:

They will be. Definitely. Campaign types will have metrics that we will figure out over time. I wrote this book, and I didn't figure out all the answers by the time at the end. The idea was really to get this started. So please don't take any, but this is something where everything's been figured out. That's why we're having this meeting.

Your second question. I have no idea how to coordinate with the academic outreach program associated with it, but what we're increasingly coming to understand through the exercise we just had is that a lot of what we can accomplish is through partnerships and not necessarily through our own network, and we'll have to experiment with that. I do know that I have interest in the Safe Cyber campaign from the International Association of Libraries, for example. They're interested in taking the materials we create and teaching those classes themselves and being part of the metrics that we have of success there.

And so that will probably vary from campaign type to campaign type as well. So, I think that that will probably vary. When an academic community is appropriate for a particular campaign, then we would try to engage them. But I think more and more what we're discovering, as I look around the room on these whiteboards, is that leveraging these partnerships is really the key because our own population is not always the target audience.

DANA CRAMER:

Dana Kramer, fellow and from Canada, PhD candidate. One question I had about the conferences. I'm sorry. I'm just trying to half squat to the microphone here on the corner. That builds a bit on what Kathleen was

saying. With the academic network and like having it that you do, that you have it that people will be able to network if they present. Is there a capacity to potentially have in the hallways paper presentations, or just have-- Sorry, not paper presentations, poster presentations.

And the reason I ask that is because for myself as a PhD candidate, I've spoken to some people in the room in different spaces. To get funding, if you're affiliated with a university to go to a conference like ICANN. Like my own university, I can receive 400 Canadian dollars to get to a conference that I'm not presenting at. But if there's any capacity to present at or even a poster presentation, that number jumps up to 3,000 Canadian dollars.

And so, there's quite a difference, especially for PhD candidates and master students, but more PhD candidates, that if you want to bring in young people, some kind of structured mechanism where those presentations and engagement can then occur can really make a difference for self-sustaining the funding to be in the room.

JONATHAN ZUCK:

That's excellent details on what I was trying to describe later with conference participation. We, in fact, also have funding for members of our community to attend conferences. But 9 times out of 10, it's used to-- well, 9 times out of 10 it doesn't get used. But when it is used, it's used for people just to attend something without a particular objective.

And so, I think what we're trying to do over time is build up a library of packaged presentations so that if you were a PhD student or any other

member of the community that wanted to go to a particular conference, you would get in early and submit that presentation as the reason you're trying to go. And if accepted, you could get more money from us or from your program to go to the conference because you were part of the speaker community at that event. So, I think you're right in line with the objective there of building a library of materials so that there's sort of a presentation in a box.

DANA CRAMER: But I think one point that maybe to get fleshed out more in the playbook is it's not just presentations but also poster presentations.

JONATHAN ZUCK: I don't know what that means, actually.

DANA CRAMER: So, a poster will just be that someone will print off a poster, put it on a bulletin board in a hallway, and people can stop and then talk to the person who has it. And so, in the academic world, that's a much more utilized scholarly communications technique than a conference paper. Because when you're down, your kind of nervous about presenting in front of a bunch of people in an audience, whereas a poster allows for a more passive way to discuss your research. But what it allows to is unlocking the funding, which is what I'm talking about, within the university capacity. That that in and of itself to make spaces in the hallways could really help bring more people for active academic

engagement of a younger community too. So, it's not just presentations.

JONATHAN ZUCK: You're talking about making an ICANN meeting, for example, making poster presentations possible. Okay, that's a different thing, but I get what you're saying.

DANA CRAMER: Thank you.

JONATHAN ZUCK: That's a different conversation. But the other side to that would be for us to have poster presentation campaigns so that we're providing a poster for you that you could use at some other conference. Most of this is not about coming to ICANN meetings but going to other conferences. Sebastien.

SEBASTIEN BACHOLLET: Thank you very much. I guess, Jonathan, you need to be a little bit more careful about there is no objective when we do a crop because we have objectives and staff is scrutinizing what we are doing when we are traveling using the money of ICANN. Therefore, we put objectives on the people who are traveling to COP.

JONATHAN ZUCK:

Please repeat.

