

SINGAPORE – At-Large Regional Leadership Meeting
Wednesday, February 11, 2015 – 12:00 to 13:30
ICANN – Singapore, Singapore

SIRANUSH VARDANYAN: Welcome everyone to the At-Large Regional Leadership Meeting. we have a couple of things to be discussed today. We'll start with the 360 Review, which actually is the same ALAC Review process. So I'll give the floor to Holly to give a rough and brief presentation of what's going on, because she already gave the detailed presentation to all of us, so just briefly.

HOLLY RAICHE: It'll take about 30 seconds. All of the RALOs are going to get these slides that come from the Structural Improvements Committee. That includes all of the processes we're going through. The first phase is from now until the end of June, when in fact all of us have to organize ourselves, get a timeframe. We want a high-level committee that will include one or two people from each region, and it's going to be up to the region as to how they are named. And then within each region they'll hopefully organize themselves as to how they'll input into that process. So people will be getting the slides.

I will be talking to each RALO to explain the process a bit better, and for people who say, "Why are we doing this?" the reason we're doing it in the framework is one of ICANN accountability, and within that our accountability to ICANN and our accountability to ourselves. That ends my presentation. Cheryl?

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.

CHERYL LANGDON-ORR: Thank you. Just as part of the cohort of leadership here, as you are selecting the people to be contributed to this Working Group, they need to be aware that it is not going to be light; it is going to be heavy and demanding work, and it's essential that if they make the commitment, they make the appearances and they make the contributions. So choose wisely, please, and we need this soon. Why? Because this Working Group is part of the structural development and framing of even the questions before the external examiners are selected. So this is very vital work. Choose wisely, but make sure they know what they're getting in for. Thank you very much.

SIRANUSH VARDANYAN: Tijani, please?

TIJANI BEN JEMAA: Thank you Siranush. Cheryl and Holly, please send an email with these very clear details.

SIRANUSH VARDANYAN: Thank you. Just to let you know that APRALO was lucky to know about this prior to our monthly meeting, so yesterday we already confirmed the participation of Ali Al Meshal in this group, and he accepted with great pleasure, I hope, however all RALOs are expected to send the information to Holly and Cheryl after the detailed information comes from them. This is all about the 360 Review. If there are questions related to this, ask them now. If not, then we'll move onto the second Agenda Item, which is metrics across RALOs. I'd like to give the floor to Maureen to talk about this topic.



MAUREEN HILLYARD: Yes. You've got me again, metrics. Okay, the presentation I'm making today is similar to one I did at APRALO, where we're actually looking at what the responsibilities of the RALOs are in relation to mainly the ALS Review and metrics, so a little bit combined here I think. They're very much inter-related. What we'll be looking at first of all - it's just to give some context to it - is to look at what we did with the ALAC, and we had made recommendations for that, and then looking at the ALSes in relation to the RALOs, and then looking thirdly at some issues that we need to look at for ALSes, before we can even really consider metrics. I think there are some issues that we really need to address in order to effectively measure ALSes.

Of course, with the ALAC the expectations of the ALAC Members is very clearly outlined in our Rules of Procedure. Those expectations are clearly identified, and it's from this of course that the Metrics Group looked at how we might provide some metrics for the ALAC Members, which was very difficult, because we took into account that a lot of people were... Because everyone's contribution is different, we needed to address the metrics in a way that would actually provide information for the ALAC Team as a whole, but also within the ICANN system that we were to be seen, that we were providing some report on the effectiveness of this, as a group.

When we're looking at the ALAC, you're all aware that staff have a metrics that records the attendance of ALAC Members at face-to-face meetings and Working Group meetings, so that that's pretty much a formal record that's already in place. When we're looking at



participation, there was always that argument about how you measure the quality of participation. Unfortunately that is difficult, but we can create some sort of measure from the chats, from the involvement of people and the action items, the recordings of the meetings... There are a whole range of ways in which we can record that.

But the third one I think addresses the quality thing, because what we're actually looking at is a report from the individual ALAC Member, and it hasn't been addressed yet as to when this report would be required, but there should be some report to the Chair of an ALAC Member's contribution to the organization itself, and how you feel you've contributed or added value to the work of ALAC. Again, no details at this stage, but that is the recommendation. The fourth metric is related to the RALOs, and I think this is when we get back to the importance of the RALOs in that ALAC Members are elected by - apart from the NomCom - the RALOs.

So therefore there is a responsibility as an ALAC Member to your Regional Organization and therefore the Regional Organization can create expectations of their ALAC Member, but that is a RALO responsibility. It's not consistent, it's dependent on what the RALO expects of their ALAC Member. Again, that's because all the RALOs are different, and their relationships are different, so again, we put that responsibility back onto RALO. Next. So then we come down to the ALSes themselves, and one of the things in putting this together is that on the application form there is a set of minimum criteria for ALSes, and it very clearly states what those expectations are of ALSes, as they're applying for membership of ICANN as an ALS.



The first criteria is that ALSes are prepared to distribute information about ICANN and its activities and to encourage discussion, so it already states that that's an expectation of an ALS when they come in; that they're ready to spread the word about what ICANN's involved in and their part in it. The second criteria is to do with what they can do to contribute to the work within ICANN itself, so they're actually bringing the voices of the region into the ICANN conversations. Like those two already state what those expectations are for the application form - the others have got to fund themselves and all that kind of stuff - but already they should know what's expected.

When it comes to how you might measure the effectiveness of your ALSes, of course this is very regionally oriented at the moment, and very thankfully Silvia put together a paper that outlined what the expectations were for each of the regions, and they're quite broad. Really, I think what we're looking at - and we're still deciding on - is do we want the metrics to be consistent? I think there are some consistencies that we can expect, and these should go back to the application. Whatever we stated in the application as our expectations, those should be the consistent expectations. Other than that, the RALOs should be allowed some flexibility.

