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SINGAPORE – ALAC Work - Part II  
Tuesday, February 10, 2015 – 14:30 to 16:30  
ICANN – Singapore, Singapore

ALAN GREENBERG: If anyone else is in touch with any other ALAC members, you might suggest they join us. And regional leaders.

Okay. I'm told we're ready to start. We're rather short of people, but we will start anyone. Presume attendance will show these people are not here, thank you.

Chris, I understand that you're going to take a few minutes to start with. So it's over to you.

CHRIS GIFT: Thank you very much Alan. This is Chris Gift with ICANN staff. I just really want a couple of seconds, and I just wanted to highlight and congratulate this group on the work, on this website. I think, you know, this kind of work is only possible when people like you engage in it. We cannot build this ourselves. We cannot build an effective website for you without all of you engaging thoroughly, which you have done, and I just wanted to say thank you once again.

And it's not over yet. We have a ways to go, but nonetheless, to thank you for all of your engagement so far. And after that, I'll turn it over to, I think, Ariel, who is going to take it from here. Thank you.

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*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

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ARIEL LIANG:

Good afternoon everyone. This is Ariel Liang from At-Large staff. And since September last year, I've been working with the web product team to help revamp the At-Large website. So this presentation will be me and Laura Bengford, the senior product manager from the web product team, to show you the progress on the website.

And this is the agenda for today. We're going to talk about the, a quick progress update, and on an updated timeline for rolling out the site, and some key points need to remember from this presentation. And on the fourth is an interactive demonstration of the new HTML pages, as well as Q&A when we're doing a demo.

So this is just to give you a quick overview, who has been working on this website revamp. From the web product team is Steve and Laura, and under the leadership of the CRISP, and from At-Large staff side is Heidi and me, and then we also have a small web revamp taskforce from the community, and then we have Alan, Olivier, Dev, Anthony, and Ali in this team.

And so since September this year, we have been having eight 90 minute teleconferences on the website. And then we also have produced several key deliverables, ranging from the product charter to the wireframes that you see in ICANN 51, as well as writing samples and a style guide. So for all those key deliverables, you can check at the At-Large website revamp taskforce web space that Gisella can help put out, it's right on the left screen. You can see that's the workspace. So you can find all of the information there.

So this is just to give you a quick screenshot of the style guide. We just got this one as the latest deliverable from the vendor. So you can see



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they detailed the color palate for the website, the fonts, and also how the website is structured. And you can find them on the Wiki. Laura, if you are online, can you take over and talk about the timeline?

LAURA BENGFORD:

Yeah, certainly Ariel. Thank you very much. This is Laura Bengford. I can't be there in Singapore with you, but I'm there in spirit. As Ariel mentioned, and Chris alluded to, this has been quite a big effort with quite a few people working together to have some ideas about the website, and we wanted to just give you a quick view of what we think the timeline might be.

This can change as we go forward, as we just talked about Steve Allison and Ariel worked with a vendor, Column Five, to do a lot of the design elements and style guides, that we just kind of wrapped up. We'll be iterating and continuing the design effort, but the main thing to note on this timeline is that we are actively starting the development phase.

And that's what Ariel mentioned, we will be demonstrating to you three pages to start the review and feedback process with you all today. So we will be going through that area of effort as we go through the development. And hang on, my computer is just going crazy here.

All right, there we are. So we are hoping to get to the point where we call it a beta. It's kind of a rough, completed product to allow feedback. And we would like to get to a point where we have a fuller set of the website to preview at the Buenos Aries meeting in June. We anticipate that being a couple of months, and then looking to do a harder launch later this year.



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Of course, this is very dependent on the process of feedback that we get from you, and typically how we design and develop websites as we iterate until we view it as complete, looking at the feedback. And then we go into a launch process. So that's just a quick target, it's not set in stone, but it's our best view at what the timeline looks like at this point.

So before we get into the demo, just real quickly, there are a few key points that I think are important to mention about this effort. First of all, we're building the At-Large website with the idea in mind that this format and platform is something that can serve as a model for other groups to use as well. We're going to be having two teams that are working kind of in parallel on this one site, not only for the At-Large website but for the underlying platform and content management system underneath it.

And this will allow us to not only have a better way to manage and publish content, but it will also allow us to easily share reusable content across the various sites that we have, and we know that this is an important aspect and certainly came out of our taskforce in terms of making sure that we weren't generating a whole lot of content that was already there, but having the right mix and balance across the site.

This is important to note because we will be spending a little bit more time up front, and that will also provide us more benefits for all of the groups, including this group down the road. We also want to let you know that we will be developing this in a very open and transparent fashion. So as Ariel mentioned, we just kicked off the demo and staging area, we have a link up there. This link will be open and available throughout the entire effort.



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And anyone can look at any time and see what the latest view of the pages are. We also will definitely need your feedback. The feedback we've gotten so far has been really terrific, and very helpful, and there will be a way on the website to directly enter your feedback on website, as well as sending it in through the taskforce.

And finally, we are just concluding, as we've updated in a couple of other meetings, the effort of selecting a vendor that's going to help us with tools and knowledge to ensure that the At-Large website conforms with the W3 accessibility guidelines, version 2.0 level AA. And this will answer that the website will be set up for greater participation for those that require accessible websites.

So those are just some key points to keep in mind. And with that, I think we should go to the next slide, Ariel. And what we're going to be doing is switching over to the live website. I will be talking about the homepage, and then we'd like to ask a few questions and open it up to the group for feedback.

ARIEL LIANG:

This is Ariel for the record. Laura, just to interrupt you for a second. We want to make it clear that during a demo, it's going to be interactive Q&A. So we're going to ask you some questions for feedback. And we also have a limited time. So for the homepage, we can spend more than eight minutes. And Gisella kind of helped check the time. And then also, please put the URL for this homepage in the chat, please. And Laura, over to you.



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LAURA BENGFORD:

Okay, thank you Ariel. It looks like, I'm seeing that you have the website up on the screen there. Just so you know, the bottom half looks like it's maybe a little bit chopped up, but maybe you need to scroll down as we talk about these areas. So, the homepage is roughly divided into three different areas for the actual work that is done by At-Large.

See, up at the top, we have some overall styling, but the primary focus that we wanted and heard in working with this taskforce, is that the most important thing to focus on is the actual policy advice that this group provides to the ICANN community. And so, the first section here talks about policy advice. We have a second band that talks about the regional activities and outreach. And then the final band is roughly about capacity building and links out to material that can help train people.

And then we'll have some area where we'll have a calendar. We'll talk a little bit about that and get your ideas on that as well. So up at the top, you'll see that we have a very simple pie chart here. Just below the getting started, we'll have three areas to talk about, you know, the three most important things. And then I'll have Ariel kind of click on these different areas. But the basic idea is for 2014, I believe there were 38 statements that we have there, and we have a clickable dynamic element where you can look at the pie chart, drill down into any of those topics, and look at those statements.

So, if for example, Ariel points on the WHOIS, hovers over it, and if you just want to click on that, Ariel, real quick and then we'll click right back to the page, you'll see there the WHOIS page that Ariel will be going over, and you click back, and you come back to the pie. Alternatively, if



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you want to see what the latest policy advice and status is, you'll see we have the most four recent policy advice statements, if we want to click on the cross community one there, that will go to another page that we're going to discuss in a moment, which shows you, very quickly, the policy statement, the status, where it is, where it was, and some facts around that, with, of course, for a complete statement, a link to the actual statement.

So let's go back to the homepage real quickly, and I know we're kind of short on time, so we have a couple of kind of starter questions, but we wanted to open it up to the floor for feedback. We thought, we've got a couple of feedback already on what the three things that should be in the get started box are.

Right now, we have learn about At-Large, we have get involved, and the frequently asked questions. So maybe the first round of questions to get some feedback is, you know, what might be the most important things for us to highlight up there in the top? Of course, we can change these out over time, and you know, as other topics become relevant.

And then, is this the right way that we should be organizing these three bands into the policy advice, regional activities and outreach and capacity building? So, if we could open it up to the floor. Ariel or Alan to feedback on that, or any general feedback on the homepage, that would be terrific. Thank you.

