BEIJING – At-Large Technology Taskforce Meeting
Wednesday, April 10, 2013 – 09:30 to 10:30
ICANN – Beijing, People's Republic of China

MAN: Good morning. It is Wednesday, April 10th, 2013, 9:40 AM. We are in function room six of the International Beijing Hotel. This is the At-Large Technology Taskforce Meeting. Please go ahead and start.

DEV ANAND TEELUCKSINGH: Thank you very much and good morning. And to those are remote participants, good afternoon, good evening. My name is Dev Anand Teelucksingh, I'm the chair of the Technology Taskforce. The Technology Taskforce is a standing At-Large working group.

                              The intention for this working group is to assist the At-Large with technology related issues in terms of how At-Large uses technology to better work together and collaborate together. We have monthly meetings. And in this meeting in Beijing, we'll be looking at the At-Large Wiki, which is probably one of the fundamental community tools by which At-Large collaborates together.

                              Without it, I mean, we'd be unable to do our work. So on this one, the agenda will be that we will first do a brief review of the At-large web and Wiki pages. And then next, there would be an open discussion with Chris Gift. He's the VP of ICANN for Online Community Services.

                              And then I'll go into some basic Wiki training, or I should say more like Wiki tips, I should say, because I don't think we can really cover

everything in one hour. So with that, I've shared my screen, so staff can tell me if there is anybody raising their hands and so forth since I can't really see it.

Okay. So well let's start off with the At-Large Wiki… Well, since we are in Beijing, we are appropriately on the Asian, Australian, and Pacific Islands, regional At-Large organization or APRALO. So the… Let me bring this closer.

Certainly. Well the way to do that is by going to APRALO dot O-R-G. I'll tell you what, let me just go through my presentation and show you how it's organized, and then I'll open the floor for questions. [Laughs]

So now when you go to the APRALO's website, and the Wiki, you can see that the Wiki has on the right hand side, content talking about what is APRALO, some basic information, and if you scroll further down, announcements about all the activities happening in APRALO.

The list of APRALO ALS's, links to the regional leaders, and so forth. The left hand side of the screen, and I'll just hover over this one right here, shows the menu of the viewer's pages that's on this website. And from here, you can navigate the entity of Wiki pages.

So this is one… Now everybody can view this website, it's index-able by search engines, so this is going to be the landing page for your RALO. So the real benefits happen when you are, as an ALS member… All ALS representatives have Wiki accounts, and from that you can do certain things such as add comments and also add pages.

So to do this, you go to the login screen, and this is in the upper right here, okay. It's here so when you click on login, you are taking to a login

screen, and I'm logging in as my name. And once that's done, you should now see your name in this upper corner, and then more options for which you can then manipulate the web page.

Now a Wiki, I should have started off by saying what is a Wiki? A Wiki essentially allows multiple persons to add content to web pages, and you can add web pages, you can upload attachments, and so forth. And by allowing multiple persons to edit the webpage, it eliminates the need for having just – talking to one person and saying, "Hey please upload this document."

Or, "Please add a meeting, an item." It empowers all At-Large structure representatives to well, add pages, add content, and so forth. And as we go along, we will probably see that while this is the great beauty of our Wiki is that anybody can edit and add content. And the downside is, of course, is that everybody can add and move content around.

But to continue, once you've logged in, you can do several things here. The key thing might be to simply add. You can add a comment to, yeah, sorry. You can add a comment to a page, and the idea behind this is that if there is a policy that is also comment, or anything of that sort, you can add a comment and saying this is good.

Not very profound, but it is true. So you just… And when you're adding a comment, you can see that you have the various controls at the top here that talks about how to – like if you want to make text bold and so forth. And if you use any word processor, this is very standard.

So once you've done this, you can then click save, and the comment is registered. So that's one key thing. The other key thing would be to

actually add pages and so forth. Now for that, I think I will have to switch to another, switch to [LAC RALO 0:07:18] right?

I'm from Latin America and the Caribbean, and because I'm not from APRALO, I don't have the edit permissions to add content and so forth. So I'm just going to [LAC RALO's] website, and all right. I see Glenn is in the queue there and let me just finish this, and I'll let Glenn have the floor.

So when you go to add a page, let me just do this quickly. I can now give the page a title. And the internet is coming, it's coming, okay good. Okay and then what you can do is, you can add… Give a page a title. This is a test.

And again, you see the controls. You can choose the styles, add links, add a table, bold text and so forth. So you can also do things like insert links like okay, three www dot ICANN dot… Add it automatically, makes it a clickable link. And the neat thing about the Wiki is that you can easily add links to other Wiki pages quite easily.

You can go to the same link to here at the top. But the quicker is way if the page already exists, is to press the open square bracket. And this will do is that it will open up link suggestions. So because I've been logging in and I've been looking at these pages, it knows that I was looking at these pages and therefore I'm likely to link to these pages.

So I can link to the Technology Taskforce meetings page, and that's it. And then you can save the page. Okay. Right. So I'm just trying to save this here. So now that I've gone through the basics of this, Glenn I don't

know if you're able to speak through the audio, but you can go ahead and ask your question.

Okay. Well Glenn is typing question. While Glen is typing the questions, everybody is familiar with this, okay so far? Great. No I'm not seeing it really, I'm sorry. What is it? Could you read it for me Matt?

MATT ASHTIANI: This is Matt Ashtiani. We have an online question from Glen McKnight. Glen asks two questions. The first is, "When you can add a social media clip into the Wiki, so it can handle non text?" I think he said, "Can we add a media clip into the Wiki?"

DEV ANAND TEELUCKSINGH: Okay. Thank you Glenn. Indeed... This is Dev Anand Tellucksingh speaking. Yes you can do so. The way to add links to the Wiki that are linking to audio and visual content, is to... What you have to do is go to insert and what you do, you insert something called a macro.

