BEIJING – At-Large Capacity Building Working Group
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ICANN – Beijing, People's Republic of China

SALANIETA TAMANIKAIWAIMARO: Thank you everyone. Firstly, I would like to welcome you to At-Large Capacity Building Working Group. Our last meeting was through a telephone conference, it's really good to see most of you in person. And before we do that, I would just like to introduce physically the steering committee, just so that you can put a face to the name in case this is your first ICANN meeting and you haven't seen them yet.

So perhaps I'll get them to introduce themselves. Tijani, please.

TIJANI BEN JEMAA: My name is Tijani Ben Jemaa. I am member of the steering committee of the Stability working group. I am from [Af-fro-do 0:01:10].

DEV ANAND TEELUKSINGH: Good morning everyone. My name is Dev Anand Teeluksingh. I'm on the Capacity Building Steering Committee. And I am from LACRALO.

SALANIETA TAMANIKAIWAIMARO: And I've been told that one of our other members of the steering committee, Carlos [? 0:01:30] is probably in the GNSO meeting, and he's not here. But there are four of us on the steering committee, and it's a privilege to serve alongside our colleagues, members of the working group.

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.

And if we can just have a quick show of hands if you are here, just to get a feel of who is here and who is not here.

Would you like to quickly introduce yourself?

MAN: Good morning. My name is [? 0:01:59]. I'm from the Computer Society of India, and part of the Capacity Building Work Group.

MAN: [? 0:02:09] as a type A, and we also come from the [? 0:02:15]. Yeah, thanks.

WOMAN: Hi. I'm [? 0:02:21] and I'm a member of this working group. And I am from [? 0:02:27].

MAN: Yeah hi. This is [? 0:02:32]. I am member of [ISC 0:02:33] India. I'm a member of this working group and capacity building.

MAN: [? 0:02:43] AP RALO Secretary to just listening in and taking notes.

MAN: [? 0:02:49] from [I-Sock 0:02:51] India [TLS 0:02:51].

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ROXANNA: Hi. I man Roxanna [? 0:02:57], RALO secretary member of this working group.

YAOVI ATOHOUN: Yaovi Atohoun. ALAC follow, member of this working group.

WOMAN: Hello. This is [? 0:03:23] from [? 0:03:25].

SALANIETA TAMANIKAIWAIMARO: This is really excellent. Salanieta Tamanikaiwaimaro, chair of the working group. This is really excellent to put the names to the faces. They've been a flurry of emails sent that I've been going back and forth, you will notice people commenting on the Wiki, and it's always good to see the face behind the name.

Very quickly, the At-Large Capacity Building is… We have been mandated by the ALAC to come up with – and devise strategies for greater capacity building efforts form the grass roots up.

And we have been functional since – Toronto. We've been functional since Toronto, although the [ad-hoc-racy 0:04:12] has proceeded Toronto. And it's really good to have the support of the ALAC, the whole of the ALAC, particularly the ALAC chair in relation to capacity building.

And once we're in capacity building for the benefit of those who just joined us, in case they're not in the working group, not too familiar with the work that we're doing. One of the things that we're looking to do

particularly is looking at and examining how to strengthen capacity within the At-Large community.

So our focus is solely restricted to the At-Large community. And I would like to make the distinction between At-Large and the ICANN Academy which is for all, as opposed to At-Large Capacity Building which is looking into initiatives for At-Large.

And when we say At-Large within the same breath we think of the RALOs, Regional At-Large Organizations, representatives are present this morning. We also think of At-Large accredited structures. Accredited At-Large Structures, ALSs, many of whom are present and it's really good to see you all today and to see you this week. And as you can imagine, it's one thing to attend a meeting physically, it's one thing to be a recipient of a mailing list, it's quite another thing to be participating within the various policy forums, within the various policy mechanisms within this institution called ICANN.

And as a Capacity Building Working Group, our task is to look at some of the issues, some of the challenges, that our ALSs and that our RALOs go through. And to identify how we can… And also knowing that – not only knowing that, but also bridging the gap between that and the world of ICANN. And it's more than just communication, it's more than just sending links and asking for comments.

But it's building and enhancing people's understanding of the core issues. And it's really exciting to work with a bunch of dynamic individuals from across the RALOs. The RALOs are very well represented. And it's been really good to see a lot of the ideas coming up.

But before we do that, I just very quickly run through some of the things that we've been developing. And I'll give it to Dev and to Tijani, our steering committee, to give remarks in relation to some of the work that we've been doing. Very quickly one of the things that we started off doing as a working group is, we wanted to survey the terrain.

And by surveying the terrain, we wanted to know who the ALSs are. So more than looking at dashboards, who the ALSs are? What are they about? What are their concerns? Who are their contact points? And also one of the things that we started creating was a spreadsheet, and I'm just going to ask Matt if he can pull it up, the spreadsheet.

And within this particular spreadsheet, one of the things that we were looking at was that we were looking at the countries in which these ALSs are positioned. And you'll notice that on one of the Dev Anand Teelucksingh, who originally pioneered the work developing the framework for this project and the community, particularly members of the working group, have been building up on it.

One of the things that we were doing was looking at which countries this ALSs are in. Whether these countries have CCTLD operators that are part of the ccNSO. That sort of thing. And what type of… And various other indicators. Why did we want to go into this level of detail?

One of the reasons why we wanted to go into this level of detail was, if we're going to look and explore synergies within the community of how to better bring our resources together, so that we can lessen our cost but at the same time, achieve mutual objects. We need to know what

our terrain is for the simple reason that some of our ALS members are also, in some instances, ccTLD operators.

For example, [I-Sock Armenian 0:08:48], somebody can correct me if I'm wrong later on, but just before we go further, I'll give this time to Dev and to Tijani please.