ARIEL LIANG:

Eduardo, please.



EDUARDO DIAZ:

This is Eduardo for the record. Two questions, or points. One is, what is the, anything related to Twitter or Facebook feeds? You know, there is a reason why there is nothing of that there. And the other point is, I'm just curious about this latest policy advice and status. Is that very manual thing to do? What's the effort behind that? Or is that automatic? Thank you.

ARIEL LIANG:

Thanks Eduardo. This is Ariel for the record. Regarding the Twitter and Facebook feed, we do have a vision to create its own band on the homepage, and then we will make it, somehow, very interactive. But that's one idea, and another idea is simply have the icon of Twitter and Facebook on the obvious page on the homepage. But if we scroll down the page and you see, right now, we place it in the footer area, but we will replace it somewhere else.

So that's to your first question. And on the second question, whether this is going to be a manual process, we haven't completely figured out, but we are considering some type of integration with the general public comment page of ICANN, or other Wiki workspace for a policy. So that if the staff doing the updates, just do it once, instead of doing twice, for both places. Evan?

EVAN LEIBOVITCH:

Hi there. Evan Leibovitch, acting Chair NARALO. Where would I be able to, on the website, find archival documents about At-Large activities? And I'll give a specific area where I actually tried to look for something





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and had a hard time. There was At-Large activity in something called the high security TLD program. This happened about five years ago.

Most of the work that is mail, web pages, whatever, I haven't been able to find anywhere on the ICANN website. I had to basically, took the better part of two hours, just to find some obscure corner where this happened. This was something where there were a number of At-Large participants, and this is something that was useful and necessary to myself and others, as we were searching current policy.

The idea of institutional memory, of things that have been done in the past, you know, the applicant support program. This was a very, very heavy priority. Somebody wanted to find out what At-Large did on applicant support, this is something not current. This is something years old. How would this be found on the site? Thanks.

ARIEL LIANG:

Thanks Evan. This is Ariel for the record. If you see the top navigation bar, on the homepage, there is an area called other work. And on that, that's supposed to be the landing page that shows the different categories of work at At-Large, and items that you mentioned could be incorporated on that landing page. And its wireframe is uploaded on the Wiki.

So after this call, you may take a look at there. And also, we have a search functionality incorporated in this website too. And we will make sure that all of that information labeled in a way that we can find them easily. And that requires efforts from the community, and then we can work together to improve that search ability.



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EVAN LEIBOVITCH: So you're saying that all the archival work that At-Large has been doing will be found under the our work, that will basically be a portal into the archives?

ARIEL LIANG: This is Ariel again. This is one of the considerations, but we need to figure that out in the later phase, and this is just a beginning. Thank you.

This is Ariel. Laura, do you want to ask the next two questions?

LAURA BENGFORD: Yeah, sure. So the other question we had was, well, one of the questions we talked about briefly is, where and how prominently we should place any social media, such as the Twitter? And it sounds like we've got some feedback that it is important. We have gotten some other feedback, but maybe we shouldn't highlight it so much, so that is something that will be important for the group to further discuss.

And the second topic of conversation is the calendar. How prominent should we make the calendar? We have it kind of on the bottom of the site now, and we are thinking of maybe putting it in its own banner, or maybe just a quick icon up at the top, in the purple area by get started, but you could easily click out to the calendar. So any comments or feedback on the calendar or social media?



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ARIEL LIANG: [Inaudible] Chris and then follow up with Evan’s question first.

CHRIS GIFT: Thank you. This is Chris Gift. I think, Evan, if you try... I’m sure you’ve probably tried this. But the search on the primary ICANN dot org website is pretty effective. I mean, I just did a high security ALAC search, you know, if I look down like five or six things down, I start to find information, I think, on what you’re asking for. But again, you’ll have to confirm that for me, perhaps after the meeting.

And then from there, you can get to the ALAC page. But regardless of that, I do think your concern about archival data is very important, it’s very, very important. I mean, archival data at ICANN is vital, and making that more visible is also an important concern that we have to maintain an address ongoing.

ARIEL LIANG: Due to the limitation of time, I’m aware there are a few people still that are in the queue, and apologies for not having time to address your questions. And please send your question to me or Laura directly. And also we’re considering hosting a webinar on the website revamp post-Singapore. And at that time, we will have sufficient time to address your questions. Thank you very much.

And if you want to follow up with me personally, that’s a possibility to, in Singapore. Thank you.

LAURA BENGFORD: Thank you.

ALAN GREENBERG:

Thank you Ariel.

Is there a presentation that goes along with this?

I think your session is over.

All right. Then I'll welcome, sorry. My mouth is not working today. Christ Gift, Ashwin Rangan, and I think Steve Allison is still here, he's on the list. He's there, there he is. And who is taking the lead on this? Ashwin.

ASHWIN RANGAN:

Thank you. My name is Ashwin Rangan, I serve as the Chief Information Officer for ICANN. I've had the pleasure of meeting with several of you, but not all of you. We're here for a couple of reasons. Last year was my first ICANN meeting, right here in Singapore, when Olivier invited me to speak with the ALAC table.

And, at the time, there was quite a bit of interest in a couple of topics. It's my pleasure to report that we've made progress on a few of those things, and we'll be able to share that with you. Now, the presentation that we'll be bringing up, is going to be show you more than what was discussed at this table. And that's reflective of a thought process that started last year.

When we look at the stakeholders in ICANN, there are many different constituencies who are interested in making sure that we deliver to them, ITN enabled services that will be of help to them. And as we started to gather those thoughts together, one of the things that



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emerged quite quickly is that the needs were similar, and in some cases, in fact, identical.

It made sense for us to therefore look at how to develop ITN enabled assets that could potentially be reused, not necessarily completely re-crafted or only re-skinned, but something in between. So that it would be of benefit not just to the constituency that asked for it in the first place, but could be extended and leveraged by more than just that one constituency.

So the presentation that we will share is reflective of ALAC's needs, plus the needs that have been expressed by some of the other constituencies. And as we go through it, it's a set of probably eight or nine slides. You might see that there are areas that we're working on, for the benefit of the stakeholder community, that could be of potential use to ALAC members.

So with that, I'm going to turn it over to Chris, and have him take us through the slide deck. That shouldn't take more than 10 minutes, I don't think. At the end of which, I would like to have an open mic session like we did the last time. Let's keep the dialogue going.

My view is the more we listen to each other, the better we'll understand one another. Thank you.

CHRIS GIFT:

This is Chris Gift with ICANN staff. Before I jump into the slide deck, or as long as they're still bringing it up, I also wanted to acknowledge something which is not on the slides, and Ash and I have been

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discussing this quite a bit, as well as Alan and other people in the community.

And that is just around information management and information access in general. So, you know, we're hearing, and have heard for a little bit, a little while, but are certainly hearing in great detail from a number of you, you know, that information access is problematic, right? It's problematic on ICANN dot org, finding the information and content you need.

It continues to be a problem for newcomers, discovering who and how to engage in everything is an ongoing issue. And then just across the ecosystem, just across the whole ecosystem, you know, we have community wikis. We have various websites. We have ICANN dot org, you know, there is a host of websites, each containing data, which may or may not be old and needs to be archived, but still maintained somewhere as Evan's suggestion has pointed out.

But I want to acknowledge that we hear that loud and clear. We are very focused on that. I'm not addressing it in this presentation, but we will after this meeting. And I think we're going to be having a discussion led by Ash shortly after this meeting, where we're going to be talking, coming back to the community with, here is what we can do in the near term, medium term, and longer term around some of these issues.

On that note, I will just fly through the presentation. Please just, why don't we just maybe leave the questions and discussion until after. As Ash pointed out, I'm just going to have the next page. Go through these items, but let me just move through them right away. The ICANN Wiki, next page please. Just wanted to let you know that Steve, who so ably



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worked with you earlier on the At-Large website, is also now being, among his many other duties, assigned to product manage the ICANN Wiki.

I mean, not the ICANN Wiki, the community Wiki. My apologies. That has not been a resourced assigned in the past. We have haven't [inaudible], so that is new and it will be somebody that you can turn to, to help move forward on the Wiki. So it's a continued investment. Next page please.