Again, I think it would be really good if we had the full Metrics Group attending those meetings, so that we can actually discuss these across the regions, because Tijani's always there, and Cheryl and I, and a couple of others, but we do need to get a cross-region representation at our metrics meetings, which would be really great. Just finally, I wanted to point out that we just need to be sure that before we actually put any measures in place, that it's very clear - and I think this is where we're



looking at the ALS review - that we're clear on what those expectations are; that ALSes are aware of what those are, before we can actually measure.

That's so although the application form actually states what the expectations are of them to actually be Members, I think one of the things that we need to also try and ascertain is what do they know about ICANN before they even come on? What is their work in the community? Do they already have, as an organization, a reputation for disseminating information, for gathering information? Are they already into that mindset of giving and taking information? So it would be really good if we could get that kind of... I'm saying do they really know what they're getting themselves into when they become an ALS? And is it too easy to become an ALS?

Again, these are my own questions, nobody else's. These are some of the things that I think could be addressed. Then of course when they are engaged, it's looking at what is the role of the RALO. Are we being as effective in our own mentoring, support and guidance for ALSes? Is the expectation that we're making of them, does it equate with the support we're giving them as contributing voices to our discussions? Thirdly, community, and I know that we've brought it up a number of times, about how difficult it is sometimes to locate information. The new website for At-Large should be a really good mechanism for accessing information, but there are still some things we need.

For example if we put them into a Working Group we want them to know they can access their workspace, and all the other related Working Group information, which I find really difficult to find. You know it's

there, you just can't find it. That's the sort of thing. You can imagine that if you put someone into a Working Group and then they can't find what it is, it's... Yes, so for me that's an issue. I'm thinking if we've got those three things organized, and people and ALSes are aware of what the information that's required of them, then we know we can measure, and that's when we need to look at what those metrics will be.

We've already had a couple of meetings where we've looked at quantifiable measures, but of course that's still to be finalized. That's me. Any questions?

SIRANUSH VARDANYAN: Thank you Maureen. This is really very important. I personally look at these metrics like a self-assessment part to some extent, and I also hear the point that Wolf recently raised that measuring volunteerism is really very hard, but to some extent we should understand that in that case, if we don't see effectiveness and productivity then we should care only about numbers, which is not the case, so we do not want to just have 180 or 200 ALSes and just go for increasing the numbers. We should work on the effectiveness on it. For measuring this effectiveness, I think that metrics is the best tool to do that. Judith?

JUDITH HELLERSTEIN: I have a couple of questions. One is I agree with what you were saying about the quality of the ALS, but sometimes we also might have to invite a whole new group of ALSes to find one quality one. We don't know, when we're doing our outreach, whether... And I then I also think the mentorship, I know within our region Glenn has been a mentor for a



bunch of new ALSes, and the idea of trying to get them engaged and trying to figure out something that they might be interested in is something I think has helped a lot of the new ALSes in the RALO on that issue. I see you have that a little bit listed here, but maybe we should focus on that as an issue.

I guess my other comment on the metrics is we do have attendances, but some people just come onto a call and don't say anything, just so that they can record themselves, but some people come onto a call because they want to get engaged but they haven't really heard something enough. So there are two reasons for getting...

SIRANUSH VARDANYAN: Thank you Judith. Cheryl?

CHERYL LANGDON-ORR: I just wanted to share with you, Judith, that when you've made that differentiation between people who are trying to look at, get themselves up to speed and engaged, when we use things like the Adobe Connect rooms, there are tools that we can use, that run in the background, which will give us metrics even on that, because it measures how people are scanning through the document - so not just talking, not just... Because it's hard for some people to get up and talk, but in fact there are quite automated mechanisms, which can collect and feedback whether anyone is actually looking at the documents and is anyone scrolling up and down up the chat. So we are aware of that difference, and we're looking for un-intrusive and suitable solutions where possible.



JUDITH HELLERSTEIN: I just wanted to quickly... We've had a couple of people on our ALS who are on Committees that don't feel that they can... They may be so inundated, they want to get in on it, and they can't. But to say that they're not just looking is also another...

HOLLY RAICHE: You must all be wondering what is the relationship between the metrics and the ALAC Review. I'd have to say they're very closely connected. As Alan pointed out at the beginning of the week, we should have probably done one first and then done the review. Well, we're not, but this is a really helpful input into people's thinking in terms of how do we measure ourselves, what's fair, what's not fair, what's effective, what's not effective. So I'm actually glad this is happening at the same time, because it means people are focused on these issues. Thank you.

SIRANUSH VARDANYAN: I think one of the outcomes of this metrics and this review will be the support for each RALO to identify the ways of first of all, how to keep the current ones engaged and then how to involve others - the new ones. So we should first of all find ways of keeping encouraged the participation of current ALSes. Tijani?

TIJANI BEN JEMAA: Thank you Siranush. Thank you very much Maureen for all this work you've undertaken. This matter of metrics is actually a subject on which we've been working for a very long while, and actually Cheryl knows this. She can bear witness to our work. It's a difficult subject. It's not easy to work on this for different reasons. On the one hand, there's this



idea of volunteering. Some people hide behind the fact that they're volunteers to do nothing, and that is actually a problem. If one participates at ALAC or at a RALO, that's because we want to do something. By doing nothing, there's no point. I haven't even started with my comment. I have two comments regarding Maureen's presentation.