If you look at it, you go to insert other macros, and what you can do is search for, let's say, YouTube. And you see something called a widget connector. The widget connector allows you to embed YouTube videos, Flicker, Google docs and other stuff.

But unfortunately, I don't have any content specifically to add, but this is the steps you take to add YouTube video or anything of that sort. So I hope that answers the question Glenn.

And then when you save it, you can open the Flicker stream, YouTube video, Google doc, whatever it is. So hope that answers that question.

Okay. So I've done the general basics here. And I guess for those persons who have already been using, involved in APRALO for, in At-Large, you already have the idea.

But for those beginners, that's the key basics of using the Wiki. So to talk a little bit about how the Wiki pages are organized, let me just go back to the APRALO's website. And the quickest way to really see how the content is organized on the website is, if you look on the At-Large tab, there is a little drop down box, and let me just open this up.

Well, I hope people are able to see this, but of course you can do this on your screens as well. The general confluence, the Wiki software uses concept of spaces, guide of being that you group related content together in sections. And they have three key sections. One is ALAC, one At-Large workspaces, and one is the Regional At-Large Organizations.

The Regional At-Large Organizations are the five regions, so that's fairly straightforward. At-Large workspaces… And I think the terminology is also sometimes a little bit confusing. Workspaces are essentially the work that a working group will generate. That's probably the simplest way I can describe it.

So it's not really the working group as such, it's really the content that a working group is creating depending on what the working group goals are. So if you look at some of the workspaces here, there is an accountability and transparency review, team workspace, the new gTLD review group which was used very recently to track the objection process and so forth.

The well key one is the ALAC, and ALAC has four – well, actually three key spaces. The ALAC space, the ALAC Executive Committee, and the ALAC At-Large policy development. So it's under these three links is where most of the At-Large activity and ALAC activity. So let's see, all right, can we do this in three minutes?

So under the ALAC page, and I'm going to click into that, you would see all of the At-Large Advisory Committee pages. And I think that one of the key things people access is where exactly are these amazing working groups that…

And I have to admit, this is probably not as intuitive as it could be, and towards the end I'll probably look at next steps as to how this can be found. But actually, I shouldn't say that, because I think the actual item was completed.

If you look at the upper left hand corner, there is a gateway and you see several key links. And on the bottom there, is the link to the At-Large working groups. And I believe on the APRALO's website as well.

So when you click on to that, you will then take you to the standing At-Large working groups. And it's like, one, two, three, six, nine, 12, about 12, 13 standing working groups. And about ad-hoc working groups which are groups created to deal with a specific task.

So it has a very limited mandate and limited scope. It's here to do one particular thing, and then when it's finished, it's going to stop and the working group will end. So that's one of the At-Large working groups. And then the next thing would be the At-Large Policy Development. So again, it's all here in this gateway link.

So when you click on that, that should take you to the At-Large Policy Development site. It's a very large page. And I'll take you through the table of all the open statements. And Matt and At-Large staff has really done a lot of work in maintaining this. So you can see the statement name, a person that's been assigned to look at the statement, you can then click on the statement and see [laughs] too late.

I went to the F5 14 Community Travel. So when you click on to that, you can then see break downs the comment periods, the time we have left to comment on it, and then the drop version of the statement that the pen holder has created.

And then you can comment on this, as any At-Large structure can comment on it, or ask questions. But the key thing is to really do it in a timely manner because there is a deadline for public comments, and you've got to be able to get your input so that if nobody really says anything, objects, then it's assumed there is no agreement, no consensus, and then the ALAC formally takes a vote on that statement.

And then if passed, which it usually is, then it is sent to the Board or to the particular organization to which the public comment was directed to. So, I think I've now covered the review of the web and Wiki pages in a hopefully succinct manner, and hopefully persons aren't lost.

I can now open the floor to any quick questions. Any? Eduardo Diaz.

EDUARDO DIAZ: This is Eduardo Diaz for the record. I still do not understand the difference between a workspace, which is a working group, and the

working group area. I get all confused by that still. If you can clarify thank you.

DEV ANAND TEELUCKSINGH: Certainly. Thank you Eduardo. Dev Anand Tellucksing speaking again. And indeed, it is a little confusing at first. The best way I can describe it is that At-Large working groups create the work of the working groups put into the workspace. So for example, I'm just using from my own experience, the gTLD Review Group, that's a working group but the dashboard and all of that content where all the statements are tracked and comments and so forth, that is put into a workspace.

So the workspace, how should I put it? Captures the work by a working group. I don't know if staff wants to add on, most of them are off. But that's the key difference. Follow up?

EDUARDO DIAZ: Eduardo. Can I say every working group should have a workspace then? Because every working group produces documents, produces everything, but I don't see that, and I get all confused, all confused.

DEV ANAND TEELUCKSINGH: Dev speaking again. Thanks Eduardo. And I agree, it does sounds intuitively that yes, all standing working groups should have at least workspaces. And I think… I could be wrong, but I think most of them do.

I think what happens though is some working groups aren't really have a working space to generate documentation or anything of that sort.

For example, the IDN working group as an example, they are more looking at any public comments that deal with IDN related issues or looking at all the issues related to IDN.

[? 0:20:30] IDNs are International Domain Names. So it's not really generating any content as such, in the sense that it's not generating content for other members of At-Large to look at or to review. It's already… It will be respond to a public comment, or drop the statement for the ALAC to then consider. So in that sense, it doesn't really have a workspace as such.

So hopefully this longer answer gives you a better idea what it is. So workspaces are like, if there is content, for example the Rules of Procedure, is another good example because that required all the RALOs to look – all the At-Large, all the five RALOs, all the ALAC, to look and work together to come up with something, to produce something.