We continue to invest as well in the community calendar. It's a bit hidden on the website, so we want to continue to promote it. We think it is a valuable resource. So we're going to keep working on that. Next page please. Just to let you know that we are engaged with the GNSO, they have some very concrete working group management issues, which again, you may suffer from as well.

I know you use the community Wiki quite a bit, but nonetheless, there are some working group administrative chores which can be automated, and the GNSO is looking very heavily at that. I know we've spoken to the policy support team on ALAC briefly about it as well. So just be aware that that is an ongoing activity that you may want to join, and participate, or listen in on. All right?

The next slide please. The same thing is going on for document collaboration. Again, the community Wiki works for a great number of the community, but not everyone. For instance, the SSAC has come to us earlier, late last year, and they have some processes, and they're looking to see if they can do something else in document collaboration.



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We're working with them on that. Again, we have, feel free to, we have spoken to other groups, but again, feel free to follow this discussion. The next slide please. Website updates, I think you all are aware, we're obviously working on your website. There is a GAC website coming up next, as well as a ccNSO in the next fiscal year.

The next slide please. Sorry to move through this so rapidly. Lastly, just to make you aware that there is also an ongoing beginning activity interest, in stakeholder membership management. Again, I know it may be of interest to some of your organizations, and how you manage some of your sub-organizations.

We're looking at some of the stakeholder groups and constituencies that were approached to ICANN about administrative chores, managing their membership, and what can we do in terms of automation to help them there. And again, that is a conversation you may want to join or follow. Just in general, we're looking at a, I think this is [inaudible] coming out to a process where we're, just in general, a model, I think which we'll blog about after this meeting, where we're engaging with, trying to engage with the community about an overall need, and then finding a particular constituency, or SO, or AC, to then pilot that with, and then perhaps move over to a broader adaption from the rest of the community, if they see fit.

That's it for my very quick summary. Thank you.



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ALAN GREENBERG: Question and answer now or...? Okay. I see a card up, I think from Glenn, but I'm not sure. No, it's an old one. All right. And I see one up from Jimmy and Tijani, in that order.

JIMMY: I'm first? Great. One question for the last issue, stakeholder membership management. How is that solved today? Are there any tools? I don't really know how it is done. And because I am, there are some tools I know, and I work with for other constituents I lead, so maybe I could get some advice here.

CHRIS GIFT: This is Chris Gift. My understanding is that everyone uses Excel spreadsheets and email. And by all means, if you are aware of some tools, please chat with Steve Allison and I, either sometime during this meeting, or we can reach out after the meeting and chat with you. Thank you.

ALAN GREENBERG: In ALAC we specialize in keeping the same data in five different places, to make sure it's not synchronized with each other.

Tijani.

TIJANI BEN JEMAA: Thank you. Tijani speaking. Chris, you just made a stocktaking in what you are doing, or what you already did. Will you detail them, or if you



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will not, I will ask some questions about them. If you will detail them, I will not.

CHRIS GIFT: We are going to be detailing these after the meeting, because some of these we're hearing during this meeting, and so we're sort of reorganizing our roadmap. But we can certainly ask questions now or follow up after this meeting.

TIJANI BEN JEMAA: Okay. So my question, my first one is the meeting management. Is there, inside the meeting management, is there a meeting room? No. Second question, the calendar. Is it the normal calendar of Google, or do you have a new calendar for the community?

CHRIS GIFT: This is Chris Gift. There are already is a, it's up there on the website today. You can either, when you go to the home page, you can either, we're just going to improve it. It's there right now. If on the quick links, on the right hand side, you can see an ICANN calendar as well as regional engagement events.

Those are both tools that we sort of want to blend a little bit better, and make more prominent, and a little bit more useful. That's what we're focusing on.

ALAN GREENBERG: Olivier?



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OLIVIER CRÉPIN-LEBLOND: Thank you Alan. Olivier Crépin-Leblond speaking. On the membership management side of things, what happened to My ICANN dot org?

CHRIS GIFT: So My ICANN is, does contain a very light profile. It was always an information aggregation content. And it was supposed to be temporary until we did the new website, and then we were going to migrate all the My ICANN functionality into the new website, and then host that there, and then grow the profiles within ICANN dot org.

To be frank, we ran out of time and resources when we built the new website. And since then, the priority keeps getting bumped down, and so it resides separate until such time as we can prioritize it high enough, and get it in. Sorry, that's the reality of it right now.

ALAN GREENBERG: Olivier, for clarity, the membership management was not sort of membership of ICANN, but membership of a stakeholder group, or a constituency, or some subgroup in ICANN, which currently handles its own membership, but there have been requests across the board for some common tools to help them do it, so everyone doesn't have to reinvent the wheel.

In theory, it could be used to manage our ALSs, for instance, for each RALO to manage its individual members, whether indeed it will have the characteristics to do that, because ours are perhaps a little bit



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specialized. It remains to be seen. But the intent was to manage subgroups within ICANN.

OLIVIER CRÉPIN-LEBLOND: Thank you for this Alan. Olivier speaking. Having worked in the past on integration projects, having, giving tools to people to build their own databases, and then growing these databases, and letting them add and take people away, whilst not having some kind of centralized way to keep track of all of that, and also dispense information, is to failure. It's going to be chaos.

Sorry. I may be opinionated.

ALAN GREENBERG: But be aware that in some cases, these are not membership databases and things that are going to be made public. These are purely for their own things. As an example, and probably one because they have their act together might not use this, but several of the GNSO stakeholder groups charge fees.

They have real membership. You know, there are various things that go along with their membership, and this was to help do that, specifically for the groups that are not well funded, like registries, and have had a hard time doing it.

It's essentially to reduce volunteer efforts to management the efforts of particular groups.

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OLIVIER CRÉPIN-LEBLOND: Yeah, thanks Alan for this. I understand this is a first step. I would say this would be a first step. An integrated system, is one where each SO, AC, SG, stakeholder group, or whatever, has their own frontend to what they want, but the backend database is similar in that they're able to very easily, through clicking whatever they want to click, make sure that their people receive the right amount of information and things.

Right now, I receive an enormous amount of emails from ICANN, because there is no ability to choose specifically what stakeholder group I'm from, or what I want to receive from it. And we do have, also, a problem with regards to people who change email addresses and so on. There is constantly, people changing email addresses, and it bounces, and then we have to basically manually track them.

And of course, that's one list. There are 10 different lists, and they might be active in other stakeholder groups, and it just becomes a bit of a headache.

ALAN GREENBERG: Olivier, in some of these cases, it's not clear they want an integrated database. They may want to keep their things private.

OLIVIER CRÉPIN-LEBLOND: Oh, they want to remain anonymous, that's right. A dot N dot other.

ALAN GREENBERG: I'm not speaking on behalf of anyone, I'm just saying it is quite possible.



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Anyone else have any comments to make? And by the way, I don't see any timers up there.

ASHWIN RANGAN: Yeah. Olivier, we're painfully, Chris and I are painfully aware of a not integrated backend. Of course, we are also equally aware that RSS feeds and those are the kinds of things that people are interested in, but to Alan's point, not everybody wants a public common backend database integrated system. So we're hearing that they want some elements of a common integrated database system, but in large majority, we are hearing that they want their little membership database, and please leave us alone.

So we're trying to balance the two needs, yeah.

ALAN GREENBERG: Olivier, not...

Right now, we're saying, "Do everything yourself. ICANN has no part of it. If you're volunteers, you just volunteered to do that too." They're asking for a bit of support. Evan.

EVAN LEIBOVITCH: I don't know if it's any help at all, but we went through this grief through a chapter of ISOC, where we had to go through and actually look through online tools that could manage membership systems. There actually is a very, very effective CRM system geared to non-profits that actually is designed to maintain membership, and allows for all of this kind of flexibility.



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It's extremely powerful, can do anything from managing memberships, to taking payments, to even arranging events. It's called CVC RM, and we've been using it, and we've actually been working together with a couple of other ISOC chapters. It's very, very good in this regard. And the concept of applying CRM techniques to volunteer groups is actually kind of fascinating.