First she said that regarding expectations for ALAC Members it should go back to RALOs, and I'm not sure I entirely agree with that idea, because I think that since we work within ALAC, and the way their work has an impact on ALAC's work, our expectations should be ALAC's expectations of these people. That's what we should take into account. Of course, the RALO might have its own expectations regarding those people. What they've done at ALAC must be reported to the RALO - that's probably one of their expectation - but it's also important to measure what they've done for ALAC, because if they don't work for ALAC then ALAC cannot go on, they cannot move forward.

Then my other comment is on the review. It must be part of the work ongoing, and I think the review should have a deadline and then metrics should follow. But in the end we should have worked out a coherent system that's consistent and that works for everyone.

MAUREEN HILLYARD:

Tijani, I just wanted to say that with the RALOs, there were four means of possible assessment, and that the RALOs, as you say, their expectation may be a report at their monthly meeting or something like that. Well, that's fine. Not all RALOs may ask their ALAC Member to do that. But that's an expectation that they set themselves. I think that



what the RALO expects is separate from what the ALAC may have expectations about.

SIRANUSH VARDANYAN: Thank you. I have Aziz and Alberto, and I'll close this topic for discussions.

AZIZ HILALI: Thank you. I'm going to go back to what I said yesterday and repeat myself. I remember when back in 2003 we were trying to create an entity that was going to be called ALAC. The idea was to have different associations representing local communities. I know it's volunteer work, but at least, to the best of my knowledge, in Africa, which is my region, we still have a hard time certifying ALSes. Why is that? Because people hear from us through the Fellowship, they hear from us by means of ICANN, so they hear of ALAC and they like this idea of participating, but sometimes there's doubts.

We feel a level of doubt regarding joining our organization. In Europe, in North America, they said it's wonderful to have individual ALSes - one-person entities. That's all very well, they can represent someone else, but they must be representative of the local community. In that case, if that person works alone then he'll only represent himself - there's no point in him being an ALS. Once the ALSes speak up they usually represent the opinion of the local communities. That is in the interest of ALAC. As I was hearing Maureen's presentation regarding the different stages and the different expectations, I realized that to ALSes it's harder today to apply those metrics than to apply for being an ALAC Member.



I think we should go abck to the root of the problem and implement these metrics even before certifying ALSes. Perhaps we should tell them, “This is what we expect of you,” thus I think we could reach an agreement between RALOs so that we can all work at the same level towards a common aim. If a RALO starts having individual entities, one person working, and it’s always the same people, there’s no chance that ALAC is going to change entirely. Our aim when we created ALAC was to have an entity that would represent local communities. When they speak at the GAC they speak of further countries, but here is the person speaking up of his own views, or is he representing a community?

I think that should be written down. It should be specified. I like meeting with you, seeing you every time we’re at meetings, to get to know all of you and your families. It would be wonderful to meet you Maureen, Tijani every time, because I like them, but that would change the point of ALAC.

SIRANUSH VARDANYAN: I completely agree with you, Aziz, and share your point. Alberto?

ALBERTO SOTO: I fully agree. On the voluntary aspect it’s okay, but I took a lesson given by Cheryl. I remember an old meeting of ALAC. I asked her, “What happened if I slept because of the time zone I was suffering?” and she said to me, “I knew for the ICANN Meetings they were going to be held at that time,” so I assumed from the very beginning that this was going to be a disadvantage. I remember that at a LACRALO Meeting I said, “Those of us who are volunteers will have to do something. We’ll have

something to perform, whether it's in writing or not." That's why we said in LACRALO that the responsibility belongs to the ALS, not the person.

So I need to know from the [name responsible 00:42:56], and I said this to a new organization that is about to become a Member, from Nicaragua: "If the main response of a person from the organization is not here, his deputy will be there." It's actually the ALS, the one which is participating, and we are actually reduced to 40 per cent, given the opportunity for any ALS, for any Member, to participate in the meetings or Working Groups, because metrics will be targeting the ALS and not the individual.

In addition, if the responsible person has an issue at the time of voting he can give sufficient notice in advance to the staff for a change of credentials. Thank you.

SIRANUSH VARDANYAN:

Thank you Alberto. I think we all agree that metrics are needed, and we all agree that even, in the case of volunteerism we should estimate that our productivity and this metrics should be in place, so we're looking to Maureen for the follow up steps, and to let us know if anything will be expected from RALOs to be done in that aspect. So let's move forward to another Agenda Item, which is ATLAS II recommendations. We supposed that Olivier was going to be speaking on this, but I assume that during our last two calls among ourselves we've discussed the steps on the four recommendations and what we're going to do.



I think we also have the survey shared by Alberto, and at least APRALO took that as a step forward, and we're going to conduct this survey to identify the expertise in our ALSes, and also add a couple of questions. so between now and the next meeting in BA we'll be having the results of this survey, and this will be helpful for us to encourage more participation, but already with specific accent on specific people - so finding out their expertise and matching them with the appropriate or relevant topic. If anyone wants to talk about ATLAS II recommendations, please... No comments on this? If we don't have anything to add we'll move forward to the next Agenda Item.

This is the relationship between RALOs and RIRs. I think that we all would like to congratulate NARALO with their new MOU with ARIN, and I'd like to... I think AFRALO there was the first one... Yes. Once again, for the whole group to know, Africa was the pioneer in signing the MOU and starting the showcase, so good! And you gave a great example for all other RALOs to take that step forward. I'd like to mention to you that two hours ago I was a part of the meeting of NRO/ASO with the Board. Yes, numbers. They had a meeting with the Board, and one of the issues they were discussing was RIRs' meeting participation. Ray said publicly that he encouraged RIRs to work really in close cooperation with ALSes, with RALOs, and an ARIN representative was there and an APNIC representative was there.