EDUARDO DIAZ: That's when I started to get confused because the OP, the Rules of Procedures work group generated a lot of work, and it was not in the workspace. Suggestion, if we're going to start using the workspaces, I think and I will recommend that this group, this working group, some kind of document that explains if you are starting a working group, you should do a, b, c, you create a workspace, do this…

Because there is… I mean… I got… It was really hard to follow. Thank you.

DEV ANAND TEELUCKSINGH: Thanks Eduardo. And indeed, and I think what happens also is that there is every now and then, and because again this comes up to the blessing and the curse of Wikis.

Because is able to edit content, do working chairs may inadvertently may not be following the template of how it really should be, and deleted this type of inconsistencies.

And of course, the reality of it is that… The work load of it is, is that we've got to get this done. Get the content done. Collaborate and then there is no time to go back and fix it after right? Because there is always something else afterwards. So that's always the challenge.

Any other questions? Yaovi, go ahead.

YAOVI ATOHOUN: Yaovi speaking. My question is to know who are the people having accounts here? Can any At-Large member also have an account?

DEV ANAND TEELUCKSINGH: Well, I can answer that. This is Dev speaking. I think once, if there is like other members in your At-Large structure that wish to contribute or add content, I mean I believe it's once you let the APRALO Chair, Secretary, or Vice Chair, they will let the staff know, and the staff will then create the accounts and then inform the person that the account has been created.

So generally, there is an upper limit in terms of the number of accounts that could be created, but I don't think we're going to – that's not an issue at this point. So if there are members that are interested in

contributing, and adding content, commenting on policies or whatever, it should not be a problem.

I don't know if staff wants to add anything to that.

MATT ASHTIANI: Hi.   This is Matt Ashtiani for the record.   It's quite easy to create an account. I actually do it myself now, I don't even send it to IT.

YAOVI ATOHOUN: Follow up question. I just want to be sure that all of the members that have an account and they are using it because it is a tool. But I want to be sure that all the members, the ALS structure, everybody has an account and is using that account.

MATT ASHTIANI: Hi this is Matt for the record. When a new ALS is accredited, that's one of the steps that I do in addition to adding them to the email chains, I also create a Wiki account for them and send it to them.

So if someone says they don't have an account, the odds are that they do, and they just don't know it. They miss that email, they didn't see it. And if you know anyone that thinks they don't have an account, please tell them to see me and I'll make sure that they have one within 20 minutes.

DEV ANAND TEELUCKSINGH: Thank you. Dev Anand speaking. Glenn McKnight.

GLENN MCKNIGHT: I was watching the moderator comments from that Glenn McKnight over there, it must be a confederate. My experience of doing Wikis has been a mixed experience. The first one we did extensively with I triple E, we did a humanitarian and technology challenge and we had engineers.

And we really thought it would be a piece of cake. Engineers would take this on, and really use it effectively and they spent a lot of money with the UN Foundation as well. And we found that it didn't work. We found that a few people got involved, but they kept on relying back on a traditional email.

I think we're going to have the same challenge with this, I think a lot of people just don't see the value of it. And I recommend if you scroll back, Matt, to my previous comment, I added a link to a really good introduction to what a Wiki is.

It's previous to that, that's just a YouTube of our party last night, where I saw Olivier falling down drunk, no sorry. Yeah, Wiki's in plain English. This is an example of a very good illustration, very simple on why Wikis really work. People have to wrap their brains around it.

This is a very effective tool.   It's not complicated, but we use it extensively in our own Foundation. And we get a lot of people excited, and we find that it doesn't matter how much personal effort we make, unless we take an effort to encourage people and help them and hold their hand a little bit, we're not going to get the results that we expect.

So I just don't want to… I'm a big advocate for this, I just from personal experience doing PB Work, and Google docs, and a lot of Wikis, I just

find that there is a few people that will really get into it, but the vast majority just don't get it. Okay.

DEV ANAND TEELUCKSINGH: Thanks Glenn. This is Dev speaking. I guess that's the same of any group, but I take your point. I think one of the steps, and I think we looked at some of the online educational portal that Matthew shares and talked about, and perhaps that Chris is about to talk about, elements of this can be used to create like short…

And for the capacity building as well, the capacity building working group has to work on building capacity within the At-Large structures. And I think what's really needed is that times that we need to build our skillset training so to speak.

So how to use the Wiki. And I think that ideally what needs to happen would be like to create short contract, like maybe a YouTube video, here is how I just want you to be stick stuff here. Start with that, and then have graduated lessons.

GLENN MCKNIGHT: If I could follow up on that…

DEV ANAND TEELUCKSINGH: Go ahead Glenn.

GLENN MCKNIGHT: …please. I think what you have to have is some kind of teaser or some kind of incentive, whether it's free pictures or something, not to say any

nude pictures of you Dev, or anything like that. Something that will drive them to the Wiki that they will get value added.

There is some incentive there, and I'm not sure how to do that because human nature the way it is, and people get busy, I can understand it. But we've got to have a strategy to drive people to it, or they'll default to the same old same old. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Go ahead Heidi.

HEIDI ULLRICH: Thank you Dev. This is Heidi for the record. Matt is going to show everyone, if internet allowing it. So again, what we call the ALAC portal, again when you click on that, when you come into the dashboard, you'll see it on the left hand side.

I think, Dev you mentioned it. Okay. Matt, if you can go just to the At-Large portal, go into the At-Large, just show them how to get there not your secret way. Just go [laughter] okay.

Go, so again, this is what you see when you come on… Okay. This is what you seen when you come on. So you go to the left, you'll see that ALAC up on top, that's what we call the ALAC Portal, that's the landing page. That's really the first page that you're supposed to see when you come on. Click on that Matt.

Okay so this is not the secret way. This is what… When this was designed, how it was meant to… You come onto this. You get to

everywhere using this way. So again, Dev mentioned… Matt go up to the gateway, that gateway is meant for quick links to get to.