[AUDIO BLANK SPOT 0:08:58 – 0:09:12]

DEV ANAND TEELUCKSINGH: Thank you Salanieta. Dev Anand Teelucksingh speaking. And one of the things that we are also looking at is, as part of the Capacity Building Working Group, is the how to reach the users within the – our At-Large structures. In a survey in 2010, when we conducted At-Large structure survey, one of the things we found out was that given the period between the – the short period between ICANN and public comment period, which is like two or three days typically, the time it takes for information about this public comment being launched, getting feedback from the RALOs or from the ALS representatives, who in turn are supposed to be as well getting – sending the information down to within their At-Large structure, and then bringing that back up to the ALS representative.

But then bringing that to the RALO and bringing that up to the ALAC or to put it through a working group. And one of the challenges was that because most At-Large Structures, they don't really meet. Sometimes they don't meet face to face within 30 days. So it's very hard for At-

Large structures to really assimilate all of this information and to give meaningful feedback within the time frame.

And one of the ideas was to try, as part of the social media strategy, given that a lot of the At-Large structures, their members are on social media networks such as Facebook and Twitter, the idea was that the At-Large would come up with a social media strategy and this was setup from the technology task force side of things in terms of the technology to do it. So that, well, whenever we put up content on our At-Large Wiki, it is circulated through the Facebook and Twitter accounts for the ICANN At-Large Twitter, social media accounts.

So that technology is done, the next step is to actually populate that with content so that when it is shared, not only within the At-Large structure, but also to other persons or friends of the – persons who are subscribed to that ALS Facebook page, or Twitter feed, or whatever, they can learn from it and hopefully the idea is to bring more persons into it.

"Okay. I kind of understand what this is about. I have something to say." And get involved, and that way we build capacity. So it's not just the sole ELS representative trying to do everything at once. So that's it.

TIJANI BEN JEMAA: Tijani speaking for the transcript. I think that Salanieta did well when she highlighted the difference between the scope of this working group, and the scope of the ICANN Academy. The scope of this working group is only At-Large, while the ICANN Academy is for the whole ICANN.

How does it work? In ICANN, each constituency, or some of the constituencies, have capacity building working groups that are looking after the need of the constituency in terms of learning, capacity building, and that define the time, the tool to be used for this effort of capacity building.

ICANN Academy, when it will be working because it is still under construction, will be the one who will implement any effort of learning in ICANN, including the capacity building for At-Large. Because we cannot duplicate effort, if the ICANN Academy can make an effort in the learning of ICANN, we cannot have another party who is charge also in implementing capacity building.

So the capacity building will have… So I said the working group will define the need, the content, the time, and the tools to be used. One of the tools Dev just spoke about, is the social media that is also the online platform for capacity building, which is now being developed by someone in ICANN named Matthew.

And normally Matthew must be among us because he… Okay. He's here. Very good. So this is another tool to be used. For sure that is the face to face capacity building, there is other ways, we can even make future capacity building by email, by webinar, a lot of tools to be used.

So I wanted here to try to define how not to duplicate efforts. Matthew will be in charge of one kind of tool. Other will be in charge of other tools. But who will use those tools, normally it is the ICANN Academy, when it will be in the phase of working. That's all.

SALANIETA TAMANIKAIWAIMARO: We'll be taking comments just before we wrap up this particular session.   But just very quickly, just writing on what Tijani had mentioned, the various methodologies in relation to the kind of tools, the kind of outreach tools. For those of you who are present at the previous call, you would have noted that one of the action items that we've got is to liaise with various RALOs and the various ALSs on the what they want, one.

On what each issues, what policy issues concern them, what are they interested in learning? And we can also throw in what kind of tool. And just very quickly, I would like to say that at some point this week, we will be setting aside an hour for an operational meeting because we note that this, we can't really go into a lot of operational things, particularly things pertaining to what the working group does.

And we will be ironing out a lot of those issues. And very quickly just before we get Matthew to be speaking to us on one of those tools, I just like us to have a look at that PowerPoint. Can you see?

You'll see the projection rates, you'll see the various penetration rates as for the dashboard, that's the latest spreadsheet. And it shows the different penetration rates of the ALSs by the various regions, it even shows your growth rate from when it started until now, 2013.

You'll see that there is a decline in one of the years, there was a sharp increase. And hopefully at some point this week, when we have operational meeting, we'll be digging into that in detail. But just before we wrap up on this, dedicate five minutes just to hear from the floor, members of working group or comments. And I'd like to ask you to keep it brief, short, short, and sweet. Thanks.

MALE: Yeah. I'm [? 0:17:32] from [I-Sock ? 0:17:33]. Just a quick comment on what Tijani said. That ICANN Academy Working Group will be looking at the implementation of all capacity building within ICANN. But apart from doing that, it has been conceptualizing on ICANN wide capacity building.

Whereas this working group is only conceptualizing At-Large wide capacity building. So a subset what ICANN Academy Working Group is doing in the area of conceptualization, this working group is doing. So I just want you to make a lot of this subtlety.

No specific suggestions, but just observation.

SALANIETA TAMANIKAIWAIMARO: Thank you [? 0:18:34]. We'll take that point and we'll come back to it later.

MAN: This is [? 0:18:43] from [? 0:18:45]. I'd like to suggest that if you are actually planning to strategize on capacity building, we might want to consider the differences among the ALSs. For instance, there are ALS which are new generation, for example, [I-Sock] and there are ALS which are traditional legacy, like the one that I come from which is formed in 1965 in a totally different world, which perhaps carries a lot of baggage and is not fine-tuned toward the realities of an internet based world.

Now if you're going to plan strategies for capacity building across the board, this [? 0:19:28] of the traditional organizations vis a vis the new

generation organizations, the latest strengths and weaknesses should perhaps be taken into account, because there is going to be a difference in the way these organizations [get absorbed 0:19:41]. Thank you.

SALANIETA TAMANIKAIWAIMARO: [? 0:19:44] Please.