So the question was that both at least expressed their willingness to be engaged more, to provide capacity building training, so they are open for any capacity building training. They are open for encouraging ALS participation in their regional meetings. I also mentioned there that the first step was done by APNIC to cover the field for our two participants



for the upcoming APRICOT. So this idea was taken with great enthusiasm, and I hope that this will be taken as a point for a future part of the cooperation with the local RIRs. Also, Rinalia encouraged, for the future, for some of us to be a part of these discussions because we usually have no time to go to those types of meetings.

But actually there were real discussions that relate to the RALOs and to the local ALSes. This was just an update from the meeting. Please, Vanda and Evan.

VANDA SCARTEZINI:

Thank you Siranush. Just to share with you that I normally go to the LACNIC meetings, but LACNIC is very close to us, and they offer a scholarship for the people to go and they have training, and in regions like ours the ISPs are the last mile that is in touch with the users, finally, on the Internet, and they are less prepared than in other regions where registrars are big and have more information. So the connection with the users and the LACNIC, from the NICs, are very important, because they can start to complain and demand, from the ISPs, many rules to guarantee more security, more stability, and a better service to them. So that connection, from my point of view, is very relevant for users in the end. Thank you.

SIRANUSH VARDANYAN:

Thank you Vanda. Evan?



EVAN LEIBOVITCH:

It's one thing to make a request that there's better cooperation between RIRs and ALSes, but somebody has to help make that happen in terms of resources, because ALSes, almost by definition, don't have the resources to do that themselves. So we've taken this step, and I don't know if this is totally appropriate, but it did seem to have a very specific outreach component, is this year, because of the signing, we've used CROPP to send me to the next ARIN meeting, which will take place in San Francisco. And one of our special allocation requests is for the GA, but we made a specific point of having the GA not at the next ICANN Meeting in North America but at an ARIN meeting.

Now, that's deliberate, and I'll give a little bit of the logic behind that. We get to go to ICANN Meetings and we get to see the ICANN approach to multistakeholder engagement. ARIN's approach is different, just like IETF's approach is different. So it's useful to have that kind of cross-cultural idea, so you can see multistakeholderism isn't just the way ICANN defines it. There are different approaches, there are different ways of doing the engagement. I had the fortune of having an IETF meeting come to Toronto, so it was very easy to attend, and their approach to it is very unusual, and so is ARIN's approach to doing multistakeholder engagement very different as well.

So I think it's useful for two reasons - number one, to have this kind of cross-cultural exchange, but also the ICANN Meeting has a specific kind of pressure to it, and by having a NARALO GA that happens outside of an ICANN Meeting we can concentrate more perhaps on our own engagement and not have to worry so much about, "Are we meeting them? Are we meeting them?" and so on. So as it turns out, the meeting in San Francisco is a combined one with ARIN and an



organization called NANOG, which is the network operator. So we can actually have it so that when NANOG is having its meeting we can have the NARALO things happening in parallel and then all get together during the ARIN meeting.

So this works very well. I've put a bug in Ray Plzak's ear to try and encourage this when the request comes by the appropriate people, and so let's see what happens with it. I think if it happens, it would be a good precedent.

SIRANUSH VARDANYAN: Evan, this was also the specific topic discussed there - that regional GAs can be in conjunction not with ICANN meetings but with RIR meetings, so this was exactly the topic that was discussed. So this is a suggestion that we should take into account and put in as requests for our GAs.

EVAN LEIBOVITCH: So when Xavier and folks are looking at the various requests I hope they'll consider that when looking at everything coming in. Not meaning to make this region-versus-region, but I'm hoping this can be a precedent, so if ICANN really believes it's useful to have this kind of engagement with the RIRs, here's the first opportunity, right in front of them.

SIRANUSH VARDANYAN: At least Board Members supported that idea during that meeting. Olivier?

OLIVIER CRÉPIN-LEBLOND: Ray Plzak, who is the Board Member selected by the ASO, I spoke to him after I heard about the request from NARALO and said, “You wanted something like this? We’re asking for something like this,” so I hope that...

SIRANUSH VARDANYAN: That was exactly... I said that. I was at the meeting where Ray said that publicly, so...

OLIVIER CRÉPIN-LEBLOND: Yes, but I reminded him yesterday.

SIRANUSH VARDANYAN: Okay, good.

OLIVIER CRÉPIN-LEBLOND: Just to remind people! You know?

SIRANUSH VARDANYAN: The other thing wasn’t two hours ago.

OLIVIER CRÉPIN-LEBLOND: So now he must have the message. Yes.

SIRANUSH VARDANYAN: I think this is a point for us to think about, so this is the good start that we already have support of that idea, so we should move forward. Though I’ve found out that the next APRICOT, where usually APNIC and



the APTLD are holding their annual meetings will be in New Zealand, which is really far from the whole region completely another way, but this is... Not for Pacific people. I have Fatima in the queue, Maureen, Glenn and Ariel.

ARIEL LIANG: Just a quick reminder. Please state your name before you speak.

FATIMA CAMBRONERO: When it comes to the relationships between RIRs and RALOs, well, in LACRALO we started this debate with LACNIC, our RIR, some years ago, and we had different discussions, but we were not able to sign the MOU before, probably because some Members in our RALO thought signing an MOU “just because” makes no sense, and if it was an MOU [unclear 00:56:30] it was useless. Therefore this was just stuck in time. Now we have started new discussions with LACNIC so as to be able to sign this agreement, but not only for imitating and doing exactly the same as other RALOs, but because we want to have content. And this is the change - this will be debated on the LACRALO mailing list and on our next call.