And having gone through that, if we can offer any assistance, Glenn, myself have gone through extreme amounts of pain teaching ourselves this software. So if we can make some value of that, so much the better.

CHRIS GIFT:

This is Chris Gift. Before you jump in Jimmy, yes. Thank you. We'd very much like to talk to you about that. We're very aware and familiar with CVC RM. I've used it in the past. But nonetheless, the learning from ISCO and your chapters would be invaluable, and valuable to us. So we'd very much like to chat with you about that, and get some learning.

UNKNOWN SPEAKER:

Especially the things that didn't work well, we want to learn that and see whether the system has it, whether we need to look elsewhere. We're really interested. Thank you.

ALAN GREENBERG:

Speaking as a former IT manager, I would like to presume that when they say there is a requirement for membership management, that doesn't necessarily mean they're going to write their own. Jimmy.



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JIMMY: Yeah, just wanted to add, and that was the system I was talking about, was the CVC RM.

ALAN GREENBERG: Anyone else? Despite starting late, we may actually end early if no one else has any comments. Sorry, Olivier?

OLIVIER CRÉPIN-LEBLOND: We have more time?

ALAN GREENBERG: We have two minutes if you want to use it all up, but Tijani is in line after you, remember that.

OLIVIER CRÉPIN-LEBLOND: I can ask a short question. Would it be IPv6 compatible?

ALAN GREENBERG: Out of scope. Tijani?

TIJANI BEN JEMAA: Thank you. Chris and Ashwin, the module you just presented, where are you? Did you finish them? Are they ready for use?





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ASHWIN RANGAN: Some of them are a work in progress and closer to the finish line than others. Some of them have not even begun. For instance, the stakeholder management module, we are in the earlier stages of trying to understand what different groups wants. What I am advocating, and we're starting to do more of, is to step back when we get a requirement from a constituency, and broadcast the fact that there is a need being expressed, and see who else may be interested so that we may gather requirements once, and we deliver a richer product for that.

That is if used for more than one constituency. What we found ourselves doing last year, when we came and talked with you, is that every request from every constituency was treated as an unique request, so much so that we had assembled a large number of different desperate systems, and that's not a good way to go.

TIJANI BEN JEMAA: Last question, if you don't mind, Alan. Last question if you don't mind. What about the information management? Yesterday we spoke for a long time about difficulty of finding information, etc. Did you...? I know you are working on, but where are you there?

ASHWIN RANGAN: Thank you for that question. This is Ashwin again. Information management, first of all we went through a process of trying to crystallize what we meant. If you recall, until about three or four months back, we were talking about knowledge management, and it's only recently that we started to talk about information management.



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One of the things that is unfortunate is that knowledge management means 90 things to any 15 people. So even they don't have a good idea of what they're asking for. Whereas with information management, there is more of a defined boundary that we're able to draw around it.

Within the specifics of our constituencies, what we are hearing is that information management is about seeking and finding documents on the ICANN website. It's not just generalized information management. There are two different spaces that we need to address there. One is, the documents that we produce for the benefit of the stakeholders, the other is documents that are authored by the stakeholders themselves.

Both eventually find their way onto our website in one shape or form. We need to first of all come to an agreement on how we will structure and tag these documents. And we can help organize it, but if the tagging methods are not the same, no matter what search we put, we will not be able to find things. So we have to come to that consensus agreement.

And that is a process that we have to drive bottom up, because this need is expressed across all the stakeholder communities. So that's the next step that we have to go toward.

ALAN GREENBERG:

Tijani, we'll come back to you in a minute. I'd like to add something, it's not just the search capability. To be useful, we need to be able to find information that's there, but there is a whole large component of our community for whom the information there is not suitable. So we're looking for summaries, English, and I use that term in quotes because it



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may well be French, or Spanish, or Chinese, summaries. We need accessible information.

And accessible more than having the URL. It means transforming information into usable forms, and that clearly is not something that's an IT function, but the search capabilities that you're going to build, and the hierarchical structure have to allow for that. So once, if we have something on privacy proxy services, one of the current things, if someone does a search on that, they need an accessible summary form, in addition to be able to dive down and look at the real documents that are going on.

So there is a whole host of things that go together, not all of which are IT.

TIJANI BEN JEMAA:

Yes, thank you Alan. You make it more difficult for them, because it is not, their job is, our job are together. But what I want to say is that, what we are looking for a way, a strategy, for housing and finding information, not only on the website. On all places where you can find them. So this is something that we have to start, we have to already define what is a strategy, what is the rule, what are the rules of storing information, so that...

And if it is agreed, and if everyone use those rules, it will be something much more easy to serve.



ALAN GREENBERG:

Thank you Tijani. And yes, one of the words I use is discipline. At the high interest topics meeting on, yesterday, I think, it seems like a long time ago, I said something radical in ICANN terminology. We need some top down direction to make sure that rules are followed. I understand...

No, no. Now the community may well be involved in determining what those rules are, but then, for staff, any case, we need top down. A couple of things. Number one, Chris has told me a couple of days ago that ICANN is doing something relatively interesting. They're hiring a librarian. Now that isn't someone to file the books in headquarters, that's someone who understands information management, and that's one of the better things I've heard in a long time.

So I think things are going to get better. It's going to be a long haul. It's really messy now, as we all know, and it's not going to get fixed by someone writing an executive order, and blink your eyes and it's going to get fixed. But the fact that we're talking about it actively, the fact Chris tells me he has been reassigned and this is a high priority for him, hopefully will have some impact.

Anything else? Quickly, last moment. Thank you all.

Can we pull up...? Is it...? Heidi, there is an email that I sent out, let me tell you when, on February 4<sup>th</sup>, the subject is discussion of ALS criteria and expectations. Is it possible to pull that up?

Let me look and see if that's... Yes, correct.

Okay. This is a brainstorming session. It's the first part of what hopefully will be a long, not a long term discussion because I would like it to end within a few months, of what are we going to do in terms of...?



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What are we going to do, if anything, because there are no conclusions at this point, in revamping the criteria we have for ALSs, and setting some expectations about what we expect from ALSs?

Now, there is an email that went out that we'll be pulling up here, and it was just random ideas I was pulling out. Again, nothing has been decided, but there are things that perhaps we can think about, and might push us into some interesting discussion. Now, one of the things that was... One of the concerns that have been raised a number of times is that it's fine to set criteria for new ALSs, what about the 180 we already have?

Do we have the ability of retroactively saying, "Guess what? Here are some new rules that you have to satisfy." And the answer is yes, I believe we do have the ability to do that. The bylaws explicitly say, and the bylaws are very silent on what ALSs are supposed to do other than to support the work of the RALOs. So to the extent RALOs adopt what we're talking about, what will come out of the talking about, and I'm presuming if we all agree to it, the RALOs will do that, then I think we'll have a direct line to say that this is what the ALS's expectations are, this is what we want out of an ALS, and we should be on good grounds.

Now, there are some details to be worked out there, but until we know what we're talking about, we can't work out the details. So, I'd like to open it up. I can, is that on a stage where people can actually read it yet? Okay.

This is the email I sent just shortly before this meeting. And I hope you all read it, and I don't really want to read it to you now.



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All right. Let me try to summarize as we're going forward. Okay.

Some of the... These are issues. They're not necessarily problems, but they're things that have been mentioned from time to time. We think we have a good number of ALSs, which may exist on paper somewhere, or may have existed at the time they applied, but for all intensive purposes, they are one person.

That one person, in many cases, may well be a valuable contributor, so we need to think about, what do we want from an ALS, how does this interact with individual members? And how do we make sure that we have ALSs that are vibrant and contributing entities in our organization. Now remember, part of this is public relations. We go around and say we have 120 ALSs, or 180 ALSs, or whatever the current number is, then we say, a typical ALS has 50 people, therefore, we have 10,000 people on the ground.

Now we know some ALSs have thousands of people, and they really are active. Others have, in some cases, zero, that is someone who votes when we have a vote, but never contributes in any other way. So we have to come to grips with it. We have to decide what it is we want, how do we recognize a good ALS. We've had a number of cases recently where we had ALS applications, where either the region could not decide whether this was a good ALS, would be a good ALS or not, or in a very recent case, we have regional advice saying no.