So you have the Executive Committee, you've got the Policy Development page, right down that second box, if you click on, that's the training guide. That's the toolbox.

If you click on that link, there is a training guide in all six UN languages that goes step by step using examples from the At-Large Wiki, how to use the Wiki. Where we place items.

So if you haven't looked at that, I encourage you to do that. All new ALS representatives are sent that link in the ALS starter kit. Okay and we can also send the PDF version to anyone who would like to have that.

But I very much encourage you to use that as a first step. Thank you.

DEV ANAND TEELUCKSINGH: Thank you Heidi. Okay, I'm not seeing any further questions for that. And indeed, Matt is indeed putting that link into the Wiki training guide, and that has more in-depth summary of how to use the Wiki.

But I think now that's nothing anybody else raising their hands. I think now go to the second agenda item. Chris Gift is the VP of Online Community Services at ICANN, and he's here to discuss or show about what ICANN has in store.

So Chris, you have the floor.

CHRIS GIFT:	This is Chris Gift with ICANN staff. First off, good morning, good afternoon, and good evening. Thank you very much for having me here. I'm not going to show anything, I have no slides. I have a few notes, and I have some ideas about what I would like to talk about, and hopefully those will agree with you.

I really wanted to cover a few things. I wanted to first introduce myself and this team and this department, I mean why we were created. I then want to then talk about how we are going to move forward, what it is that we are tasked with doing, and how we are going to go ahead and do that.

And then thirdly, I'd like to have a discussion with you, and answer any questions, and hear from you about your priorities and what it is that you need to get your work done. So I'll start with the first one.

When Fadi came on board in October, well actually he was actively engaged even before then as most of you know, after Prague, one of the things he looked around and he saw immediately was that a lot of the tools and services that people were using were not connected.

They were very separated, they had the user experience was very disjointed. People would have to navigate to one place to do something, and another website to do something else, it's difficult to find information and to understand how to participate online.

And so one of his first things he did, going to the lot, right up front. But was to create this new team. He felt that if he… There was no one individual at ICANN who was very focused on this idea of making

holistic, unified user experience for the ICANN members and the ICANN community, and ensuring that they had the tools that they need.

Heidi, and Matt, and others were taking care of you, but there is nobody looking across the organization. So he created this team, the Online Community Services and I was hired to come in and lead it and start working in this area. So for the past few months, I must confess I have been doing two things.

I have been very… We've been looking at a strategy, so how do we do this rather than department, department. How do we create an engagement strategy, a digital strategy for ICANN as a whole and that can fit within each group? That's flexible enough to fit within each group, because we do have limited budget, and limited resources, so how do we spend those wisely across the organization?

And secondly, I apologize, but I've also been very focused on operational activities around the new gTLD. And getting some things up and running for that group so that they can support the applicants in the new gTLDs when they go live.

I'm glad to say that that activity is slowing down, it was very intense. But for me personally, it's slowing down and I am pivoting and looking outwards going forward from this summer on. So I will be spending a lot more time on issues that are important to you and important to this group.

So that's a brief introduction about our role. One last thing, what are we responsible for? Well, basically anything that's online. Pretty much.

We are responsible for creating new services. And by new services, I mean collaboration tools.

So like the Wiki, you have the Wiki, there are other tools that are necessary or required for you to do your work. Also how do we do this translation necessary to do that work? Do the tools need to be in multiple languages?

Are there other services around customer support? Basically anything that touches you online is something that I will work on, with other people within ICANN. All right? I will work with Heidi and with Matt, obviously, when it comes to At-Large. And then I'll work with other groups and the ICANN support staff that supports those other groups.

I'll work with them as well. So it's a very broad remit. And at the end, I'll talk a little bit about how I'm structuring to meet that, since there is obviously a lot of need I think. So that covers what it is that I do.

If there are any questions at any time, please I'd like to make this as much as a discussion as possible. You know, we're halfway through the week, right? And if I'm just sitting here talking at you're the whole time, it can get a bit dry.

So at any time please interrupt and ask questions and have a dialogue. By all means.

DEV ANAND TEELUCKSINGH: Go ahead Eduardo.

EDUARDO DIAZ: This is Eduardo here for the record. I have a question. In My ICANN dot org, is it possible… Like yesterday we had a big discussion about mailing lists. Yesterday or the day before, I don't remember. And people don't know what mailing lists are, they are subscribed or if they want to select this or that one.

And I have to know that websites where you can actually select which one you want to, like lists off the mailing list and you select which one you want to subscribe to. And I'm wondering if My ICANN dot org, something like that can be added to it.

So you say, I mean, ALAC and then I subscribe to this mailing list this one, or this one, or this one. I'm just curious.

DEV ANAND TEELUCKSINGH: Thanks. Chris will respond and I have a follow up question to that.

CHRIS GIFT: Yes, Chris Gift. So do you mean… So automatic subscriptions then, is that what you're referring to? As soon as I'm identified as a member of ALAC, I automatically get this list and I can…

EDUARDO DIAZ: And this is Eduardo again. And I select which one I want to subscribe. Like for example, every time there is a working group, there is a mailing list that is created. So you just want to make sure that you are in there, or if you want to receive nothing from that list, than you subscribe your way out.

But if you want to get back in, you just put a click and you get, and somehow you get back in.

CHRIS GIFT: Yeah this is Chris Gift. Yes. Well My ICANN, I think if you log in and you create an account, you can certainly select of what's there, right? And that is a preselected list for you already. I mean that is curated content already.

Yeah we could look at having a place where there is a centralized list of subscriptions, and then you can pick from them. Most of the websites and the… Most of our web assets are RSS enabled. If any of you are familiar with RSS technology, that is a technology in which you can subscribe.