The content that we’re offering for this agreement is, on one hand, that LACNIC may provide technical support and training to the LACRALO organizations - for these organizations to be able to train local users. When it comes to this issue LACNIC has an agreement signed with Internet Society organizations, that was an informal agreement signed at the Bali IGF, to provide technical support to these civil organizations. Another important topic of the content of this agreement, if it’s finally

signed, is that it's related to one ATLAS recommendation, and that's to be able to hold the GA of the RALO in the offices. Here we have the organization of the LACIGF.

In this case, I'm a member of the committee and I represent the civil society, but the most important thing here is that one of the representatives for the technical community is ICANN, and the technical secretariat of LACIGF is represented by LACNIC. Therefore we're having discussions so as to be able to carry out, in the same week of the event, the LACRALO GA, together with LACIGF - perhaps not for this year, but in August we'll have a concrete date, and we'll have resources. But from now on we'll be able to do that. This year, LACIGF is trying to carry out this event together with ALAC, and this is a follow up mechanism from [Sepal 00:58:42] where there is a great participation of governments, and LACIGF has greater participation from the technical and civil communities.

So the idea is to interact among the events, and we also hope the LACRALO community... We believe it will be a very fruitful event for region. So this is just in anticipation of what we'll be discussing on our next monthly call, and we hope that since we'll have context we'll be able to sign the MOU. Thank you.

SIRANUSH VARDANYAN:

I assume that we are not signing these MOUs just for the sake of signing an MOU. If there is real work to do then we're going for that. In our case we also, besides the APTLD and APNIC, we went for signing an MOU with .asia, which will take place today. This is a gTLD that is supporting us in many ways. Actually, for this showcase we have the only single



sponsor for the catering, which is .asia. This is not only the RIRs where we're looking for partnership, but any space from the local ISPs, ccTLDs, those who are dealing with this issue. They can be helpful to our ALSes, to the RALOs, for capacity building. This is based on each RALO's needs. Maureen?

MAUREEN HILLYARD:

I just want to support what people were saying about the value of building a relationship with your RIR, and for example with APNIC, I know APRALO already has an MOU with them, but we've had a long-term relationship - this is the Pacific Island Chapter of the Internet Society - a long-term relationship with APNIC, and they have supported our ALS for many years. It's a mutual relationship in that we run events and within our region they come along and do the training. But that enables them to build capacity within the region, in partnership with us. I think this is a really good way of... As Evan pointed out, when you're holding an event you can actually partner in with them.

SIRANUSH VARDANYAN:

We also shouldn't forget that even ALSes are giving their input. For example, last time we had Internet Society [Newy 01:01:55] supporting our showcase as well. This is not only the sponsorship or funding expectations, but we should also think about the real capacity that they have, and which we can use for our ALSes. Seun?

SEUN OJEDEJI:

Thank you. I'd just like to make a comment on the fact that At-Large is broad beyond ICANN, in the sense that... I'm going to wear my hat here



as the Chair of the AFRINIC Policy Development Working Group. There are lots of At-Large Members who are actually involved with RIRs, and we need to leverage that. While it's good to organize GAs, it would be good to also see a situation whereby RALOs that are having general meetings with the RALO Members who are already participating RIRs, in RIR events, so that at least that could also get more members from the RIR community to join the At-Large community, because we need their experience, for example in this IANA transition.

SIRANUSH VARDANYAN: Thank you Seun. Glenn?

GLENN MCKNIGHT: I want to go back to what Evan was saying. Just a little bit of history: the relationship with ARIN started with letting the NARALO Members know that there were fellowships available. Every RIR has fellowships, so in the case of ARIN we have one from Canada, one from United States, and one from the Caribbean. Great way to get involved - no cost to ICANN. Number two is the CROPP, which is what I took advantage of last year to get involved and really make the outreach. Third thing is the same as your locations, they have something - in our case it's call ARIN on the Road - where they go to small cities and do educational work, and we can work very closely with them to do those kinds of seminars, as well as with ISOC on different locations.

So you have so many things beyond that simple boilerplate MOU. You really need to do it. It's the leadership of APRALO that inspired NARALO to do it. When we asked our community whether it was something we



should do, they were nonplussed. It's not as if they said, "We've got to do it, yes! It's high on our list!" You can see there's not an overwhelming, "Great, we have a signed MOU now. Now we can dance." Not the case.

SIRANUSH VARDANYAN: Thank you Glenn. I'm going to close this discussion now because we already have our guest, Duncan Burns, Vice President of Global Communications, and Jana Juginovic, Director of Global Content and Social Media. They join us for today's meeting. First of all, I'd like to thank you both very much for the new outreach materials, which we all have in our folders. Our applause to you. This is really very good stuff, and helpful for our outreach activities. I think today we'll also have the last chance to make our input and give suggestions to Jana and to Duncan on how they can improve all those documents for our use. What do we need to be in those tools? What kind of information is important for us to be taken to the region? The floor is yours. Welcome.

DUNCAN BURNS: Thank you Siranush. I'm going to talk very briefly and then I'll hand over to Jana. I know you've had me come to the last few meetings and give you a flavor of what our approach and strategy is from a content and communications point of view at ICANN, and this is really emblematic of what we're trying to do - to move towards a simple content, clear content visual that tries to explain what quite technical subjects often are. There's no perfect answer, there's no silver bullet to how to communicate around what we're doing. We're also trying to really



move more and more online, the content, and try and provide templates that community groups can then go and work with and build their own data, their own content, their own materials, and then disseminate and share that within their communities.