GARTH BRUEN: This is Garth Bruen, chairman of – sorry I wasn't here when the introductions were going around. In [NA RALO 0:19:56] we have a subcommittee for outreach and recruitment, and we are actually meeting right here in this room tomorrow at 7:30.

I know there is a conflict with an AP RALO event, and some of you may be waiting in line to get your Gala tickets tomorrow, but if you're not conflicted by either one of those, we'd love to you come and see what we are working on. Thank you.

SALANIETA TAMANIKAIWAIMARO: That's really excellent Garth, and just very quickly to follow up on that, it's really good to see the RALOs being very active in this regard. We also heard of the survey being done by Fatima, thank you Fatima for sharing it with the Wiki group. It will be posted on the Wiki shortly, in terms of the survey in relation to the needs of your community.

And I'd like to encourage people, if you're not doing anything, that will be very good to attend what Garth had just invited us to. Roxanna, please.

ROXANNA: Roxanna [? 0:20:54]. We are talking just now on institutional level of capacity building. I'm more interested in on a personal level, and as Salanieta said, it's very interesting to see faces behind names and needs. I propose this approach from the very beginning, but we have the problem of privacy.

So how we can avoid this problem. Maybe you can create contact points with this [kind of 0:21:26] details. And anybody who would like to receive information on a deeper foundation, for example, [? 0:21:34] my country, or for you receive graduates from my country, but without breaking privacy limits. Can contact the secretary at my, on my staff, and ask for contact details. Thank you.

SALANIETA TAMANIKAIWAIMARO: That's an excellent point by Roxanna. For those who may not understand the context of where that comment was coming from, one of the challenges that the working group encountered was when we were asking for contact points in certain ALSs from a certain RALO, which will remain unnamed, we were told that there were privacy issues and that sort of thing. Anyway.

Next… Just very quickly before we wrap up feedback from the floor, before we ask Matthew to please address us on the very exciting ICANN online platform, oh I see that Glenn has got something to share. I'll let Glen go first. Go Glen.

GLEN MCKNIGHT: Hi. I'm Glen McKnight, I'm with [NA RALO] as well, with Garth. I'm also on the outreach committee for Non-Com. And I can share with you as

any committee, whether it is us at At-Large, or Non-Com, or anything else, the difficulty is getting to the end users, especially marginal groups.

And convincing them on the merit to get involved with what we're doing, it's a huge commitment, it takes a fair amount of effort whether it's social media or other methodologies. I think it's a real challenge. The left hand side there, you had stats on how many ALSs, and you can see it's very difficult to get them engaged.

And second of all, there is a lot of numbers and people that are on the list, but they're not active. So we not only want to increase our numbers, but we want people to come and join us, and actually do something. To actually be on a working group and contribute. It's not good enough to sign them up, you have to find people who see the value in what we're doing and how it could benefit themselves as well as their own constituency.

SALANIETA TAMANIKAIWAIMARO: That's really excellent Glen, and we are privileged to have experts who've been facilitating a globally, particularly online platforms. Adela Danciu who has done a lot of work in terms of online platforms and coordinating, and not just presenting the information, but how do you come alongside people and partner with them?

And how do you nurture that experience and help them to be part of the greater ICANN experience in a meaningful way? And the last comment, just before we get Matthew to speaking to us, is one of the

issues that we've had in terms of sourcing information, particularly in the context of having our database.

You would have noticed that there was feedback from [NA RALO], there is feedback from [ALAC RALO 0:24:35], there is feedback from AP RALO, in relation to some of the incorrect information that's on the dashboard. Now for me that is worrying, on a whole bunch of levels.

I mean human mistakes and human errors are expected, that's part of living in the real world, but it also an indicator of, is the information literally reaching the RALOs? Or did it go to some lost mailbox? Or some nonexistent mailbox? I know for a fact that one of the ALSs contact details does not work. So these are issues for RALOs to deal with and I hope that – and other heads of RALOs.

It's not just targeting one RALO, by the way, it was my RALO. Not just targeting one RALO, just singling out that it's not so much that, but it will take a collective effort to actually get our things in order, our house in order in order to address the issue of capacity building. And with that, I'm absolutely delighted to introduce Matthew Shears, who is a General Consultant for ICANN.

And he'll be speaking to us on online education platform. He has vast experience with [I-Sock] platforms, e-learning platforms, and Matthew Shears, welcome.

MATTHEW SHEARS: Thank you Salanieta. It's a pleasure to be here. Before I jump into the online education platform, let me just say that I – doing this kind of thing for ICANN is only one of my activities. I was actually the public

policy directory for [I-sock] and that's how some of you may know me. And I was one of the architects of the [I-sock] next generation leaders e-learning program.

The content creators, and also one of the mentors too. Some of you may have gone through that program. We may know each other by name, but not necessarily by face, so anyway. If that is the case, it's a pleasure to meet you. Thank you.

So, yes, I'm a consultant with ICANN. I'm working very closely with Denise, Michelle, and with Chris Gift on this particular project. It's the online education platform. And just a little bit of background, so Denise came to me about two and a half months ago and said there was a recognized need within the ICANN community to address some fundamental educational needs.

Basic education material about ICANN for the entire community and for the public. So how do you bring together the materials that, the wealth of materials that exist on the ICANN website at the moment and across the community websites? And how do you put that information in a format that makes it easily accessible to all?

And how that information can actually be constructed into learning tracks, so if you wanted to have a track on internet governance, or a track on how to manage a meeting, or a track on how the DNS works, then these are the kind of things that this fundamental knowledge areas that the online education platform will try to address.

So go to the next slide please? Sorry. If I'm going too fast, please tell me. I only have about five or six slides, so and then I'm happy to discuss

further. And that's really the purpose for me being here in Beijing is to get feedback, get input, understand what the needs of the community are.