And then it will push to you any change that occurs within that website, or within that working group, or whatever. So Dev that might be something you want to have some training on, because RSS is very powerful. It is a way for people to subscribe and have the information pushed to them. You use it?

EDUARDO DIAZ: Yeah. This is Eduardo. I use it for the ALAC Wiki pages, I receive almost any changes.

DEV ANAND TEELUCKSINGH: Okay. Well, it's Dev Anand Tellucksingh speaking. Actually I think that brings up the… It's a good thing you mentioned RSS actually, and I think

actually one more powerful wheel would be to also enable the mailing list to also be RSS enabled, so that that becomes RSS feed.

Because typically what happens, and Eduardo brought it up, when there is a working group, in the At-Large, you have to be subscribed to the working group to receive the messages. Now, it's true that the mailing list archives are typically public, but you have to make a mental note to actually…

Three, four, five clicks to see the archives and then click on each one and so forth. Now, and I think this is also I think a bigger issue for the GNS… If we wanted to track activity in the GNSO. The GNSO is a generic name supporting organization, and they are responsible for developing ICANN policy as per the bottom up process.

Now there are a lot of GNSO working groups. And some of them have At-Large members involved on them. The thing is, is that you can't really track the activity very easily because… You can't even really join the mailing list, you can join the mailing list but that's also a not optimal solution because when you join a mailing list, you are joining the group and you're perceived to be giving…

Well, you are perceived to be having certain responsibilities towards the working group and producing work and contributing, not just observing. Which… So I think some form of having the mailing lists of that, of those mailing lists At-Large. I'm probably on the GNSO, I'm very sure, if those were enabled in RSS they were…

You can just simply just follow, just look, and just read what's happening.   And then maybe you see something and say, "Oh." And

then you'd be, "Hey, I want to join this working group because this is impacting me in a big way. I see some interest here that is relevant to the end user community." And so forth.

Just your thoughts on that. I'm sorry, go ahead.

WINTHROP: This is Winthrop for the record. If I had one wish for the messaging, my wish would be that it would be more visual. Okay? We're talking about mailing lists and RSS feeds. But at the same time, I'm worried about…

You're reaching, for example, the ALSs and their officers. But I would have a problem extending the message out, pushing it out, not just to the end users even to the members within my own ALS. As an example, I'm here in Beijing now, I would like to tell my members at least while this is what's going on, these are the working groups, these are the things that you can get involved in, these are the things that ICANN do, these are the top issues.

It's very difficult for me to do so. I've only made one post on Facebook regarding this event, and it came from Circle D, because there was nothing visual put out by ICANN. And if you put a link to a page that's simply a bold faced title, well quite frankly it looks very ugly on a Facebook page.

And these social networks are also very big in my part of the world, the Philippines and Indonesia, our major populations on Facebook. So in order to reach not only the end user, but even the people within my own ALS, our own members.

How am I going to tell them about, for example, the IDN variance? How am I going to tell them about all of the other working groups? If I sent them a list, a link to an ICANN page, it's very, very dry. The minute they land there, they'll leave. What I would like to see if there is an issue, for example, any of the new gTLDs, it goes first to like a summary page, a teaser.

This is what new gTLDs are about. Something very visual, appealing, and something that catches their interest right away. Then you can have links to more detailed stuff about the issue and policy. But again, generally overall what I really want is something more visual.

Something you can spread around on the social networks.

DEV ANAND TEELUCKSINGH: Sure. Okay, thanks Winthrop. Actually a very, very interesting comment. I could see that as well, and I noticed that when I shared things on social networks, you're trying to get an image that comes, it's usually a very, sometimes unrelated to what you are trying to post.

And I agree with you. But Chris, you would probably want this. So go ahead Chris.

CHRIS GIFT: Thank you very. This is Chris Gift. Yes, thank you for your comment and thank you for bringing us back up I think a few levels. We were certainly diving down into the technology and the… Because I really wanted to stay up at a higher level.

EN

So yes, I absolutely agree with everything you just said. In that… It's an issue that preoccupies us as well. In that we see, people can come to ICANN dot org, or come into some of the web assets or websites. And immediately they may look, they may say, "I have some interest," because they read an article somewhere.

"I have some interest in the internet governance, or DNS. And I want to learn more about it." And we do a great job of really turning them off, right? They come there, and it's confusing, it's difficult for them to grapple because there is nothing in between. There is some information about who we are and what we're doing.

And I was having this conversation with some of you last night. But it's very, very difficult for them to go from that to engagement, right? To active participation in the working groups. There is this steep learning curve, and we have very little information for them to help them bridge that gap, there are very little tools.

And it's not just training, although I think the online training platform that we were talking about, that Matthew Shear talked about, I think it's a very big component of this and will help greatly. But it's more than that. A lot of times people don't necessarily want to dive in right away.

So the future that we are sort of imagining, and let me just paint a little picture for you if I may, is where this is what happens when somebody going forward. You share something on Facebook and it catches somebody's attention. "This is interesting to me." They then navigate to ICANN dot org, or to ALAC site, and there the information is not too dense.

It is visual, it is engaging, it is somewhere where they can participate lightly, without fear they don't have the knowledge necessary to participate, they don't have the lingo, but there are other people like them already there doing the same thing.

They may be able to share at a forum. There may be an open space where you can share all types of information, whether it's text, pictures, videos, about a particular topic. And they may live there for a month, two months, and they may then look and say, "Oh, look, there is some online learning about a particular topic which is has gotten my attention, so I may take a class."

And then after a couple of months of doing that, then they may feel comfortable to then dive into a working group and say, "Okay. I've learned a little bit more. I now understand ICANN a little bit more, it's not so intimidating for me to participate more deeply. And even when I join that working group, I can look at that working group…"

And you can imagine something that sits there sand says, "Okay, it's nice if you're going to join this group, maybe you should take these three classes. And here are the links to these three classes. And maybe you should go read these ten documents, and here is where it is. And here are the profiles of the people who are already members of this working group." And some very rich profile information of them.