SEBASTIEN BACHOLLET:

I'm sorry. Yeah, yeah. No worries, no worries. I was saying that I can't talk about all the CROP done by all the people within our organization, but CROP is under scrutiny. We have objectives. We are doing things. Usually, we take CROP to be participating, not just participating, but be a speaker. We try as much as we can when we use a CROP. Therefore, I don't think you may say that CROP, there is no objective from the people traveling. We can do better. We can have good tools and presentation already done, but if it's-- In the past, we have done our own presentation and go through with them. Therefore, it was a good objective and set before we travel using the CROP. And once again, staff is scrutinizing what we are doing. We have to make a report and so on. Thank you.

JONATHAN ZUCK:

Thanks. If I was too glib about CROP funding, I apologize. The idea is to create more opportunities, so that's the best way to describe what I'm talking about. Other questions or suggestions? Because, again, this is meant to be a brainstorming session about this and how we might go forward, things we might want to try and track, include, or how we might want to try and operate.

AMRITA CHOUDHURY:

Natalia?

NATALIA FILINA:

Thank you very much. Natalia Filina speaking. I might bring something from our previous session with a brainstorming, and maybe we may think about a new format of our work. Because when we are looking at our outreach plans for each RALO, we may see that we usually do and will do almost the same. But now, we understand that the environment is changing and the world is changing. We might be more proactive.

And that's why we talked with the GSE team about our flexibility to change some kind of formats. Maybe we can set up something new format, and we may see an interesting agenda of events we may participate in, because it might be not ISOC meetings, IFG meetings, something new. And we might be a little bit close locally to Business Constituency as a part of ICANN community, because we have different targets and different audience. But we are working on one field to make more accessible or tools to be within Internet for the entire community around the world. Thank you.

AMRITA CHOUDHURY:

Amrita here for the record. As an ask, perhaps what we would ask is from each regional RALO, they nominate someone to the ACES, right? That's one of our asks. So, this is an ask to all the RALOs, that if you can nominate someone from your RALO to the ACES to represent your interests. Because based upon that, we could have a discussion on how do we want to frame, whether it would be a fortnightly meeting or once a month meeting, etc. So, I think as I see it, the first ask would be to nominate someone.

JONATHAN ZUCK: That's right.

NATALIA FILINA: Amrita, I have one question, please. The appointment, the nomination has to be right now or will it be further on? Because in our region, we already have a responsible for communications and we would like him to be on board in this group, in this committee.

AMRITA CHOUDHURY: As in, obviously, the RALOs will have to go back and speak and come back. It's not now, because it's just been dropped to you. At least take a week's time or 10 days' time and come back on who would be there from your group. Like for APRALO, we really have to look at who would be there, so I just can't tell it. And I do see Vanda or Eduardo's hand up.

JONATHAN ZUCK: And Justine.

AMRITA CHOUDHURY: Oh, Justine, yes, after that.

EDUARDO DIAZ: So, this is Eduardo for the record. So, the nominations will be an email will go out asking for this nomination. Is that the way the process is going to work? Okay, thank you. I see Jonathan saying yes.

AMRITA CHOUDHURY: I'll defer it to staff how it has to be done. Perhaps a mail can go from staff requesting for a nomination from each of the regions into it. And Justine?

JUSTINE CHEW: Thanks. This is Justine. So, I think similar to what Eduardo was asking. Sorry, the acoustics in this room is really, really bad. So, my understanding is you are asking for each RALO to have a representative on ACES, but at the same time, the participation is actually open to anyone, right? So, I think that's an important point to make, right? So, anyone can join this group. We just want to make sure that the RALOs are in tune by having that rep person on ACES.

So, then my next question is, and before I ask the question, I'm not hearing any objections to this thing called ACES, or at least I haven't heard. So, I think moving forward, if we're going to go with ACES, can we get an idea of when this call for participation would take place?

AMRITA CHOUDHURY: Thank you, Justine, and thank you. As in we took it for granted and we did not respond to it. It is going to be open, but many times we from RALO, me included, always had this concern that we are not in the table when decisions are being taken, and that is why we wanted someone from the RALO to be there to at least represent the RALO. And obviously, it's open to everyone to come and discuss.