So there are two very important points about this platform. First, and this came across very strongly in our discussion with [Fad-e 0:28:24] and with others. First of all, it's a platform for engagement and development. It's a tool for the ICANN community to use.

The idea is if it's possible to build further, better, and more in-depth, and more professional engagement within the community, and also with the community with the outside world. And also a development tool in terms of developing the skills and the knowledge areas of those in the community, but also a development tool for building the community and bringing more people into the ICANN community as a whole.

I recognize in some of my conservations with some of you that there have been concerns about what the role of the OEP will be. As it says up there, it's intended to compliment and support related learning activities and projects, whether they be ones that are underway at the moment, or whether they be future initiatives.

And the idea of the platform is to make it flexible, scale-able, and open so that it can evolve to accommodate the needs of the community as they grow, and the needs of ICANN staff, and the Board, etcetera, etcetera. May I have the next slide please?

So what it is? As I said, it's scale-able, flexible, platform. So it's an infrastructure, if you will. It will provide a structure for the creation and

delivery of content across the community and beyond, help to drive the quality and quantity of ICANN engagement, community building, and a range of other objectives.

It will build staff, Board, and community knowledge, skills, and expertise for the benefit of ICANN and the internet governance space generally, and the general public in terms of how they understand ICANN and the role it has.

A little education in the form about ICANN's function, and the role in the internet eco-system. It will build a common and coherent understanding among stakeholders about ICANN, the internet eco-system, and internet governance. And it will comprise a growing knowledge bank of information on ICANN that is accessible to the ICANN community and beyond.

What we're talking about here is first and foremost, building a common set of knowledge modules, incorporating content that at this point in time has been largely created and is available on the ICANN website. But to get it into a format that would make it easily accessible and putting it in a place that would make it easily find-able, so to speak.

So the idea really is to build something that can evolve with time, that can accommodate the needs of the community, that can support and act as a platform for other initiatives. And hopefully in that way will account for how the community and the stakeholder groupings evolve and what the needs of ICANN are in the future.

Go to the next slide please. So what does it comprise? Well I already touched on this a little bit, but I've core of knowledge modules, which is

the content. Primarily in the first place built from existing materials, but as the program evolves, hopefully it will incorporate a significant range of new materials.

Used to inform about ICANN to contribute to on boarding, to training. Somebody mentioned about individual training as much as institutional training, and this kind of covers on both areas. We're anticipating it sort of access personalized portal that would leverage my ICANN, which is the place where many of the initiatives in ICANN have been brought together.

We very much see this as a kind of portal in which you can access not only to just browse information about ICANN, but also to follow specific tracks. So if you're interested in knowing more about the DNS, you follow one particular track. If you're interested in knowing about IPV 6, you would have another track.

And each one of those tracks will comprise a whole set of content that will be easily accessible and logically laid out so that it is easy to follow in terms of the flow and the learning experience. The platform will also be a workspace for content collaboration and creation. And this is very important.

So as the needs of the community evolve, and as the needs for more thematic or functional areas of knowledge grow, then parts of the community can come together on a platform and build those knowledge areas, and build those tracks. And it will also be a training environment. Eventually you might anticipate that there will be a set of trainings where on a particular issue where they might be quizzes, there might be assessments, and things like that.

This is all capabilities that can evolve within this kind of a platform. Next slide please. So the knowledge module, so what are they? They will comprise operational, sematic, or functional content, in a variety of media. If you go across the ICANN site right now, you've got an incredible diversity and wealth of information that's hard to find, in multiple different places.

At times, difficult to access. So the first phases of this program, I anticipate using that material, consolidating that material into these base knowledge modules, if you will, and using those as a basis for the first stages of the program.

The modules will have, because we are talking about a learning environment, the modules will have a common structure so that the learning environment is coherent, hopefully seamless, and as familiar as possible. So when you go into the OEP, you'll actually see that there will be a common set of module structures that you go through to access the information.

And certain criteria will have to be established for putting content into those modules. The first, as I said, the first set of modules we anticipate being about just the basic common understanding of what ICANN's history is, what it's purpose is, how it function, what its role is in the internet eco-system.

Information that maybe very familiar to some of you, but information that's not familiar to many others. And hopefully, this project will allow everybody who comes into the ICANN community to have access to a series of content modules that will give them a kind of basic understanding of what ICANN is about, what it does.

That will hopefully enable them to have a more productive engagement with the rest of the community. And as I mentioned, further modules can be created on a range of issues, issue areas for educational purposes on pretty much anything that you can imagine.

For example, yesterday I was in the newcomer track just listening to what newcomers are being exposed to. And what it became clear is that it would be incredibly useful to have, for example on this kind of a platform, a whole set of modules related to regional interests.

So that if somebody comes… So if a newcomer comes from a particular region, they can go on the platform and they might see for example, who are the ICANN individuals responsible for whatever subjects in that region. What are the issues that are relevant to ICANN in that region? Who are the people within the ICANN community on the board, on the GAC, and the different SOs and ACs, who are from that region?

Who are the contact points? So you can imagine that these people, before they even come to an ICANN meeting, might actually be encouraged to go into this kind of a platform and say, "Here is a track on the region. This covers a whole range of issues, it will be interesting and relevant, and we recommend that you look at this track of modules before you come to the meeting because that will make your engagement all the more useful."

So you can imagine, you can think almost endlessly about the opportunities for training and learning using this kind of a structure. Can I have the next slide please? Okay. So this is a very high level illustration of how you would access these kinds of modules.

So if you can imagine you would go into this, the OEP through my ICANN, you would say, "Okay I want to…" Let's say I'm relative newcomer to ICANN, I want to understand what ICANN does, what is its various functions. And I'm particularly interested in the new GTLDs, which I've heard a lot about and it's a bit confusing, I need to know more about it.