So that's kind of the future that we're thinking about, and that's where we would like to get to. How we are going to get there well, let me stop there. Any reactions to any of that?

EN

DEV ANAND TEELUCKSINGH: Sorry. Dev Anand Tellucksingh. Roxanna?

ROXANNA: Roxanna [? 0:47:39] for the record. I would like to ask you about using of different languages. First of all, ICANN in different languages, is it automatic translation? Or is it edited by living person? First of all. And the second, my question, is about your experience of moderation or from underlying discussion in different language?

Is it possible at all?

DEV ANAND TEELUCKSINGH: Chris?

CHRIS GIFT: Yes this is Chris Gift. So very good questions. Language, interpretation, and translation are vital elements of engagement, inclusiveness, and participation. So we… This has been an ongoing discussion again, as you might imagine at ICANN.

There are several considerations. There are… Obviously, how do we include everybody? And we really want to do that. We want to support multiple languages, certainly the six that we, the UN languages and therefore the six ICANN languages at the minimum.

The question for us is an operational question, a cost and so on. I can say that we did have a discussion late last night with Sally Costerton who is the leadership team member, the Vice President of the Global Stakeholder Engagement, who is responsible for that decision.

And we did come to a decision that yes, we needed to support that. We needed to move forward in terms of supporting the six languages more fully. And that we're now going to work on a plan to say, "Okay identify those areas, documents, the websites, content that needed to be translated." And so prioritize that, and then budget for it.

Say, "Okay, we're committing that this work will be translated, so what are the assets? What are the people, the resources we need to get that done and then to budget for it?" So we did come to an agreement, a decision about that. So that work, I imagine, would start very soon. As soon as we get back from Beijing, we'll start working on that. There have been plans in the past at ICANN around this area, so I think we can leverage that information to make it move more rapidly.

I can say that there is the desire to move very rapidly on this front. We don't want to come back and have this conversation with again a year from now about, are we going to be translating? And what are we going to be translating?

No, we want to move forward very, very rapidly. I can't give you a date because I don't have one. But I can commit that we are doing that.

DEV ANAND TEELUCKSINGH: Thanks Chris. Dev Anand speaking. Just a comment from Glenn McKnight for the record. Glenn says, from the chat, "I would like to suggest presenting to a communications university class, an act if ICANN's website, discussion threads, Facebook, etcetera, is meeting a good communications standard. I would be curious if created, what grade would it get?"

And he says, and he follows up in a second comment that, "I am hearing again and again, that it takes years to pull people, to understand ICANN ecosystem. This is a serious problem."

CHRIS GIFT: This is Chris Gift. Yeah, I'll definitely respond to that. So a grade, that's tough. I didn't build any of these so I can be very harsh, you know. And I'll be very lenient when I come back again and I have built some of these tools.

But the website is… I'll be quite frank. We all know this, ICANN dot org itself is problematic, it's very difficult to navigate, finding information is extremely difficult. I understand that it is far better than the previous website, so that is a good step in the right direction.

I can say that we… I can also… So I would give it, I don't know, I've seen worse. So I don't know if I could give it a F. But it's down there, I'd maybe give it a D. If you're in… D+. Okay, D+. That's generous, thank you.

So if I was in a communications class, for those nine or ten, non 20, for those in the French system. So I can also say that we are looking at revamping the website. We are having an internal discussion about how do we do so? Do we do so irrelatively to make it better and more informative for people, more accessible?

Do we do it a more rapid fashion? Or do we evolve it? So we're having internal conflict. Actually, I'm having an internal conflict with Jimmy Leech, who is a consultant, a digital engagement strategy consultant for

us. So we're having this discussion on an ongoing basis. Constructive conflict.

What was the second part of the question? As I recall, it was a grade around our communications tools, I mean our websites and then?

DEV ANAND TEELUCKSINGH: Roxanna? Can you repeat the second? Sorry. I lost track of the train of things. I was reading from Glenn on the website, on the chat. He said here, "I'm hearing again and again that it takes years for people to understand ICANN ecosystem. This is a serious problem."

CHRIS GIFT: Chris Gift again. Yeah absolutely agreed. We all acknowledge that it takes years. There are lots of things we can do, in our beginning I think you're hearing some of that. The online learning platform is a big beginning to short circuit that, to make that faster, more rapid.

We want to start talking in plain language, in plain English. We want to get away from acronyms. We had a vigorous discussion last night about this, about the need to eliminate acronyms as much as possible. Or if we use them, to be very clear about them.

We write documents and we use acronyms from the very first sentence without identifying what they stand for. So there are editorial methods that we can use to, we want to promulgate around how do you effectively use them when you need to.

And then the second thing around this is translation. I think if we translate content for those non-English speaking people, or English as a

second, or even third or fourth language, it will make it easier for them to get onboard and learn about ICANN.

But lastly, ICANN is just difficult. I don't know how much of that we'll be able to get around with just better content. You have to live it.

DEV ANAND TEELUCKSINGH: Thanks Chris. Any other questions? Go ahead and identify yourself.

MAN: Hi [? 0:55:06] from Pacific Islands. Just going back a little bit on some of this stuff. I'm new to the Wiki as well, and I just had a look on yesterday, mostly for my ALS. And just helping out as well some other ones that here with me and newbies.

It looks to me as if hardly anyone is using it, especially those who have been here before me for a very long time. And I know some of those people who actually use it, or don't use it but actually subscribe to the Wiki itself.