And obviously it would be a structured discussion, not everything under the sun. We can't, as in outreach, engagement, communication can go many ways, but with our limited resources we will try to do what we can do based upon our priorities. And the time frame you were asking for the call of names, right? Volunteers, perhaps a 10-day period?

JUSTINE CHEW: Yeah, it's not just the names of the reps and the RALOs, but the general call to participate.

AMRITA CHOUDHURY: Right, yes. And the most important thing, since we have not heard any objections, perhaps we can take it as accepted. And I do see Glenn asking a question. Yes, I'll come to you. Sebastien is there after that. Justine asks the question of who is stepping up from RALO. So, Glenn, it is the RALO to decide who would be stepping up from the RALO. And I do see Sebastien and then Eunice.

JONATHAN ZUCK: I guess Justine also asked when this call for volunteers will go out. And I think after the meeting-- Oh, okay. Don't correct me when I'm getting it right. Okay. So, there's a quiet week after every ICANN meeting, and then we'll put out the call for volunteers. Go ahead with your queue.

AMRITA CHOUDHURY: Sebastien.

SEBASTIEN BACHOLLET: Sebastien Bachollet. I will speak in French. You have heard what I said during a previous meeting. If you want me to repeat it, I can. But I think that saying that everybody agrees here is not really reflecting the reality. Leave RALOs some time to discuss this so that we know what everybody is thinking before saying that everybody agrees. I personally do not agree, and you know why. If there's no progress, there's no progress. I am not representing one RALO on my own. I will discuss this with my colleagues from the RALO, and then we will take a collective position. Thank you.

AMRITA CHOUDHURY: Thank you, Sebastien. Second point noted. When we sit, we do not sit for ourselves. We talk about our RALO. Definitely you can go back and speak to your RALO and come, but it should not be a personal decision. I agree with you completely. Eunice, over to you.

EUNICE ALEJANDRA: My question regarding this campaign is related to the fact that it's not only doing the outreach but also the content. The content will be defined, and then we will do outreach. If that is the case, I believe that it's important that people who are involved also do have a technical knowledge about it. Thank you.

AMRITA CHOUDHURY: I think Harold has his hand up. Harold, over to you.

HAROLD ACRO: Thank you, Amrita. I'm speaking in Spanish. So, I'm Harold for the record. We support and we approve this initiative of the subcommittee. As it's been mentioned, we must apply or send applications of those who are more appropriate for this subcommittee. Thank you, Amrita.

AMRITA CHOUDHURY: Thank you so much, Harold, for the support. We have Claire and we have Setondji. Sorry if I pronounced your name incorrectly. My apologies. Claire, over to you.

CLAIRE CRAIG: Thank you, Amrita. Claire Craig for the record. I'm a little concerned when I hear the approval or lack of approval from the RALOs. From my understanding, we have been talking about ways for the RALOs and the ALAC to collaborate and to work in unison, and I saw this as an opportunity for that to happen in this regard. That said, I understand ACES to be a subcommittee of the ALAC. So, my question is, does ALAC require the approval of the RALOs to exist, or is it the decision of the ALAC and we are inviting the RALOs to participate in this subcommittee? Thank you.

JONATHAN ZUCK: I'm really worried we're getting caught up in semantics here, and we need to work together. That's the bottom line. The Outreach and Engagement Subcommittee was a subcommittee that we are now

archiving and replacing with another subcommittee. What that means in terms of RALOs, whether they need to approve its creation or not, is irrelevant because we do need RALO participation.

Maybe I'm mistaking Sebastien's objection about them being all about the name, and I hope that's not the case, because really, it's got to be about how this group functions, and what it's called should not matter to anyone who's actually concerned about the work that we do. We need to come up with a way of working that makes sense to everyone, or it won't work, because everything we're doing is going to involve the RALOs and their engagement of ALSs and in turn their engagement of their members.

So, we need to have an open communication channel. We need everybody to be involved in approving or disapproving these projects, so we can call this a banana split if that will make people happier. But let's please not get tied up in trivialities. We're trying to create an effort that is going to require our entire community to be involved. That's all. So how it's structured, I'm not even sure I understand the importance of it. So no, we don't need RALO approval to form this, but we do need RALO participation for it to work. That's definitely the case. So, I think that's what we need to focus on, is how to make this work in a way that makes the RALOs comfortable for sure.