So you typically go into a set of modules on the functions, you would then look for the modules related to domain names, you would go to GTLDs, you go to new GTLDs, and related to that there would be a whole set of modules on the various issues related to GTLDs.

So a kind of, if you will, a learning system that's very deliberate, and very logical in terms of its [thematical 0:37:06] flow. And the final, after going through all of these, and understanding more about GTLDs, you might come to the last module which would actually say, "Here's where you go from here. Here is further reading. Here are the people you need to talk to in the ICANN community, who are involved in this space. Here are other relevant associated modules which you may have not thought about and what you should go read."

So this is a very high level, very simplified, kind of give you an idea of what the structure might be and how that would work. And if you can imagine this would be a similar structure for a whole range of different issues across ICANN.

And this only lists some obviously simplified, high level buckets, but you can imagine that the modules would be a significant number of them. The idea would also to make sure that the modules are bite sized so to speak.

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In other words, you don't have to sit down for two and a half hours and read an incredible long and complicated PDF. But rather you can access the system, go through a couple of modules, get it really so that you're understanding it but it's not taking a huge amount of time.

Go out of the system, go back in later, and pick it up again. So it's very accessible, it's not time consuming, and the information will hopefully be impactful and rewarding. Go to the next slide please.

So this looks a bit confusing, but it's deliberately so. So if you see all the numbered boxes, you can imagine those as modules within which there will be this content. So when you go through My ICANN, which is on the left hand side there, and let's just say you want to browse about the DNS.

So you're put in the DNS, and you'll get a whole range of modules that will tell you, well this is this module to access the DNS on this, etcetera, etcetera. But let's say that somebody is new to ICANN. Let's say that they want to get a little bit more information.

Let's say they are a new staff person and their manager thinks, "Well, they've got this particular function with ICANN, within ICANN, so they need to be looking at these particular modules for their onboarding." Let's say a new member to the ALAC community.

They have a particular interest in what ICANN does in one space. So maybe somebody would recommend a set of modules for them to look at. So it facilitates onboarding for new persons coming to the community, as much as it does for people who are in the community

and want to know about existing materials, or areas, that they may not know about and may have good awareness of what ICANN is.

Another track maybe training. So you can imagine that though the set of quizzes, or possibly even a form of certification for training in an area. So I mean, just stuff to think about. For example, internet governances. ICANN could have an internet governance certification track, whether you take ten or 15 modules, you have these little quizzes, and at the end you may get a certificate.

So the beauty of these modules is that it allows you to setup tracks, thematic tracks, or functional tracks, or training tracks, no matter what kind of interest area you have for as long as the modules are there, and I'll come to the creation of modules in a minute.

And also you can imagine, again, with this kind of a platform, that you can have a skill building modules as well. So how to run a meeting, how to be a chair.   There are some fundamental skills that are very important within the ICANN community that, again, if you're looking for, or you've just been appointed to some position, or whatever again, there may be modules that would address those particular concerns that you may have in terms of how to manage a meeting, whatever.

So those are samples of some of the kind of core areas that you can envision, this kind of platform assisting in, open platform just to browse, onboarding for new people to ICANN, training, or skill building. But the range of different kind of tracks that you can have is pretty limitless.

It's really dependent upon the content that's being inputted into the system. Can I have the next slide please? So where are we at the

moment? This is still early stages, in this pilot. We're still fact finding, which is obviously why I'm here and to kind of share with you where we are.

So I'm here, and I'm talking to, and presenting to, almost most of the communities here at ICANN, so talking to a lot of people individually, getting a lot of feedback. I'm happy to talk to anybody individually just outside of this meeting or whatever. The real purpose here is to understand what the needs are, what the content should be, and what the approaches should be.

We're really also interested in understanding what the complementariness are, what the synergies are, and how this platform could support other existing and planned activities such as the Academy. And we're talking to other organizations. So, talking to [I-Sock] and [Dip-low 0:42:16] and others to understand how they've build their system, and what the [learnings 0:42:22] are from that.

They are also in the process of evaluating learning management systems because obviously there needs to be a platform. There can't be a platform that is in beta, it needs to be a stable platform for it to work seamlessly. There seems to be a commitment to this point in time to an off the shelf type of an approach, rather than ICANN trying to build itself.

The challenge here is that this kind of a system that is required is actually a mixture of both e-learning systems for universities, and kind of classic e-learning systems for corporations. And there are some companies out there who provide those kind of platforms.

There are some very distinct requirements, of course. One is that it should be able to support multi-lingual content, obviously a very key element. It also has to be a system that's very aware of the bandwidth limitations around different parts of the world in terms of accessing different types of content.

It has to be a very flexible system, so there is a whole set of requirements. And it also obviously has to be able to work with existing IT systems with the website, with My ICANN, and be integrated into those.

We're also assessing what the resource requirements might be. What are the financial implications, personnel implications? You can imagine, should this take off and be approved, that the number of modules will be significant. The modules will most likely need curating.

And having content modules that will require updating, so that is a commitment. It requires somebody saying, "Excuse me, you wrote this module but you need to update it. It's been three or six months," or whatever. So when you start to look at this, it's a huge range of implications.

So the commitment at this point in time is to deliver a business plan for the pilot by the end of April. And for a planned pilot beta launch in Durban, using a very limited set of modules and tracks, building on existing content. And that's basically to hopefully give the community a sense of how this might work, to get some feedback on how it works, to show a diversity of tracks, and diversity of content, leveraging the information that is existing on the ICANN website.

So this is obviously a tool, as has been mentioned. It's a tool that can be used in conjunction with, and support of, existing, or other, or even future e-learning programs. It's really something that, it's a real commitment for the community to build something like this and for the community to contribute to it, to create content for it, and hopefully for it to be a place that can provide a real, a good fundamental understanding of what ICANN does for everybody in the ICANN community.