And probably from my perspective, that I'm having to go onto it, and try to subscribe to some of the things that I want to have updates, content that any time something has been changed and someone is adding some documents, or applying some stuff. Perhaps, as a suggestion, that maybe the new members who are coming on and being subscribed automatically, they are forced to have these feeds being pushed to them, all the updates, so that they are forced to then go back and streamline and take off what they don't need.

So perhaps just throw everything at them, and then let them have to come back to, you know, streamline their stuff. But trying to say, let's have a teaser so that people can come onto. It doesn't seem to work from my perspective as a newbie.

We already have things like Google Plus, Facebook, and everything else. The tools that we already have are sufficient enough, and now we're being asked to also do or learn this, go on to the Wiki and try to figure out.

I mean, for me, it's easy enough but for some of the people who are coming on, who might already be taking up with so many other things, and might be less technical, it's a bit of struggle to go on and do it. Thank you very much.

DEV ANAND TEELUCKSINGH: Thanks, thanks. Interesting comment. Before I give it to Chris, my only concern with that subscribing to them to everything, that may just be flooded with information. It's like, "Oh my God. What am I going into?"

It's hard to come to a balance, I guess. But Chris, and I think in a way, that's what my ICANN concept was, came about. Because everybody was complaining about the deluge of information and they couldn't figure out how to track updates. Anyway, but Chris, if you want to say anything.

CHRIS GIFT: Thank you. This is Chris Gift. Yeah, very good comments and very interesting. I would very much like to talk offline about… You say you

have tools that work for you already, and work for your community. Would love to understand better about what those are, and how you're using them.

Because I think while the Wiki is effective, there are other things we can, there are other tools that we can roll out, and other services. But I don't want to do yet another service, right? And then you add yet another place people have to go to, to check, to look at, to participate in.

We don't want that either, it gets to be too much. I do want to talk about one thing around this topic that seems to hover around participation and how few people go and look at it. You have to understand, there have been quite a few studies on this around communities.

And the numbers roughly roll out to about 2% of a community actively participate on a daily basis, or weekly basis, and add content. 5% do so on an ad hoc basis, so occasional. They participate every once in a while. 97% lurk. And by lurk, they just, they read. They don't say anything, they don't do anything really.

So every community is different, but those are the averages across the whole. And it's tough to move those numbers in any way, it's difficult. I mean, you can, you can. Some are far more active, right?

But generally that will be that sort of break out, not everybody will be 100% engaged. I mean, there will be some sort of tier like that. But that doesn't mean that the lurking is bad, all right? Lurking is good for a lot of people.

Lurking is how they move up the chain. They can't actively participate right away. They listen for six months, or years, as Glenn was suggesting, for somebody to get on board. So that silent majority that's there in the background, is often a good thing.

DEV ANAND TEELUCKSINGH: [Laughs] Sorry. Okay. Garth, actually before Garth let me just say I know we're running a little over time here, and I know we have a hard stop at 11 for…

So I think what I will do, and I also wanted to have the interpreters have a break before the next meeting. I thank the interpreters for what you're doing, without you, we can't, we're not, ICANN would be less accessible. [Applause]

So while the interpreters are stopped, we can continue the meeting. So I would see Garth and then I would see Glenn McKnight.

GARTH BRUEN: Thank you Dev. Garth Bruen, Chair of NARALO. I think the lurkers are most often there because they're looking for an answer to something. And I think that the community would work better if they can find that answer quicker, and they could get results quicker.

We need to turn the lurkers into participants as quickly as possible. And whether they are there for six months because they want to be there for six months doing nothing, or because that's how long it takes for them to get in, we should get them in sooner because they are important people and they want to be there.

And we shouldn't let them sit on the wall. Thank you.

DEV ANAND TEELUCKSINGH: Go ahead.

CHRIS GIFT: Chris Gift. I agree, we should get them more involved. Any ideas that you guys may have on those lines, please come forward to me. What we're doing right now is trying to get ideas, actively listen to what you need, and then we will work on those.

DEV ANAND TEELUCKSINGH: Okay thanks Chris. And I will read a question from Glenn McKnight. The question is, okay. All right. Well, I think he had two comments. One was, a comment on the previous point was that, regarding acronyms, "I think it's unprofessional for people to toss around these short forms. Too many American idioms, etcetera." Idioms. I-D-I-O-M-S. Sorry.

My throat is dry [laughs]. So but going to the real question here, "Question: Why are not more members of working groups providing monthly reports? We do a Nom Com report every month, this is important to tell what we are doing. Why isn't working groups, working group report mandatory?"

[AUDIO BLANK 1:02:44 – 1:02:52]

Okay. Let me answer that one. And I have to confess, Glenn, as chair of several working groups, I think it is difficult sometimes to write

something about the working group, because sometimes the pace of it was very, very difficult.

Case in point was the review group which had like nine meetings within a month. Well, yes, I see some persons on that working group shaking heads. Yeah. And I think that has to happen is that it's difficult for a person to chair the meeting, try to grasp the minutes, and then to try to write a report.

I think what has to happen though, and I think At-Large staff is doing this, is to send reminds, please fill out the working group reports. If actually, I think going back again to this scheduling of stuff, perhaps this needs to be on a schedule, on a calendar to say, "Submit your working group reports," on a calendar.

So you just get that prompt to do it. And I don't think it's everybody ignoring it. I think it's the flow of things. You're working on stuff. It doesn't have to be a large report. I agree with what you're saying on your chat.

Just about a few paragraphs, probably a link to the transcript, now that transcript is coming out a few weeks, a few days after the call. So it's a good suggestion. Let's see, any comment? Sure, sure. Go ahead Chris.

CHRIS GIFT: Thank you. This is Chris Gift. I just want to end on a couple of comments. One is, I said we're going to be moving forward, and so we would very much like your ideas. What I would like to touch on is how we are going to do that, and I alluded that I would talk about this at the very beginning.