But we're in a really hard position to quantify why we're saying no. And we need to back that up with some formal rules, one of the measures of doing our job properly is when we reject to be able to say why. Not just



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because. Because may work with your two year old, probably not well, but we can't really do that at a higher level.

So it comes down to how do we recognize a good ALS, and once we have an ALS, what do we want from them? Do we want them to, at the very least, have a website, which points back to ALAC? Or points back to At-Large? Do we want to start sending out monthly messages to all of our ALSs, and we expect them to forward them to their members?

That's the kind of thing we talked about eight years ago, we never actually put the rule in. But we have talked about it a long time. Right now, we don't send out nice, concise messages, and even if we did, we don't require them to forward them. So it's that kind of thing. I'm going to stop talking. I see Tijani has his hand up, and Aziz.

I'm blind on this side. I see Tijani, Vanda, Aziz, Satish.

Tijani.

TIJANI BEN JEMAA:

Okay, thank you Alan. As you said, rightly, this conversation will not end today. It is a long discussion. And I think that today our duty is to fix the problem statement. We have to agree on it, and to decide to form a group to work on it, and make a charter for this group, and give him a deadline, give it a deadline to deliver a deliverable. Because all what you said, every point you raised, there is a lot of problems, and there are a lot of point of views.

So I think that we need to discuss it deeply inside a working group, and come up with results at the end. Thank you.



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ALAN GREENBERG: Thank you Tijani. Question for you. We've done this a number of times with working groups, and this time around there was some discussion of doing a working group of the whole to do it. You're recommending that in fact, we charter a smaller group to do the initial work. I'm asking a question.

TIJANI BEN JEMAA: Yes. A small group with all the regions represented.

ALAN GREENBERG: Thank you very much. Currently I have in the list, I have Vanda, Aziz, Satish, Evan. Did I miss anyone? Eduardo.

VANDA SCARTEZINI: ...some points. One that, I do believe that we really need to give some message to ALS about what we expect from them. Most of the ALS, in depending on the size, mostly don't know really what is expected from them. What they should do. And even it's hard to explain, even for me that is so many years in that area, it's hard for me to explain for new ones, what ICANN's expecting from them.

Is just to spread the word, is just accomplish the mission they already have. So there is no clear message for that. So that is something that we need to work with. And second point, I agree with Tijani, that we need five people sitting around, and go deeply, and come back, with some proposal, and substantial justification for that.





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ALAN GREENBERG: Thank you Vanda. Just on your first point, you're correct. We don't know what it is, because we've never actually had the discussion. This is discussion, which once we finish it, we can then tell them. Aziz.

AZIZ HILALI: Yes, I need to take [inaudible] please.

Aziz speaking. Okay, I'd like to say that we are working with the same criteria since we began this work in 2003. I was there for the certification and de-certification. And the way we certified the ALS is the same way, it didn't change. At the beginning, it was working very well because the ALS we had in ALAC were true representatives of the community of ICANN.

Today I think that we need to change this way of working. I'm speaking about my region. We have some difficulties to decide, because everybody knows how to build a webpage, how to design a webpage. You can say, "I have a webpage, an ALS with thousands of people." Nobody can see if it is true.

So today it is time, I agree with Tijani. It is time to reflect a new way. Even the due diligences we've made are very quickly made, and everybody say, "Okay, you can enter. You can be an ALS." It's very easy to become an ALS. Everybody can come and say, "I am an ALS." And we never know it is a person, if this person really exists.

Then I wanted to speak about what Vanda said. What we are waiting, what we are expecting from this ALS. We have to say what we are



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expecting from the ALS. We have to say what we are waiting from, how we see them, and what we are expecting from them. We saw some people only on the vote, and this is not normal.

And they have some weight into our decision, into our region and the decisions taking in our region, but they didn't participate into the conferences or the activities. So I am the chair of the monthly meeting, and I always ask the member, "Please tell us about your local activities." And nobody speak.

With the staff, we have organized a webpage, a spot... I want to speak a little longer, please.

Okay. Tijani is asking me to finish. Okay, I'm finished.

ALAN GREENBERG:

Sorry to be a bully. I think we all agree that we need to fix things. The current process is broken. It is insufficient, that includes due diligence. It includes what we're asking on the application form. It includes verifying it to some extent. It includes telling ALSs what they have to do.

I think we're all agreeing. Is there anyone here who disagrees that we need to do that? I don't think so. So, right now, I think I would like to use this brainstorming, to try to identify what it is we are looking for. I think we are all convinced there is a problem, but the question is, what are we looking for? Aziz is right. Anyone can have a website and claim to have 1,000 members.



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Well, do we want to be able to verify that? Do we want to ask for references within the country or something like that? There are many methods we can use, and the question is, let's try to come up with some ideas so that when we charter this working group, we're giving them a base to start working. And I think it's important, before we send off a few people, to get the whole community here, talking about it and setting the boundaries.

And that's what I'm hoping will come out of today. Next we have Satish.

SATISH BABU:

Thank you Alan. Satish Babu for the record. I think these are very valid points that is down there, and this discussion is essentially... I come from a very large ALS, with 100,000 plus members, but we face the same kind of problems. So the size actually is probably not very relevant in this discussion, and we have to maybe take it out of the discussion also.

The members that we had phase, was that... The ALS was setup for a slightly different purpose. It was setup about 50 years back, and it is about computing, not so much about Internet, or even about Internet governance. So the fact that there are a few of us who are very interested in Internet governance, was not able to really change the direction of the organization.

Now we have term limits. We have one year term as the president of the ALS, and after that, we move out. And now in 2012, we came in. Right now, I'm not part of the organization at all, really. And I'm not



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even the primary representative here in APRALO, I'm the secondary representative.

But it's [inaudible] that just yesterday, I have submitted another request for a new organization, ISOC chapter, which I'll start it now. And we have been discussing this within the leadership team of APRALO for quite some time, how to get over this problem of one, organizations that have slightly different orientation and who may not instinctively take on Internet governance for the central direction.

And two, the issue of term limitation of people who are interested. And when they move out, it defaults to the old situation. So that is my analysis of what is happening in my case, at least. Now how do we address this? Now we have to have diversity in organizations, just like we have every other kind of diversity.

We cannot have organizations which, for example, only chapters of ISOC. That should not be the case, because we need, you know, diversity of organizations also. Therefore, we have to see what is the way to kind of not just due diligence in the beginning, but also periodic kind of infraction that we can do hand holding, you know, and setting of direction that we can help the organization with.

And I have just three very simply points. One is provide materials for stimulating people with interests in this kind, when the organization has some slightly different interest. Second is, the visibility of ICANN needs to be enhanced in the local domain. And three, we have to provide direct examples of activities that they can take up locally, without expecting them to kind of take from the grass roots up. That's very difficult. Thank you.



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ALAN GREENBERG: Thank you Satish. I'll make one comment on something you said. You said the numbers are not that important. They are when they are zero or one.

I have on the speaker list right now, Evan, Eduardo, Alberto, Olivier, and Wolf. Is there anyone I forgot?

Sorry, I thought I had written your name, Judith, I'm sorry.

I seem to be having a problem on the left side. I will call on all of you.

Can we have a little bit...? I did call out Wolf. Yes.

I'm about to give up. Evan.

EVAN LEIBOVITCH: While I wasn't going to go as far as saying as there is not a question, I will be one of those that really wants to caution against over blowing it. We've tended, at least myself and other people I know at NARALO, have tried to take the position of, be liberal in what you accept and very conservative in what you try and reject.

And so to that extent, if there is an ALS, and there is an organization, and it passes due diligence, and it turns out that there is only one person in the ALS that happens to care about involvement, that may just mean that that person has their eyes and ears into ICANN, into At-Large, listening for something that may interest the rest of their membership, and maybe it may only be something every two years that catches their radar.



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By definition, by At-Large, we're not the usual suspects getting involved in ICANN. These can be consumer organizations. In my case, it's an open source organization. It can be all sorts of other organizations that don't necessarily have a one to one link with the interests of ICANN. And that means they may come in, and they may have only a single thing that they're watching for. And when it comes up, they'll be very, very interested in it.