And also to facilitate access from the public to ICANN information. So I think I've touched on most of the points. Maybe I'll close it there and take questions or thoughts.

MAN: Thank you, thank you Matthew. Before my comments on Matthew's expose, Matthew's presentation, I'd like to comment on what our colleague from AP RALO said. It's true that the ALSs are not equal. We have, in each vision, very difference between ALSs and the content and the way to do the capacity building will be done according to the input that you will give through the survey we intend to do.

So nobody… It is not Salanieta, or me, or Dev who will decide on what will be done as capacity building for each region or each ALS. It will be you who will give this information. Coming back now to the platform, I wanted to be very clear that the platform is not dedicated to a specific, or a specific operation of capacity building.

It will be a general outreach and capacity building tool. Even if you never heard about ICANN, and you go to My ICANN, you enter this

platform, you will have the first layer, from the model information about the ICANN, about what ICANN do.

And you can go through it, you can walk through it. If those information are obvious for you, you go to the second layer and so on. Until the layer where you find the information you are looking for. But, Matthew assured us, committed, that this platform will be also will give the opportunity to the trainers to upload their content if we have a specific operation of capacity building.

And it will be done in a friendly user manner, so that the learners will be very, how do you say? Familiar with it, it will not be difficult to use. This is said, I think that it is an important, very important tool. Because out of our effort of capacity building, we need also anyone who wants to come to ICANN before coming, getting and try to understand at least the fundamental things before coming in the meeting.

And also it will help us because perhaps people going through this platform will find difficulties, and then will come to us and say, "Hey, I don't understand this." And in this case we can build a module of capacity building to overcome those difficulties. Thank you.

MAN: Okay. Next we have Sandra in the queue. Sandra. And then [? 0:49:11] after.

SANDRA: Thank you Matthew for this wonderful presentation, it was very interesting to read that, and I hope you will be available for the

Academy Working Group latter this day and give it to us again. At this stage, I have only one question.

ICANN developed an outreach strategy, and actually the ICANN Academy Working Group was looking at this outreach strategy where the groups where divided into… The groups within ICANN were divided into observers, contributors, leaders, and ambassadors.

And this layer system was actually somehow adopted in this Academy framework and I'm just wondering if it is possible mirror also this layering system of groups in this online platform? Or if the framework of the Academy will be above? Or if it will be an underlying layer?

Because I think it's very crucial because ICANN is so diverse and so difficult to make it for any participant, or for any newcomer, as easy as possible to know okay, here are I am. I am in the stage of an observer. I am in the stage of the newcomer. I am the stage of a whatever, and I can go up and stay in my level, whatever. Thank you.

MATTHEW SHEARS: I didn't, sorry, I didn't see you down there. Hi. Yes. I'm not sure whether or not that particular four level structures is… As I mentioned in the very beginning, we're very much at the beginning of this and I haven't had actually considered how that would fit, or whatever.

What is certain is that they're taking the fundamental concept behind what you are saying, is that yes, that you can imagine training tracks for different levels of awareness within ICANN. And this is one of the difficulties, of course, sitting in the newcomer session is because within that hole, you know that, there are people who are newcomers who

have, like myself, never been to an ICANN meeting before but have considerable familiarity with ICANN.

But there will be others who have no familiarity whatsoever. So it's very important to be able to point people in the right direction in this kind of a platform to account for those differences. So I absolutely agree with you, I'm just not – haven't got to the point of thinking about what the terminology or layers are.

MAN: Okay. Tijani wants to make a quick intervention. And then to [? 0:52:01]

TIJANI BEN JEMAA: For Sandra, Matthew said that it will be also a way for evaluation. And Cedric [? 0:52:18] spoke about education this morning because I had a meeting with him. So this the way to point to people at what level they are.

If this layer make you at the level of the ambassador, or at the level of etcetera, etcetera. So he doesn't know about perhaps this classification, but he can use it because he has an evaluation system in his platform that can tell you at what level you are. Thank you.

MAN: Okay. Just to say that we are running to the top of the hour. So let's get the feedback and so on. So [? 0:53:05] please go ahead and then Olivier you, and actually I think there was Adela, and Glen. Short and sweet please.

WOMAN: Thank you. [? 0:53:19] I'm from the Internet Society, Trinidad and Tobago chapter, and I'm also a graduate of the NGL Learning Course. With regard to this system, I know that you said that there were would be constant updating, you know, as required.

Does the system also provide a mechanism for say hyperlinks where participants can also add content? Because perhaps they are maybe not experts in certain areas, but they are in others.

MAN: Go ahead Matthew if you want to respond to that.

MATTHEW SHEARS: I think these are great points, but I must emphasize that we are still in the kind of fact finding stages. So just quickly, certainly the platform is capable of putting in quizzes, assessments, certification, but that's a number of phases down the road.

We're just… Just to be absolutely clear, because we're very early stages here, and to your point yes. The beauty of this system is that it can accommodate those kind of things. But, again, just stepping back a little bit, we're only into this two months now, and it's taken time to get to where we are, so we're really still focused on core modules, really talk about the fundamentals about ICANN's history, its purpose, and everything else.

So getting to the point where those become a little bit more like the [I-Sock] NGL program, I think is a little bit further down the road. But the capability is certainly there.

DEV ANAND TEELUCKSINGH: Okay. Thank you Matthew. Dev Anand speaking. Olivier, please go ahead.

OLIVIER CRÉPLIN-LEBLOND: Thank you very much Dev. It's Olivier Créplin-Leblond for the transcript record. Matthew you currently have in front of you the large part of the At-Large community that is devoted to work on capacity building, on doing the work that has been spoken about recently in ICANN, but that this community has been working on quite a while.

Some people, several years. You're currently on a fact finding mission. Are there any overarching questions, any core questions, that you would like to ask from this community?   And perhaps not to be answered right away, but insert after this meeting.

They're all in front of you here right now.