I'm very glad to be able to help ALAC with its outreach; with explaining who you are and what an important role you play within ICANN and the community. Jana, to my left, joined our team two days before the London meeting, so then spent ten days with her head spinning, but came back fortunately. She's also responsible for these daily newsletters that I hope some of you are getting in your inboxes, and some of the improvements we're trying to make across the board. Excellent. I see a thumbs up. We really welcome your feedback on this, and as always on communications and what we're doing more broadly. Jana?

JANA JUGINOVIC:

It's just been a real pleasure actually, working with the At-Large folks, because I know they needed some assistance in helping with the content, and as Duncan had mentioned, what we're trying to do is create things that will deepen engagement, so creating a one-pager that would draw people to the website, because you don't want to just give someone a piece of paper because then the engagement would end. You want to drive them to your social media platforms, you want to drive them to your website through consistent content, and that's why we're working with the web team to make sure that what you see on documents or the same thing you'd see on social media is the same thing you'd see on the website.

So again, having that consistent content. But as we went through the process we wanted to just develop a template and get your input - do you like it? What don't you like? What works? What doesn't work? Because this is something then you could create for the other RALOs. This is just an example of something that we could do. We did it with wireframes and saying, "What would we need to do?" We had the At-Large organizational structure and on the back it has a bit about the RALOs, and then you'd use this as a template to create one for each of the RALOs and for any other content you think might work. I don't know if right now we want to get some feedback on what you guys think, and what you like and what you don't like.

HEIDI ULLRICH:

Just to let you know that this is absolutely in draft form, and we had several conference calls - Jana, Silvia, Ariel - to talk about what might you like in such an outreach document. This is an ALAC document and it's in draft form. We'd really like to hear your feedback on this this time. We can also perhaps put it on a Wiki and get additional feedback - let your ALSes comment on this, in terms of the content, the look, et cetera. This is really for you, and then after we do this we'll move onto the RALO documents.

SIRANUSH VARDANYAN:

Thank you Heidi. I think the idea of having also specific one for each RALO would be very useful, and maybe in some of the local languages as well - so for the European part it might be German and French included there, and for Asia Pacific it may be Chinese included, and for Latin American it may be Spanish, and for African, French, and the ones



they're usually using. So this may be helpful also for different events that ALSes are going to, or where the RALO Leadership is going; to disseminate and provide the information. Or this can also be the basic information for the potential ALS. This can be pre-joining information tool, for them to understand why they are coming to join as an ALS. Maureen?

MAUREEN HILLYARD: I just wanted to ask, does it have to be in this format? In this A4 format? It's just that if we're giving things away, as we normally do at a booth or something, sometimes something smaller or folded or something, so that it's the same information - because the information is fantastic - but presented in a way that they can just put it in their bags and it doesn't get crumpled and then they just throw it out? Just some other format?

JANA JUGINOVIC: In terms of whether you want to do a pamphlet or not, again, it's completely up to you guys and what you feel your community would like best. Some folks like having it bigger because then it's almost like the infographics that we have, that they can hang up, so you can actually see pictures. So it's a preference thing. I don't think there's any wrong or right answer in terms of pamphlet or one-pager. I do know that some people like hanging this stuff up, if it's developed in an infographic way, like some of these were, and we can get more elaborate detail. But again, it's up to you guys. We can recreate it to be what you guys like.

SEUN OJEDEJI: Just in my observation, which perhaps needs to be clarified, on this page it has an At-Large Advisory Committee... From my understanding, the two Members are actually elected, not selected. So perhaps it needs to be updated to clarified that. I don't know whether it applies to the Board, because is the Board by vote? I don't know. That may need to be reviewed too.

SIRANUSH VARDANYAN: Thank you Seun. Yuliya?

YULIYA MORENETS: Thank you Siranush. Yuliya Morenets, EURALO Secretariat. I'm just wondering if we can make the phrase "want to join?" more visible? Personally, when I was reading this now, I was looking for this "how to join" for the person or individual of a potential ALS how to join, so I'd just make it more clear, or bigger characters or something, with the links to the application form, et cetera.

SIRANUSH VARDANYAN: Thank you. Glenn?

GLENN MCKNIGHT: I look at the header and it says, "Help us shape the Internet's future," and then it's basically very little - just like my colleague was saying. I think it gets lost in the banner heading. I think if you're going to use that as the catch-all then you really need to show the steps how to get involved. I just want to point out on the graphic, it's a very large graphic. You need a dot that says "Puerto Rico". You have Puerto Rico in



LACRALO for dots. It's a small point, but if you're going to use this graph you'd have to add another dot in the West Indies. Second of all, I think we're using the language "engagement" more so than "outreach" but that's something you can discuss. There's a spelling error between the little box on the right. On "On social media" there needs a space.

Perhaps you can use, on the first page, a QR code. The language I think should be dumbed-down a bit, like newspapers. They tend to be a little bit more simple in the language. You should have another version that has large print for people who are visually impaired. ON the second page, you have "NomCon" and it should be "NomCom". That's it.

DUNCAN BURNS: Thank you Glenn. We did ask for feedback, so thank you.

GLENN MCKNIGHT: Yes, I'm giving it.

DUNCAN BURNS: Yes, that's what I mean!

SIRANUSH VARDANYAN: Thank you Glenn. Tijani?

TIJANI BEN JEMAA: Thank you Siranush. I hate to disagree with my young colleague from Africa but "selected" means elected, or selected otherwise, so "selected" is the right word.



SEUN OJEDEJI: I think it's just to give people the understanding of their involvement. If you use the word "elected" people will feel that it's democratic; they're part of the process. "Selected" could mean something different, but again, it doesn't matter, by the way.

SIRANUSH VARDANYAN: Yes. There are politics everywhere. Holly?

HOLLY RAICHE: Seun, that's fine, except that sometimes with APRALO it's consensus - there's no election. I think we have to leave it up to each RALO as to the process that they've used. Okay? Thank you.