And that also may mean for 18 months, they will look dormant while they are lurking. That doesn't mean that we have to treat them badly. We need to make sure they're awake. We need to make sure that they're listening. In the last case, NARALO did de-certify an ALS, but that's because they were totally unreachable. I would really want to just make sure that this group, number one, does not obsess over this.

Number two, takes, cares more about the carrot of in-reach than the stick of threatening to kick people out. And I would just want to, anyway. My suggestion is just to try and concentrate on caring about the people that are in, rather than threatening to kick people out, unless there is absolutely no response. Thanks.

ALAN GREENBERG:

I'll point out, we didn't talk a lot about kicking people out at this point. We're talking about, telling ALSs what we expect of them. And as far as I know, we haven't set those rules yet. We haven't even had a discussion about it yet. So I think you're a bit premature on presuming what our motivation is. Judith.



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JUDITH HELLERSTEIN: Yes. This is Judith Hellerstein for the record. I'm also from a small ALS. I think we need to be more concerned about quality of participation, than about whether how big or how small the ALS is. What we want to concern, is trying to get people engaged. What is going to get people engaged? And what issues are they most interested in?

And if people feel that they're being questioned, turned off... We originally started, we were originally come in as ISOC DC, and then, because of other problems, we came in as a different ALS. And we're a small ALS, but we are sort of people who are engaged on either accountability, on social media, on accessibility, on technology issues. But you know, those are the people who can be small, who also may not have a website, or not representing a lot of people, but they are representing a couple of people who really care, and are very, you know, passionate.

ALAN GREENBERG: Thank you. Yes, please, Cheryl, go ahead.

CHERYL LANGDON-ORR: Thank you. My apologies for jumping the queue. My name is Cheryl Langdon-Orr for the transcript record. I believe that a proper analysis and the activities of the proposed group is very important. I think it is essential, it is also works hand in glove with the work of the metrics group, because there is a clear nexus there, so I would like to caution that as you charter, you charter cautiously and carefully.

And in fact, you may benefit from a lot of the work that the metrics group has already done, specific to ALSs. I believe the light touch

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approach is important when we come to the next steps, but we have to establish and clearly telegraph what our expectations are. I believe we also have to do a lot of communication, and education, and support, and in service training, and, and, and. Thank you.

ALAN GREENBERG: Thank you Cheryl. Eduardo.

EDUARDO DIAZ: Thank you Mr. Chair. I just wanted to make a few comments about this. Fundamentally, the way I see ALAC within ICANN, is that we represent here the interest of the end user. And again, it doesn't matter if you have a huge organization or not, but you know, if you're part of the organization, and only one or two people are interested in this work, then that's where it's important, because rest assured in my organization, there are, you know, we can have 1,000 people, and there might be one or two that are interested in this.

But if I find that we're discussing something that is key to the, things are happening in Puerto Rico in this case. We are so sure that we'll make sure that we'll inform the Internet community within the whole Puerto Rico, not only my organization. So, you know, I think it's important that what we have discussed, we need to have expectations very clearly.

You know, what is it I need to do if I'm going to say, "I want to participate on this." Thank you.

ALAN GREENBERG: Thank you Eduardo. Alberto.





ALBERTO SOTO:

This is Alberto Soto. This is a bottom up system. And I believe that maybe the RALOs are the ones that, to begin with, should start collaborating to find a solution. At LACRALO we had CUs engagement issues. We worked a lot with the ALSs, we are not concerned about the number of people, but in the engagement and participation.

We have been able to go for monthly meeting attended by seven or eight people, to 20 out of 45. So we have increased the engagement and participation rates, but we also have let them know that we will be using metrics. I fully agree with what Cheryl has been saying. So using those metrics, we will, we want, we kick anybody out that will try to increase engagement and participation. And we will de-certify those who will never participate.

And we have some cases of those. They don't even come to vote. So maybe we, the RALOs, should be the ones who will close some holes and gaps that are within what Alan said. And besides, I believe that we need some guidance. For example, we are not demanding, but we are telling the new ALSs, the ones that are going to join us, they should have bylaws, even if they are not formally accepted in that [inaudible], because that, those bylaws say that they have an X number of members where, interested in whether it's true or not, where interested in their goals and objectives, because later on it's a way which we can use to tell when you are not abiding or complying with this part of your bylaws, which is related to what we do at the RALO. Thank you very much.



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ALAN GREENBERG: Olivier.

OLIVIER CRÉPIN-LEBLOND: Thank you Alan. Olivier Crépin-Leblond speaking. Three things. One, due diligence before and by a professional firm. Two, references. Three, periodic reassessment.

ALAN GREENBERG: Thank you. Maureen.

MAUREEN HILYARD: Maureen for the record. It's very timely that we're talking about this because the APRALO meeting we actually discussed ALSs, and ALSs. And we were looking at metrics, but looking at it from the perspective of what our expectations are of ALSs. First of all, looking at the application criteria. You know, there is still a lot that needs to be done with regards to, you know, what do ALSs know about ICANN before they even apply.

And then, even when they come, when they are accepted, they've got to realize that there are expectations within the rules of procedure for various RALOs and that sort of thing. So that's directed to that first of all. But I think, too, that we do have to take note of sort of like, as Olivier says, the application form, support of the RALOs, communication systems that we have of our own, and then we can look at metrics. Thank you.



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ALAN GREENBERG:

Just a word of clarification. The reason we're talking about this here and not in the metrics group is, we're really talking about not measuring things as such. That has to be done ultimately. But we're really talking about what do we mean by At-Large. And that's why I started the discussion with the group as a whole, and Tijani may be right, to proceed we may need a smaller group that will then come back to another further discussion as a group as a whole, but we are really talking about the nature of At-Large.

And that is not responsibility of a small group, it's not a responsibility of each RALO. Each RALO may certainly modify it, or augment it, but we're really talking about what is it that we are. And we were created by some bylaws in 2003. It's around about 2007, I guess, we put some words around it, and now we're looking at those words again, and we have a lot of years of experience.

It would be rather arrogant to believe that we made all the right decisions and need to make no changes. It's conceivable, but the level of dissatisfaction we seem to have says that's probably not the case, and now we're trying to figure out how to go forward. So yes, ultimately, this will have ripple implications within the RALOs, within various other groups making decisions, but at this point, we're really saying, what do we mean by At-Large?

When someone comes up to us and says, "What is At-Large?" We need to be able to have an answer, and not the least of which is, we have an At-Large review coming up, which is looking at this very question. It will be sort of nice when the reviewer comes in the first day, if we can tell them we've thought about it.



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Wolf next.

WOLF LUDWIG:

Thanks Alan. Wolf Ludwig for the record. As I said before, I think size of an ALS can be only one of various criteria, but I am convinced it doesn't mean a lot, because my experience small groups can be somehow, sometimes, be much more proactive than bigger organizations.

I've seen ISOC chapters who had many members, but who didn't participate a lot. Therefore, I don't believe in size. I think in a volunteers environment, it's extremely difficult to work with metrics. I may agree, I tend to agree that we need some minimum criteria for participation, but I think there is a key role for the RALO leadership to closely observe and follow up their membership.

And by these observations, I by the way, I know our members. I know who is active, and who is inactive, and sometimes I even know the reason why. So I think this is a role of a RALO leadership to keep close contact with the members, and then to decide on the regional level, and to explain to At-Large why sometimes there is more participation and sometimes there is less.

Let's never forget we are dealing with volunteers, and you cannot force volunteers. You have to encourage them. You have to work with intense incentives. And when you start controlling them, then you have a problem. Thanks.

ALAN GREENBERG:

Thank you Wolf. Holly.



HOLLY RAICHE:

Just a couple of examples or questions. Two organizations are that, one of which I do represent, one in which I'm involved in, sorry, aside from ISOC AU. ACCAN which is the Australian Communications Consumer Action Network, is heavily involved in a lot of Tel Co stuff, increasingly interested in Internet stuff. They're a member.

I'm like the only person there who actually knows about the Internet. So much job is to go back and explain, to get their feedback, and then to come here. The other membership I have, I'm a member actually on the Board, of the Australian Privacy Foundation, they're not a member, but they expect me to go back and, for particularly for WHOIS issues.