MATTHEW SHEARS: Yes. Absolutely. Thank you Olivier. What we want to know is, depending again on where you come into the ICANN community, what do you need to know? It's very easy to say, "Well you need to know this, you need to know that." But what we're interested in knowing is, from your perspective, and this very much takes on, in some cases, a regional perspective, even a national perspective: What is important to know?

What do you really need to know from the very beginning if you're coming as a newcomer? Because once you've got that familiarity with ICANN, then it becomes a little easier because you can find information

yourself, or you might be asked to go to different modules, but it's really that first step.

Understanding what people need from a regional perspective, what information they need so that those tracks can be put in place quickly so that the community can engage and we can get more people into the community. So that would be incredibly helpful.

MAN: Thank you Matthew. Okay go ahead.

MAN: Yeah, hi. I would like to first of all congratulate and thank you Matthew for taking this initiative. I have been in discussion with [? 0:56:53] ever since my At-Large has been constituted, 2004, to bring out something like this, because it helps us with anything with the end users.

I have two questions. One, is that once you have done with the first format of your module, will you be taking and put from At-Large structures?

Purely not from a technical perspective or from an intellectual perspective, but from a local perspective because we understand the end users in our local regions. You probably might be able to help out in the language and presentations time.

Or also to convert it into languages which would be more selling in the local region, for example. I come from a country where we have [? 0:57:39] spoken languages and probably 250 scripts, but there is certain popular languages.

Also why I say this is because a lot of popular part of the population is rural, who is also connecting to the internet. And they will not understand English, they would like to have a very local regional languages. So unless that connectivity happens, all they initiated would, though it's such a beautiful initiative, might not just serve the purpose better. Thank you.

MAN: Yeah. Okay. Thank you. Okay. I think in the queue now we have Garth, then Adela, then Glen. Okay. Natalia? Okay.

MAN: If Matthew could answer the first question, that would be great.

MATT ASHTIANI: Hi. This is Matt Ahtiani from staff. I'm sorry, can you please state your name before speaking?

MAN: I'm sorry. This is [?0 :58:37] from IVS, ISBK, India. What I want Matthew to answer is that better At-Large [? 0:58:46]

MAN: Just go ahead and quickly answer.

MATTHEW SHEARS:	I think logically, what you've said is certainly important. And there is absolute commitment to multi-lingual content. How far that will go? I think that's a decision that we're going to have to take down the road.
	But understand that your points are absolutely right. The closer you get to the community, the more impact that you're going to have, and that's absolutely true. So all I can say that right now, there is a commitment to multi-lingual content.
	How far that's going to go? It's a bit difficult for me to say at this time, but I've taken note…
MAN:	No. My question is the first one. I'll just keep it short. I'll just keep it short. My question is only on the first one, whether you will take the comments in English language from [a-list 0:59:35]? Not…
MAN:	Sorry Garth. Go ahead.
GARTH BRUEN:	That's fine. Garth Bruen, Chair of NARLO. I think it's very important what Matthew mentioned about also providing training say, for officers for chairs. I'm only recently the chair of NARLO, I have an idea of what a chair is supposed to do, no idea of what the chair of an ICANN RALO is supposed to do.
	And, of course, it's a constant learning process. So I think that that will be important training. Thank you.

ADELA DANCIU: Thank you. I'm Adela Danciu from [? 1:00:12] for Technology and Internet RALO. I just want to check my understanding of this whole system. And anyway, I want to congratulate ICANN for this great initiative to provide such a tool for e-learning.

But I would like to understand the stage we're in right now with this OAP, because you said that this is targeting a diverse category from ICANN staff to communities, so including At-Large community. So this targets, targeted members have, as we said, completely different needs and understanding of the whole ICANN system.

And I will right now in the stage of collecting input from all these stakeholders in order to build the specifications for the platform. Okay. Thank you. That will be the first thing.

And the second, you said that it won't be in-house like built platform, but you are looking for existing e-learning systems. And if that is the case, then you will confirm, have there been – I don't know. What is the procedure, the process, the requirements, and how are they going to be presented to the ICANN community?

What is the require – what are you requiring the process of such a platform? Thank you.

MATTHEW SHEARS: Both points are absolutely key. And to the second one first, we are only just started on this process, okay? So the challenges that you have the IT requirements, and you have the pedagogical requirements, and so we're trying to get a better sense of how those will work together, given the type of platform that this is.

And most importantly, the type of platform in terms of its scale-ability and flexibility. So we're still trying to work through those. So yes, those are important, but we're not quite there yet in terms of being able to say this is what it is, right?

ADELA DANCIU: Okay. So you're basically you are now building like the business plan, and if this is the case, what are you going to present by the end of the April? And which will be the module presented for Durban?

MATTHEW SHEARS: There will be modules for Durban, we haven't decided what they will be. Again, the issue is…

ADELA DANCIU: It will only be like the concept on paper?

MATTHEW SHEARS: No. We hope to have some form of a working model in Durban so that we can get feedback from the users.

ADELA DANCIU: Okay. Thank you very much, looking forward to it.

MAN: Okay. Thank you. This is [? 1:03:23] speaking. Glen?

GLEN MCKNIGHT: Glen McKnight from NARALO as well as [I-Sock], head of the chapter. A few months, actually I think it was back in March, Steven and I actually demoed [Moodle 1:03:40]. Did you get a chance to see our [Moodle] project that we did for the Academy?

So that's an example of an academic platform that's very popular around the world for this type of thing. When this concept, I think, first appeared, I think the analogy is a ball. Is one uniform concept, it's more of an onion now. You peel it, there is another layer, another layer. I strongly recommend to the platform, is that a lot of learning that a lot of people get form the ICANN community is informal, it's not in a module, it's not a training package.