AMRITA CHOUDHURY:

Thank you, Jonathan, for this, and that really helps, at least from the RALO level. Because, yes, we have to make it happen together. It's not my game or your game. We can't go on it that way. Greg, over to you.

GREG SHATAN:

Thank you. Greg Shatan for the record. I fear we're getting caught up in something more distressing than semantics, which is politics, or worse yet, petty power struggles. We're one group, really, and we need to work that way. We don't need to have ALAC At-Large fragmentation. It's not any better than Internet fragmentation. So, I think that this is really not about who needs to approve what, or what's a subcommittee of what, and would this be different if it was a working group versus a subcommittee.

I think the answer is that none of those matters, unless you want to get caught up in process and petty power struggles, in which case I'll go back to the GNSO and IPC. Because I'm here to do policy and to do operations, and that's what we need to be doing. So, if anybody wants to be powerful, they can go be powerful in a corner by themselves. There's really just more a lot of responsibility and obligation here for the general good of everybody. And if anybody wants a crown, they can go to Burger King and get one. Thank you.

AMRITA CHOUDHURY:

Thank you, Greg. I think you've summed it up well. And anything which is positive, I think we should support. Setondji, over to you.

SETONDJI HOUNZANDJI:

I would like to speak in French, please. Good morning. I am Setondji Hounzandji. I am from the AFRALO, and I'm not going to speak on behalf of AFRALO. I am not saying anything about the creation or not of

the ACs, but if this group is approved, I would like for you to tell us about the profile of the people we have to designate to represent RALOs so that we can choose the right person to be our representative. That's just a suggestion, of course. Thank you.

AMRITA CHOUDHURY: Thank you so much. I think that's a great suggestion if we can put in what we want. I think that makes it easier for perhaps we could put in a line or two. Point well taken. Tijani.

TIJANI BEN JEMAA: Thank you, Amrita. If I understood it well, the formal members of this group will be five, appointed by the five RALOs, and everyone from the At-Large community, and I highlight At-Large community, can join the group. Thank you.

AMRITA CHOUDHURY: That's correct. We don't want a formal structure. We just want things to work. Things which did not work, we want to revive and do something. And as Jonathan mentioned, it's an experiment. We are trying to do something. All your cooperation is required. If we can just keep our personal things out and try to do something together, that would be a great help.

JONATHAN ZUCK: And to answer your question, we'll give it more thought, but about the type of person to bring, the idea is someone that is able to go back to

the RALO and get their feedback and bring it to the meeting. Because ideally they would in fact represent the RALO in this structure so that at the end, if we all agreed this is a good idea, we could assume that those RALOs had agreed to this particular. We can take our time. It's not something like in one meeting we'll decide everything, but ideally, we make a recommendation to the ALAC about going forward with something with the support of all the RALOs. That would be the goal.

AMRITA CHOUDHURY: Yeah, and we expect that person to go back, report, come back with the input. So, they are the bridges. Greg, is it a new one?

GREG SHATAN: Yes. Greg Shatan for the record. Just not to get into kind of rules and procedures too much, but my understanding was maybe a little bit different than what Tijani said, which you then seem to agree with. Which is my question is, are the members of ACES just the five representatives or is everybody who joins a member, but that each RALO will have a representative who will have essentially the responsibility and obligation of making sure that things go back to the RALO as a structure and that the RALO goes back to the ACES group with responses?

And that there will be one member from each RALO who has this additional responsibility of serving in a representative capacity, but that everyone who wants to can join in essentially their personal capacity. Although largely expected that where outreach and

engagement is done by the RALOs, that person will work within their RALO to do the outreach and engagement, not a bunch of freelance. But I just want to make sure that we don't get caught up in structure and then make it seem like we're being either more exclusive or more kind of rules-bound than we're actually trying to be, which is very little.

JONATHAN ZUCK:

That's right, Greg. I think, and again, this is just out of my head as far as the way to do this, is that there's a lot of work that will be done by the ACES committee. So, we'll get a request. We want to get information out. So, the SAC, just in our most previous meeting, said we want to get out information about DNSSEC automation. Okay, then the ACES is the group that takes that in, and that's all the members, whoever wants to be a part of this.