We're going to move forward very irrelatively. So what we are not going to do is create a massive, big plan that will take three to four years to implement, and then roll out some huge tool set all at once for people to start using.

That's, in our view, a recipe for failure. What we want to do is just roll out little things. Right? Little things that solve critical problems, but nonetheless are not, are fairly easy for us to get out. And then very rapidly irritate them. I can't guarantee that what we will do will always work, what I need to hear is, "That's a good idea, but it didn't work. It failed. Or if you just tweak it a little bit, it would be more successful for us."

So in this mode that we're not going to roll a tool out, take six, eight months to develop it, roll it out, and not revisit it for another year and a half, that's not how we're going to operate. We're going to operate, as Fadi had talked about, very agile. We'll roll things out very incrementally, and then continue to develop them.

We're also going to be setting out methods for you to contact us more directly, and to participate more directly into how these tools are created, into what the feature set and the capabilities are. Again, yes we will do some working group activity, we'll certainly do that and hear from you directly, but we also want to hear from you more rapidly.

So we want to say, "Okay. We just rolled out this tool yesterday, start giving us feedback." Right? Is it working for you? Is it not working for you? So we're going to have systems for you to do that. For us to have a very rich and responsible dialogue, instead of just waiting for meeting to meeting to talk about these things.

And lastly, I think the last thing is, sorry. I just went out my, forget about… Is transparency. We're going to be very, very transparent about what we're building, and what's coming down the pike, or what's coming down the road. And what it is that you've requested, and we've agreed to do because we think it's appropriate for ICANN as a whole.

And when we're going to roll that out. So we'll be very, very clear about that, and clear to you. I commit myself to doing that.

DEV ANAND TEELUCKSINGH: Thanks Chris. And indeed, I think all of us here in At-Large are looking forward to seeing some of these changes coming down, and look forward to giving you feedback because as…

I'm sure when you take to other [? 1:07:20] and SOs, all of the [ECs 1:07:22] and SOs are facing the challenge of, how do we get people to participate? How do we make our content more accessible? And bring what we do more accessible to the wider global public.

So I think that's our thank you in that. Now we don't have that much more time. I think what I do want to do quickly is just show you one very quick tip regarding the Wiki. There is the At-Large Wiki Training Guide, but there is probably one or two things that I could probably show you very quickly in five minutes.

And one of the key things is, how do you search the At-Large Wiki? We are generating lots and lots of content, for everything about the ALAC, the working groups, the RALOS, thanks again. And well, finding that content is a challenge, and part of it because, again, the curses of the

Wiki being that because they are discrepancies on how content its organized, it is a challenge.

There is a longer term solution being planned for this, but in the interim, you can go to the search button on the upper right, and I'm going to go back… Matt if you can bring it back full screen to the easy room there, just to… Thanks.

Yeah. So and I switch to Firefox here to show you a few things here. So there is upper search in the upper right bar here. And you can move your mouse cursor to this point, and search it. There is another shortcut we are doing this however, and there are two shortcuts.

One, you can press the forward slash, and when you press the forward slash, this is the forward slash, quickly, under the question mark, you'll bring up the search on the upper right corner. So this is a quicker way of accessing the search bar.

Okay. And then you can type your searches. Now, when you type your searches, it tries to fill what you're trying to say. Now there is actually a good large syntax of how you can search things. For example, if you want to search only in title, you would use the word title, colon, and then put the words you are looking for in quotes.

However, I don't want to delve into that and I have to admit it's not very intuitive. I think the best approach is what you're trying to look for, start from the end of the words and move to the beginning.

So instead of typing At-Large meeting reports, or At-Large NAROLO events, let's start with APRALO meeting and events. So instead of typing APRALO, because you're initially going to find a lot of content on,

in the APRALO, you start with meetings and events, and then narrow it down.

So for example, meetings and events, APRALO. And when you press enter or click enter, it should bring the first link you find the meetings and events, one time. So that's the quickest we are doing things, and similarly all of the Wiki pages are… There is a rough template of how things are organized.

So another example, like say, let's see. Just to say for example, if you want to find out meeting and events, meetings, gTLD review group, and you see by doing that you come much faster and quicker to your destination. And then, you just click on to that, and it should bring you back to the review group meeting and events.

So that's really the key tip. Instead of trying to type At-Large new gTLD, because you just want to wind up with a lot of information, so you start, you come in from reverse. Start with the word meeting and events, and narrow it down to the working group you're trying to find.

And that would actually make you, you'll find it quite easy to find things. And in fact, I should also mention is that you can also embed the search in your browser. For example, in Firefox here, you can, if you click on the search engine, you can see at confluence.

So that means that you can add the ICANN, the… Let me just move this mouse back to it. And once I've added it, you can see now this confluence search. And therefore I can then do the searches here. So for example, okay IDM, let's see, Beijing IDM.

And let's see, it would immediately search the At-Large Wiki. And the benefit of this is that… Yup. All right, if you can wrap up. So yeah, so the benefit of this is that you can then search without actually being on the Wiki page itself.

You can be looking at another web page, and then quickly search how to find the website. So I think… Are there any other questions or comments? Going once, going twice, Roxanna? Go ahead.

ROXANNA: Thank you. How to translate the [AUDIO CUT OUT 1:13:44 -1:13:46]

DEV ANAND TEELUCKSINGH: Thanks Roxanna. Okay. I can do that very quickly. Let me just go to the first link here, just quickly as a test. The At-Large Wiki has a translate button, and it's located immediately after the title of the webpage.

So if you look for the word translate, you click on that. And say if you want to translate it into simplified Chinese for example, just… It will then translate it. You see?

Now obviously this is a machine translation, but I think it's quite accessible and at least it gives you a better chance of understanding the content. So I think we're running out of time. So I think we are going to now have to stop.

And thanks everyone. Thanks for your participation. So this call is now adjourned.