So two examples, one of which is a member, one of which is not, both of which do not have their total focus on the Internet, both of which though are really interested in and concerned about some issues that go on here. I don't have an answer, but really, whatever I think we propose needs to sort of say, how do we manage those two situations?

ALAN GREENBERG:

Thank you Holly. And I think that's an interesting way of approaching things. That, let's take examples from our own environment where we believe this is a viable approach, and let's try to make sure the rules adapt to it. At the same time, we are going to have to make sure that when we describe what At-Large is to everyone else, that what we're describing is close to the reality. And there is a wide range of realities, but up until now, I suspect we have been taking the optimal best case



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and presenting that as being universal, in what we describe what things are.

And I think we need to be a little bit more pragmatic. The only person I have on this list right now is Siranush. Is there anyone that I've missed? Or anyone who would like to get in the queue? We still have a fair amount of time. Tijani I see next. Siranush.

SIRANUSH VARDANYAN:

Thank you Mr. Chair. Siranush Vardanyan for the record. I would agree with many people who raised this, coming back to what Satish has said, that his ALS is actually more than 10,000 people, but in many cases, and in every RALO I think this is the case, one or two people from each ALS are taking an active part, and I would say even one only.

And mainly this is the person who is getting travel to go for the meeting, and otherwise others are complaining then, why should they be involved if they are not going to that meeting. So we shouldn't rely on the whole ALS participation, or whole ALS membership participation in the process. So even if there is one person actively brings his point of view, her point of view, to the table, then it's already a participation to some extent.

And I would agree with also what Olivier has said. One of his three points was reassessment. We just started this introduction during APRALO monthly call, that we are going to measure the participation to some extent. It is also maybe quantitative still measurement, but at least this is the starting point.



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But at least we will like to measure this within the course of the upcoming next General Assembly. So, to somehow connect that within the framework of two years, maybe, their participation will bring to the funding to come to an ICANN meeting, and like we did for London, for many of them. So this is some kind of starting point for APRALO to do this.

I don't know we'll succeed in that or no, but at least we have this intention in mind.

ALAN GREENBERG: I have a question for Siranush. Ignoring the eligibility for travel, for the moment, how does an ALS with only one interested person differentiate from an individual member?

SIRANUSH VARDANYAN: Not actually. There is no strict differentiation. Maybe the...

ALAN GREENBERG: My question seems to have generated...

SIRANUSH VARDANYAN: ...the voting role, but maybe others can add something. I don't see real differentiation there, only by the names. I mean, the one is individual member and the other one is ALS representative.

ALAN GREENBERG: I see a number of hands.



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I'll tell you who I, excuse me. I'll tell you who I have on my queue. Tell me if I have missed anyone. Tijani, Evan, Holly, [inaudible], and Wolf. And Satish. Eduardo is, Eduardo himself, okay. Tijani is next.

TIJANI BEN JEMAA:

Thank you Alan. Nobody spoke about judging ALSs, or about punishing ALSs. Nobody spoke about that. Nobody spoke about the size of an ALS. We are not punishing ALSs that are only some number of participants. It is about ALS organizations or individual. We have to know, we are dealing with an individual, which have a status inside the RALO, or an organization, an ALS.

This is something that we have to define. What is an ALS? That is what we are speaking about. And when we define that, we can say, to accredit or to certify an ALS, it must be this, this, this. Thank you.

ALAN GREENBERG:

Thank you Tijani. Evan.

EVAN LEIBOVITCH:

Before I say the point I was going to make, Tijani, are you really saying we need to redefine what an ALS is? Did you really say that we need to redefine what an ALS is? Do we need to go back to that?

TIJANI BEN JEMAA:

We need to know if it is an ALS, or a person, an individual?





EVAN LEIBOVITCH:

Okay. And so, in answering that, I'm also going to deal with your very direct question Alan, is there a difference between a one person quote/unquote one person ALS and an individual member? And I'll go back to what I said earlier. Very often you can have an ALS, an ALS maybe some size, and they've appointed one person to be their liaison or their point person into ICANN.

And that point person may decide that there are certain things they need to bring back to their membership that has very many other things that are non-ICANN related, and they've charged this person to decide whether or not to bring anything into the ALS. So as far as we are concerned, as far as At-Large is concerned, you only hear from one person, but you don't know necessarily what's going on below.

Does that person owe At-Large an explanation of what they do internally inside their organization? It's nice when it happens. I'm not sure it's owed to us. When you talk about expectations, is there information that flows? Sure. But is that person expected that every time At-Large has an issue, that person must take it to their ALS, their ALS must come back with stuff? I think that's too much to ask from ALSs that don't have ICANN, or domain names, or anything like that as their core focus. Thanks.

ALAN GREENBERG:

Holly.

HOLLY RAICHE:

I'm going to phrase that slightly differently in 20 seconds. The difference between one person and a group is that the one person may



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have the job of bringing a lot of issues back into the group, running issues past them, and then representing those issues to this group.

One person really, all they can do is talk to the mirror and then come back.

ALAN GREENBERG:

Just for the record. The question I asked Siranush is not, is there a difference in one person who is acting as the interface for a large ALS? I asked, is there a difference in a one person ALS and an individual?

It seem to have generated a lot of good discussion. Seun.

SEUN OJEDEJI:

Okay. Thank you. This is Seun for the record. I've been watching the discussion. When Alan asked a particular question, I had to look for my name tag. I think from my personal experience, when I started participating in At-Large, I was advised to join as an ALS. So I had to encourage my organization, which is [inaudible], open source foundation for Nigeria to join.

So it looks like there is some level of value, or benefit, in quotes, of course, the travel support perhaps, that you don't get if you are not a member, if you're not an ALS. I think I see no particular reason right now, just I'm encouraging some members of [inaudible] perhaps to join, I mean, to participate, but really, I am the one that is personally interested in participating. And I saw the opportunity of joining as an ALS to perhaps we improve my participation, and that was why I joined as an ALS.



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So I think there has to be some balance on the value that is placed on an individual member, as against the ALS member. Thank you.

ALAN GREENBERG:

Thank you very much. I think that highlights one of the issue that has been in the background. With the exception of NARALO that has had a concept of individual members for a long time, and never particularly has used it, because there are very few of us, I happen to be one of the few, the motive operation within At-Large has exactly been what Seun just described.

We find an interesting, a person who is interested, a fellow, in some cases, other times someone who we come upon through some other outreach mechanism, and we tell them, “If you want to participate, go find 100 friends or an organization that you can claim responsibility for and join as an ALS.”

And the question is, is that indeed what we should be doing? That is what we’ve been doing for the last 12 years. Is that what we want to be doing going forward? And that’s one of the substantive questions we need... Now, yes, if indeed we’re going to encourage individual members, and these are really vibrant members who are just as important to us as an ALS rep, we may have to rethink travel to regional assemblies and things like that.

And there may be cost implications on that. That’s part of the overall process. To say we, I’m exaggerating, but say we need you to have this organization which doesn’t really care, just so you can be on our mailing



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list, you know, on our roster, that sounds somewhat artificial to me. And that's the question I was asking.

In any case, Wolf.

WOLF LUDWIG:

Thanks Alan. Wolf Ludwig for the record. I think this is a difficult issue. What is a small ALS? And then makes a differentiation with an individual. For me a criteria would be, if a small ALS run by an individual is embedded in his country, or in his location, and is very proactive there, if he has a good network, then he, for me, would fulfill the criteria of being a functional ALS, having a solid base for action, compared to existing organizations which are sometimes extremely isolated, and have no outreach in their location or in their country.

Therefore, my point it depends from case to case, to see, to observe, and to touch, what makes a quality of an ALS. Thanks.

ALAN GREENBERG:

Thank you Wolf. And I don't think anyone can disagree with you. I won't say I remind you, because many of you don't know, many, many years ago, there was a situation where we rejected an ALS, ALS application, and they ended up filing an ombudsman complaint. And as any of you who may have participated in boards of organization know, if you make rules, and you can then demonstrate you followed the rules, that's fine.