Who is the target audience? How do we reach that particular target audience? Maybe we go back to the SSAC and we try to figure out who they think is really the target audience for that message. So, who do we need to communicate with? Okay, who's the best people to-- What is the best technique for communicating with that group of people? Is it email? Is it personal conversations, etc.? What is the best way to get to that group of people? And a plan develops then among the entire group.

That plan inevitably involves the participation of the RALOs, and so there's a special responsibility for the RALO representatives to make sure that their RALO's on board then with that plan as it's developed. So, there is a kind of a decision-making piece at the RALO level about,

yes, we're in for this global campaign in the way that it's been designed by ACES and we've gotten feedback or I spoke to my RALO and they think we should do X instead, we should use radio. Or I don't know what the answer would be, but we resolve those things and hopefully in the end have the approvals of the RALO to go forward with the campaign as designed by the broader committee.

Once it's approved, again that broader committee is involved in developing what those materials are, what that messaging specifically is, coordinating with whoever the requester is, in this case might be the SSAC, and then trying to come up with the timing and coordinate, do the metrics gathering, the analysis of it, et cetera, is all under the broader ACES remit. So, the purpose of the RALO representative is to ensure that the RALO's on board with what plan is coming out of this process inside of ACES. I hope that makes sense, without becoming too bureaucratic.

AMRITA CHOUDHURY: So, Natalia and then Tijani.

NATALIA FILINA: Thank you very much. I have a very short question about our capacity building work. It might be inside of-- Sorry Justine. I'm so sorry. So, capacity building work will be inside of this working stream or outside or what it can be?

JONATHAN ZUCK: That's right. So, the capacity building sub-team was under the outreach and engagement team before and that will continue to be the case. So, if part of this particular campaign would be the development of materials like a PowerPoint or something, that would then go to the capacity building sub-committee of this, exactly.

AMRITA CHOUDHURY: Justine and then Tijani, because I think your hand came up first and I didn't see it.

JUSTINE CHEW: This is Justine speaking. So just one correction to what Tijani was saying just now, if I may. I think where he's getting at is correct, but the way I see it is not that we're having five formal members of this ACES. I don't see them as formal members. I just see them as the link to the RALOs to make sure that the RALOs are in tune with what the whole group decides to do and is on board. So, I wouldn't make a distinction of formal or informal.

To me, everyone is a participant. You contribute wherever you want to. If you are interested in doing the capacity building side of it, then you work on the capacity building side of it. If you're interested in providing how we're going to get the messages out, who we're going to target, how we're going to reach those people, then you provide that contribution. It's an open thing and we're not going to resort to voting or anything like that, so I don't think there's any need for formal

representation. We've always done things by consensus, and I think that's how we're going to continue. Thank you.

AMRITA CHOUDHURY: Thank you, Justine. I think you summarized it better for us, the legal mind working. Sometimes we are a bit lazy. Tijani.

TIJANI BEN JEMAA: This is exactly what I meant. I said that we need the formal five persons because they need to be there to communicate with the RALOs and to bring back from the RALOs the feedback. So, they must be there, five persons must be there every time. But anyone from the At-Large, At-Large community can participate at the same level and on the same footing with the five persons that I called formal persons. Thank you.

AMRITA CHOUDHURY: I think most of us are in agreement, except a few. Any questions, comments?

JONATHAN ZUCK: I'm happy to continue this conversation. This is a dynamic initiative. We're trying to experiment. We'll see what works and doesn't work. I welcome RALO coordination or thoughts amongst the RALOs if they want to discuss this and come back with ideas for how we should work. I'm all about it.

I'm trying to come up with a way to allow us to more easily grapple with the fact that outsiders are coming to us with campaigns they want us to engage in, whether it's UA Day or the New Round or the ASP or DNSSEC, etc. The thing is, it may seem like a burden, but it is also something that gets noticed. That's the other piece of this.

It's also an opportunity. When you look at the amount of praise we got for our participation in the first UA Day, that's pretty unique in terms of the entire community sort of recognizing the contribution we made there. One of the distinct advantages we have over the other communities within ICANN is our depth. And so, the degree to which we can smoothly and cooperatively engage in these kinds of campaigns will get noticed and will increase our influence within the ICANN community, and that's ultimately the goal. All right? Okay.