People are learning from each other, they're learning from an osmosis process. So I think it's very much a mentoring program which we stressed before, a number of months ago again. That individuals develop their own road map, academic road map, and the best way to help them is to mentor them and help them get into something that they can actually feel confident with.

And if they get in a little bit, they get a little deeper, and then you've got them.

MATTHEW SHEARS: Sorry, just very briefly. Absolutely agree. This platform does not replace that face to face meetings, it does not replace mentoring, it does not… This is a compliment to it, okay? So there is absolutely no doubt that… Absolutely right, face to face, that mentoring aspect is not being changed or…

In fact, more of it needs to happen, but this hopefully will provide for the kind of basis for that to happen more fluidly. Thank you.

MAN: Okay. Natalia? And [? 1:05:32]… but I also want to close it off because although we have some spare time afterwards, it might fill up the interpreters who have been working for a while. So.

NATALIA ENCISO: A quick question. This is Natalia Enciso for ALAC member for [? 1:05:47] RALO. I want to know if there will be tutorials or trainers, [? 1:05:51] courses? Or will it be, how to make a system like certain study program?

MATTHEW SHEARS: It can be both. There is absolutely… Again, I'm hesitant to say it's one way or another at this stage. Certainly the idea here is that, in a very simplified manner, you can have, for example, a manager say to a staff person, "For your function, you need to go to these six modules."

So that would be a very simplified way of looking at this. Okay. But the system can accommodate anything. So you could have videos within the content module, you can supplement this with face to face mentoring, it can be part of a broader program. There aren't limitations, just because it's an online education platform doesn't necessarily mean it's limited to that, but it needs to be seen in conjunction with other things that ICANN is doing.

MAN:	Okay. Yaovi? Go ahead.

YAOVI ATOHOUN: Thank you. Yaovi from ALAC. My comment is about the scope of this program. I would like for it to be for At-Large because we call it At-Large Capacity Building. Because it is sometimes you have many thing, like you have ICANN Academy, you have also already some tools on ICANN website.

So that is very important, so that we can hear, as [? 1:07:13] said, we can hear back from ALAC, from ALSs. And then my second comment is, if at least we can have training with this, for the system itself, not the content, the system itself. If from the beginning we can have training on this, and then also the content and training with this.

This is why I'm saying that we have to, we don't have to make it too broader because you have a lot of ALSs, that we have a lot of requests from ALSs so that we can accommodate the request. Thank you.

MALE: Okay. Thank you very much everyone. And as has probably been stated in many of these calls, this is not the end of it all. Matthew is here during the week to answer any questions. And I think Salanieta will want to say a few closing words.

SALANIETA TAMANIKAIWAIMARO: First I would like to thank Matthew Shears for doing an excellent job. So everyone, can you give him applause? Thank you so much Matthew for taking your time and I know you are very, very busy,

everyone wants you, and just for speaking with us on the online platform.

And I'd like to address the working group in relation to our operational meeting later this week. I've yet to confirm… Yes. We'll post the, let's have it on Wednesday. Wednesday afternoon, if that's okay? Three PM. Wednesday, three PM.

It will be an informal meeting where we'll flesh things out. As you would have noted, one of the things we will have to discuss as a group is, we'll have to go into specific things which will mean… I know that you all have been very actively involved in participating in the working group, but it will mean that you'll be taking on responsibilities in core areas.

So things like content, things like platforms, things like methodologies. So we'll need to delegate, spread out and delegate and share the task so we can lighten the load. So there will be an operational strategy meeting.

I'll just ask Heidi to confirm if…

HEIDI ULLRICH: Yeah, just… This is Heidi for the record. Wednesday 3:00 actually conflicts with two At-Large meetings. So yeah. If we could maybe do… Just confer a little bit, then we can send some messages out.

SALANIETA TAMANIKAIWAIMARO: So bear that in mind. Thank you Heidi. So please keep monitoring your mailing list, keep monitoring your emails, and look out

for the notice. And this is going to be a very important meeting because a lot of things, as you can imagine, a lot of core issues that we've been ironing out during our conference calls, that we can't really get into.

But in that particular meeting, you will be going to – through it in detail. And on that note, I'd like to acknowledge the presence of remote participants. I know Juan has been posting online, I hope that when Matthew was responding to some of the questions that hopefully answered your question as well.

And for those who are not yet part of the working group, it's an open working group. So if you feel like this is something that you feel inclined towards, we welcome you to be involved. And we certainly look forward to close collaboration with other stakeholders, other working groups like those from the outreach and other ICANN staff.

And also we thank Matthew, again. And Heidi has some quick comments to make.

HEIDI ULRICH: This is Heidi again. Thanks to Gisella who is listening, she's found a possible time on Wednesday 11 AM. That would be only conflicting meeting is the ATRT 2, which I don't think – I think it's just for the others who are members of the ATRT 2.

So will Wednesday 11 AM be okay?

SALANIETA TAMANIKAIWAIMARO: That's perfect. Are people okay with Wednesday 11 AM? Excellent. So Heidi will post that out to the mailing list. And we look

forward to having an excellent operational discussion. And hopefully we'll be ironing out some of the facts forward, so that we can get a lot of the work done.

Also, I forgot to mention, there is something that [? 1:11:31] had mentioned, that there will be stakeholder, they'll be looking for input from the community. And that's the global community. And so some of the work that we've done, even in terms of trend analysis, will be useful to the At-Large in that regard.

So with that, I would like to thank everyone for turning up. Those who have been waking up at odd hours, remotely streaming in from all corners of the earth. Thank you for streaming in. And thank you again to all the RALO leaders who are present, and RALO representatives, and members of the working group.

And to Matthew Sheers for gracing us with your presence. Thank you Matthew. And last but not least, thank the interpreters who have been working overtime.

WOMAN: Okay. Just the next At-Large meeting will be in this room in one – in 45 minutes, and that's the ALAC meeting with NCSG. In this room.