SIRANUSH VARDANYAN: Thank you. Any other input or suggestions? If there are no other suggestions, I would like to once again thank Jana and Duncan for this really good start, and I think that it would be important to post this on the Wiki for further input. If there will be any chance, my personal view is that it would be good also to have a booklet. I don't know. For me it's easier to use it. A booklet can also be useful.

HEIDI ULLRICH: Just a couple of comments and a suggestion on the way forward. The booklet, we did discuss that a lot and we did note that all of you have now seen the tri-folds for several years, and perhaps you have a particular liking to that. We hear you about that, in terms of how it



might fit better into a document, but we also noted that a lot of times take-out menus are in tri-folds, so again, the aim for doing it in this new format was to give it a more modern and simple look. So that's something you might wish to think about before we make a final decision on that. For the way forward, again, the aim is to have this document... This was the first, and then move onto each of the RALOs. If we can get that whole process finished by the end of June, that would be very useful.

If we could perhaps work together with Jana and her team and then we'll start reaching out to you on getting the process together for each of the various RALOs, to ensure that we have that finished by the end of June. We'll put this on a Wiki page, we'll put out calls for comments. Jana, I don't know now if you want deadlines for that, but we'll work together on that - for the deadline for this ALAC one - and then we'll do the timeline for each of the RALOs to ensure that they're all finished by the end of June.

JANA JUGONIVIC:

We should come up with a deadline, if we want it by ICANN 53, so we can do a staged deadline. If folks are not ready with feedback for the RALOs and we just do this one first, but perhaps we can chat afterwards and say, "Okay, what would be a realistic deadline to get it done, and do it properly so we're not rushed?"



OLIVIER CRÉPIN-LEBLOND: Without asking for a large print version for this, I wondered what was the actual character size on this? Because it does look very small. It's not 10pt?

JANA JUGONIVIC: I think it was 12pt, I'm not sure. I can check.

OLIVIER CRÉPIN-LEBLOND: It's certainly not 12pt. 9pt? That is a bit lower. Usually 10pt is the minimum that was accepted.

JANA JUGONOVIC: It's a good point.

OLIVIER CRÉPIN-LEBLOND: Sorry to be picky. We've got good lighting conditions, but I realize I'm tired at the moment, but I've got difficulty reading it.

TIJANI BEN JEMAA: He's not thinking of the old people like me.

SIRANUSH VARDANYAN: There is no need to check it now, but if you can check it later, make sure the smallest one will be 10pt at least. Vanda?

VANDA SCARTEZINI: Just to remember that looking at that, as I read it, for colorblind people, all the Americas are one color, and Africa and Asia Pacific is one color, if



you are colorblind. You need to check this one, because some kind of yellows and some kinds of greens can be used, but there is software that checks these kinds of things. I'm not colorblind. Just remember that.

HEIDI ULLRICH:

We spent a lot of time on exactly matching those colors in the map to your At-Large logo, so that's why those colors are there. I'm not sure what we can do in terms of a solution. Maybe we put borders around the big countries. I'm not sure if that's standard for ICANN.

JUDITH HELLERSTEIN:

I also think these are nice and the maps are nice, but we really need a way, on this document, for handing it out, and also on the cards, to have "how to join". I don't see that here. It says you can follow, but there's no... People want to go to one place and join, and... No, it says "visit". "Contact" but that's not... I think...

OLIVIER CRÉPIN-LEBLOND:

We'll put your email address. They can contact you.

SIRANUSH VARDANYAN:

Thank you Judith. Any other suggestions? Tijani?

TIJANI BEN JEMAA:

I'm sorry, I was absent. I don't know if you addressed this, but we need it at least in three languages.



SIRANUSH VARDANYAN: Yes, thank you. If there are no other suggestions, I'd like to thank you for coming, and for the hard work. Thank you very much. We have one Agenda Item left in our discussion, and so I'd encourage you to have 5-10 maximum minutes' patience, because we have Agenda Item #5, which is discussion on the ccNSO At-Large. I'd like to give the floor to Maureen for a brief introduction of that.

MAUREEN HILLYARD: Thank you. What I'm putting up here is a spreadsheet that we started last year, and that was as a result of a discussion that came out of a ccNSO and ALAC Leadership Team meeting, where we looked at following on from the discussion we were having earlier, about building relationships with your RIRs - and that's we felt ALSes within their own countries could be building relationships with their ISPs and their GAC Members. For the Asia Pacific, I filled that in with all the countries that actually were Members first of all of the ccNSO, and so listed their country code. Besides them I put their country. I'm hoping you all get this document sent to you, because I'm after some information.

What I've done is put in the country codes for each of the different countries, and where I could find the names I put the ALSes according to the countries, so that when you eventually get this spreadsheet, you'll see it's got the country code, and besides it... For example, under Asia Pacific, if you clicked onto that you'd get all that information about that country code. It's like a WHOIS. The ALSes, click on that and it will take you to the ALS information. I had to write out all the government information, because that was actually down as a list. There were no links. But what I was hoping we could do is if we could get the



information for each of the RALOs connecting up for each of the countries.

So that was so their ccTLD, their ALS and their government information was together, so that people were aware of what those links were to ICANN already - so that you're actually working with the rest of your country team. I was actually hoping too that we might be able to link this somehow to the website, so that people could actually use it.

SIRANUSH VARDANYAN: Alberto please.

ALBERTO SOTO: I have a very quick question. What government data would you like to see on the spreadsheet?