You can make almost whatever rules you want, but you have to demonstrate you follow them. If you can only say, I know a good ALS



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when I see it, but I can't put any words to it, you're in a very, very difficult ground to defend your decisions, and that's, again, why we're having this kind of discussion. I know it's difficult to put words to it, and we may want to put words where we have exceptions, but we need to have some concept of where we're going.

Eduardo next.

EDUARDO DIAZ:

Thank you Mr. Chair. I just wanted to say the difference between an organization ALS and a single person ALS. Can you hear me? Thank you. To me, I'm talking from the LACRALO experience, has to do with voting. You know, when there is an issue and someone has to vote for the elections, for example, an ALS will have one vote, the people that are a single person, they are a group that will select one of the persons to have one vote.

That's different. Thank you.

ALAN GREENBERG:

But those are rules we made and rules that can change if necessary. What we're really looking at is how do we build a vibrant, useful At-Large? And I think the voting and travel issues have to follow that, once we decide what it is we want. And Satish. I have no one else on the queue, have I missed anyone?

SATISH BABU:

Thank you Alan. Satish for the record. I think we have to take a step backwards and look at this, I think Alan said [inaudible] yesterday,



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saying what is At-Large? These are representing the user needs, or the person of the user community? Now these are actually two different things. If you're representing user needs, we don't need At-Large, we only need NCUC.

Because that is individual members, expressing the needs of the users. But if At-Large is to represent the communities as well, then we have to have organizations as members. And there is a difference in the quality of participation between the individual and the organization, because the individual, although he or she may be a liaison here in the At-Large, there is actually a much larger community behind. And what is [inaudible] the sum total of the discussions there.

So I think we have to be, what I would say is that we have to take a comprehensive review of what is ALS after so many years of functioning. It should be differentiated and have different targeted support for new ALSs, defunct ALSs, explore the ALSs who can contribute in policy, because not all ALSs can contribute in policy.

They may be active in cause, but may be they cannot contribute in policy. And what is [foreign language], from us, from the community representation aspect. Thank you.

ALAN GREENBERG:

Thank you Satish. I'll point out that NCUC only has scope within the GNSO. Their scope is only gTLDs, our scope is not limited to gTLDs. So, you're mixing, in English, an expression, apples and oranges. Tijani.



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TIJANI BEN JEMAA:

Thank you Alan. Coming back to this issue of organization, ALS organization. What is the benefit of it. When you are a member of an ALS, when you come to ICANN meetings, your duty is to reflect the information and the discussion inside your ALS. So you are spreading what you have had here to the members of your organization.

If you are a member, you come here and you go home, you are alone. As said Holly, you can see in the mirror, that's all. So, and I think that our duty in general is to, how to say, is to have a presence on the field, in our countries, and to have a presence there. If you are alone, your presence can be important, but it will be much less important than if you are an organization. Thank you.

ALAN GREENBERG:

Thank you Tijani. I think that's well said. And I think part of what is driven this discussion, is the belief, perhaps incorrect, that in many cases, someone says they're from an ALS, but they go home and only look at themselves in the mirror. And maybe they're none of those and we're all imagining it, or maybe it's an issue we need to consider.

We're almost out of time. I think we have had a really good discussion. Sandra, you have your hand up I think, and you haven't spoken, so please.

SANDRA HOFERICHTER:

Thank you. Sandra speaking. I just want to make a small comment. Also my ALS is not very big, and I won't say I'm alone, but we are not like 50 people. But I must say, as one of the most active members of this ALS when it comes to ICANN issues, I think I do have influence in my



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country, and not looking at my own [inaudible], because when it comes to events which are organized by ICANN or other organizations, where all stakeholders should come together and agree or discuss a certain issue, I do participate in these things in my country, although we are not a big ALS, which spreads the work multiple wise.

But on certain points, we do have an influence. This might be a little bit easier maybe in Germany, because well, the multistakeholder model there is not very much advanced, but still, people understand, people accept. I assumed this might not be the case necessarily in other parts of the world, but I would ask us to keep this into consideration. Thank you.

ALAN GREENBERG:

Thank you Sandra. I think that's an interesting point that no one else has raised here. And when we had the original discussions of setting what the, you know, the current criteria are, that we put on the application forms, and things like that, we spent a huge amount of time talking about different, the cultures and the environments in different parts of the world, and there will likely be very different ones.

If you look at the current rules we have, at one point, there was a very strong statement from some people in the organization, saying that you cannot be an ALS if you have a strong connection to your government. Or you cannot be an ALS if you are part of the domain industry. And it was pointed out in parts of the world, you cannot exist if you don't have some connection with your government. And there are parts of the world where the community, the IT community is so small, that everyone wears multiple hats, and you implicitly, if you're involved at



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all, you're probably running a business associated with it at the same time.

So we have to make sure that what the models we end up with, really do fit the various places around the world. And yes, Olivier, I see your hand. Is there anyone else who wants to speak? This is last call. No. Olivier, you're on. Last words.

OLIVIER CRÉPIN-LEBLOND: Thank you Alan. Some ALSs indeed are country code top level domain operators, ccTLDs.

ALAN GREENBERG: Who?

OLIVIER CRÉPIN-LEBLOND: ISOC Armenia, perhaps. I think there is also... There are some in Africa as well. I don't have them all at the top of my head, but there is quite a few.

ALAN GREENBERG: It wouldn't surprise me if an organization that is an ALS happens to run the TLD. I'd phrase it slightly differently than the TLD being an ALS. But nevertheless, perhaps the same thing. And diversity is not only what makes APRALO important, it makes At-Large important.

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OLIVIER CRÉPIN-LEBLOND: Internet NZ, AUDA. Well, ISOC Australia, I think ISOC AU or something has things with, but Internet NZ certainly does.

ALAN GREENBERG: That's fine.

I believe we have been... I believe staff has been taking notes throughout this. And excuse me. And we will be distributing these notes as soon as they're in a reasonable form. We would like people to look over them and make sure that you're being quoted properly, if you've been quoted.

I did ask that people's initials or whatever, be attributed to the things. So let's make sure that anything that we have said is coming out of this meeting, that you feel comfortable with it. And I'll follow Tijani's suggestion. Do people want to put this into a smaller group now? Or do we want further discussion of the whole?

Can I guess a sense of the room? Are we ready to go into a small group? Do we have enough instruction from this group based on what was said today? Or do we want to have further discussions via teleconference? Tijani, you want to comment?

Tijani is okay with smaller, everyone okay with the small group? Okay. That's the way we'll go forward. We'll put as an action item, we need to develop how we're going to develop the small group.

TIJANI BEN JEMAA: Two per RALO? It's two.



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ALAN GREENBERG:

Tijani suggests at least two. The notes will say that.

Gentlemen and ladies, if you're talking, turn on your microphone one at a time. Tijani said at least two per RALO, noted. I suspect the ALT will take the next action on this, to decide how to go forward, and propose something to the ALAC, but noted.

Yes, but I don't know what it is yet.

Sorry?

There is a comment in the chat that would like to be read into the record. Please go right ahead.

ARIEL LIANG:

This is Ariel Liang for the record. There is a comment from a remote participant. [Inaudible] ALS can have different voices of people who can serve all Internet users, based on their interests.

ALAN GREENBERG:

Thank you. I don't see how we can argue, that's why we have more than one ALS. Again, it's like the multistakeholder model. If everyone agreed with each other, it would be rather boring and we wouldn't need a lot of people to come to meetings. Thank you very much for this discussion.

It may be the first time in a very long time that we've had this kind of interactive discussion, and by the way, I'll note, we all didn't agree with each other, like we often do with other things. Coming to closure now



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is going to be the fun part, or the difficult part. Thank you. This meeting is, I believe we are now over. Again...

If I still have the attention of the group. I'd like to thank the interpreters for their yeomen efforts in getting us this far. Thank you for allowing us to speak as fast as we have, and not, and managing to make it through. Do we have anything else today?

We have something else to do right now? I thought we also had something else to do at 4:30. I do? What would you like me to do?

UNKNOWN SPEAKER: Thank you very much Alan. This session has been adjourned. However, the next meeting will be starting in three minutes...

[END OF TRANSCRIPTION]