NATALIA FILINA: I'm unstoppable, sorry.

JONATHAN ZUCK: No, it's all right. I never get to actually conclude.

NATILIA FILINA: It is my question or concern about if I we will compare our previous mood to work on outreach engagement for engagement. I look at these three topics we will support within this subcommittee mostly, and I understand that, for example, our cross-RALO work, for example, during IGF, in which we will meet each other very soon, might be a little

bit out of all of the scope. And I am afraid we will then discuss about another subcommittee for doing something more. So how might be it be effective?

AMRITA CHOUDHURY:

So, when we work, we work within ICANN's remit. So, if we look at ICANN's key areas of focus, which is also some of our key areas of focus, because, from the end-user perspective, these things are important for us, all these three topics. We definitely want to focus on it. There may be 10 more things which are important, but we can't do every 10 together. We have to prioritize. And this is the three topics which we prioritized.

Within your region or within our region, we may be doing a lot more other thing. But those are things which we will continue to do. At IGF, I don't think we will be talking about any of this. That would be different, and that's in our different remit. So that continues. But this is what this group, as we think, would be focusing on currently. But if there is something more urgent which comes in, sure, we would. Natalia, do you want to say something?

NATALIA FILINA:

Thank you very much for the answer, Amrita. I'm just talking not about whether we are limited or not. Of course, we will do much more on the rural level or together. But I'm afraid we will not be managed by someone, for example you, when we will go as an At-Large community to some global initiatives.

AMRITA CHOUDHURY: Yes, just to clarify, this is certain specific campaigns which will go. So, it may not be about some other things. But I guess we will take it on case-to-case basis if those issues come. Sergio, Satish, and we have four minutes in hand. So, two minutes, two minutes, and we end.

SERGIO SALINAS: Thank you, Amrita. Sergio speaking for the record. Thank you, Amrita. My comment is very simple. I think it's a great initiative. I think that we have to deep-dive on the communication topic and the linkage between communication among RALOs so that the ALAC is much more efficient regarding communication. I think there is something to improve in order to be more efficient, more powerful, and to duplicate or to amplify much more our voice to end-users.

And I think that we have to keep it simple regarding communication within this committee. If we approach it in this manner, we can send one colleague or more than one if they wish to participate, but to have someone who is responsible of conveying the message to the region. If we have three or four that participate from the region in this committee because they feel comfortable, great. But one of them has to be accountable to convey the message to the region and to work together. If we manage to do this, then it will work for everyone. That was my comment. Thank you.

AMRITA CHOUDHURY: Go on, Satish.

SATISH BABU:

Satish for the record. This is about the UA Day. Of course, Jonathan is absolutely right saying that ALAC's contribution to the UA Day has been appreciated widely. But I'd like to flag the point that not all regions have done equally well if you take 2023 and 2024. Africa and Asia-Pacific in particular have done very well. But for the remaining regions, it is somewhat patchy. So, it will be good if there is some coordination at the ALAC level on how the RALOs can support the UA Day. We can certainly improve our performance if you do that coordination. Thank you.

AMRITA CHOUDHURY:

Thank you, Satish. We sure can do that. For example, in APRALO, we plan to do something on UA Day, but we've not submitted primarily because only 50 would be taken globally. I'm sure many RALOs would be doing it later. So, I think your ask is valid. We could still plan to do something in different regions for UA Day. Thank you. I guess, boss, we're done.

JONATHAN ZUCK:

Yeah, I think that's it. And thanks, Satish. Part of the difficulty is UA Day is already somebody else organizing something. And so, they're going after individuals from within the at-large community rather than us coming to us and saying, please coordinate an outreach program. So that's why we're trying to think of something that we might do as a

community as a whole separately from the individual applications people are making to do UASG-sponsored events.

I want to thank everybody. I know that everything new is always difficult. And it's really just an evolution of making sure that outreach is just put back in the hands of RALO and RALO coordination, but looking at what role the ALAC can play as a liaison to the ICANN community to come up with and ingest these requests for outreach for engagement of our members to the broader end-user community. So, I appreciate everybody's time and patience. And we'll continue this conversation via email. Thank you very much.

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