MAUREEN HILLYARD: The government data that I actually got was off the GAC website. They're the ones that are actually registered at the moment, but for example I had a look at the Cook Islands and the Cook Islands information is out of date, only because the Cook Islands itself hasn't updated that information. But theoretically the GAC website should have the names of the people who are the registered GAC Members.

SIRANUSH VARDANYAN: Fatima?



FATIMA CAMBRONERO: Thanks Siranush. I was involved to a survey similar to this one in 2010, in some research for the ECLAC - the Latin American and Caribbean Committee, which carried out a survey on the various Internet governance mechanisms per stakeholder for the Latin American and Caribbean region. That research was never published. That was ECLAC's decision, but I will check what it was that I signed, in terms of intellectual property for that work, because it was very interesting information on ccTLDs and the governments that were responsible for the ccTLDs of the region, and other relevant information. If I'm authorized to disclose this data I will share it with you for us to leverage its use. Thank you.

MAUREEN HILLYARD: Thank you Fatima. All the information that's up there is already on the sites. So the ccNSO stuff is from their website, and ALSes of course is from our ALAC site, and similar for the GAC. So it's already ICANN information. But the original group that was working on this was Ron Sherwood and Dev. I think that when we were first discussing it, the LACRALO model of what Dev had done with LACRALO was a model on which we were looking at, in a way that it's a one-stop shop for all the information of ICANN. But we were also looking at gNSO Members - we have people from different countries throughout the various systems, and this could be added onto it, but it's a start and it was something that we felt could be useful for people who wanted to know if their countries actually were already Members.

If you have a look down on my list there are countries that are actually in black, which means that their countries aren't actually Members of the ccNSO yet - just as an example.



SIRANUSH VARDANYAN: Any concrete step or Action Item for RALOs to take?

MAUREEN HILLYARD: I would really appreciate it if somebody would like to take on the role of completing the government side of things. Also, when you do get it you'll find that there was a list of ALSes that I wasn't quite sure which countries in Africa or which countries in... That they actually belonged to. So they might need to be reorganized as well. But if we could get it up to date it could be useful and we could find somewhere to put it.

SIRANUSH VARDANYAN: If you can send an email to all RALOs with this document, each and every RALO Leadership Team will take responsibility to fill it out and send it back. Olivier?

OLIVIER CRÉPIN-LEBLOND: Maureen has very kindly explained how to fill it out and what information is in there, but what is the purpose of this?

MAUREEN HILLYARD: I think what we were originally thinking of was to build relationships as ALSes with our ISPs and with our GAC Members, initially because those names and those groups and organizations were easy to find. But as far as the gNSO and other areas of ICANN are concerned, I don't know where we get that information from. But again, it's like how effective are we being as ALSes? And how are we contributing to the work of



ICANN overall? So I think we were looking initially as ALSes and ISPs initially, and the GAC thing came up later.

SIRANUSH VARDANYAN: My only concern here is that we have the list of ALSes posted on the At-Large website. We have the list of GAC on the GAC website. We have the list of ccNSO on the ccNSO website and the gNSO on theirs. So if we have the combined one document, where are we going to use it? Why do we need this? Because we have this information already. Maybe it's not updated, I agree, and there is some information missing; some up to date, clarified stuff, but the overall purpose for At-Large? How are we going to use it?

MAUREEN HILLYARD: One of the ideas that we had thought of - and it's a dream thing - is to have something like a Google Earth thing, map, on our website, and you would click onto a particular country and you'd get all of that information of the ICANN Team.

SIRANUSH VARDANYAN: Olivier?

OLIVIER CRÉPIN-LEBLOND: One of the answers is exactly this. Let's have a look at .sg and find out if that if Fadi was to come to Singapore and say, "What ALSes do we have in Singapore?" or even better, if Siranush came down to Singapore on a CROPP trip, let's say, "I'd like to find out in Singapore what our ALS is. Maybe there's a GAC Member here as well. Who are the ICANN



community contacts that I can deal with and find out who they are?” This comes from a discussion I had with other SO and AC Chairs - we have some GAC representatives from some countries where there’s no ALS, and we have some countries where we have an ALS but there’s no GAC representative, or there’s no ccNSO representative. So there are holes in the whole thing, and it’s all about this contribution and collaboration.

Why? For two reasons. The first one is of course for At-Large and to grow the whole network that we have, but secondly also because ccTLD operators have funding opportunities, and same also for some of the local Internet governance fora that takes places in countries. So you need to be part of your own network. If you’re an ALS that’s not part of your own Internet governance network then you’re not really going to be able to contribute that much.

SIRANUSH VARDANYAN: Alberto?

ALBERTO SOTO: For the purpose of LACRALO, this is important as long as it’s updated. Why? Because we have webinars, we have events, we have projects within the CROPP, we have projects with ICANN, we have this information to be able to action quickly and not to be looking for it every time. My concern is that I can commit myself and try to spread this in LACRALO procedures so that the leadership of LACRALO has all this information updated. But we are trying to generate synergies among RALOs. We’re trying to have cross-webinars. Perhaps this information

might not be that important for LACRALO, but if I do need this information and it's updated, that's perfect. Thank you.

SIRANUSH VARDANYAN: Last comment, because we are finishing. Ariel?

ARIEL LIANG: There's a comment from a remote participant, Dev Anand Teelucksingh: "Maureen, I will be willing to help finish it."

SIRANUSH VARDANYAN: Thank you Dev. We have one volunteer, which is Dev, who'll be supporting Maureen, and you can send to other RALOs just to finalize and have the updated version. With that, I'd like to thank everyone for your participation, and I'm looking forward to seeing you all at 18:30 at the APRALO Showcase. I would like to thank our interpreters and technical staff for supporting us. We have two more days here, but thank you very much.

[END OF TRANSCRIPTION]

