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BEIJING – ICANN Academy Working Group  
Monday, April 08, 2013 – 15:00 to 16:00  
ICANN – Beijing, People’s Republic of China

SANDRA HOFERICHTER: ...passed by this working group, by other working groups, within the community. We designed 14 questions, they were sent out to all ICANN stakeholder groups at the end of last year. We agreed that surveys should be open until the end of the year, before Christmas.

But then we said, “Okay. Let’s give the Christmas break and then a little bit more time.” And we extended the duration of the survey until mid-January. We received 22, in brackets 21, responses because there is...

This survey was [out size 0:00:47] another number what we actually received, so that’s why I put this in brackets. Unfortunately, we had no participation from the technical community. But I am in contact with them and hope to get them onboard for the development of this ICANN Academy.

Next slide please Matt. From here you can see that we had lots of participation of the At-Large community, thank you for this. But it’s not surprise because At-Large is divided into five regions, so every of the five regions was actually asked to submit at least one survey out of representing [? 0:01:28] region or spreading it among their members so that everybody can submit a result.

We had participation from the other groups as well. And I have to admit at this point, when we received one survey a special group, like

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for the Non Com, or for the ccNSO, it was actually representing the whole stakeholder group.

While we received six results from [N-puck 0:02:05], and I know this was because six individuals submitted a survey. The reason for this is that is as a stakeholder groups are differently structured and that it allows sometimes to give a representation for the whole stakeholder group, and sometimes it's better to ask individuals.

So this surveys are sort of a mixture of individual opinion and representations of stakeholder groups. Next slide please Matt. So question number one, oh God, I have to go through... I can't read it. Can we enlarge it a little bit? [Laughs]

Question one was what I explained actually, if it was submitted by a group and if so, which one? And the personal data, which are not published. Next slide please. Question two was to question if the group prefers any educational training. So far, yes there is a lot of educational training going on. But there is still a lot of missing, so the percentage were like half/half.

I have... When we ask, "If yes, please describe." Then we receive very detailed answers, which are a part of this presentation but I won't go through in the deep of this because this was forwarded to the working group and available online, so you can go through this individually.

Next two slides please. Yes. This question was, "Do you provide training or capacity development programs for your individual participants and your community?" It was actually a question to find

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out if those are not necessarily participants in ICANN, are able to receive through their community any education or training.

Yes, some of them do, but the majority of people or majority of stakeholder groups does not. The conclusion for us was, that if ICANN could offer a really clear structured, modular system that – also the entire global stakeholder community could participate from this.

Not only those who are attending ICANN meetings, but also those who are affected by decisions made within ICANN, they are dealing with this in their daily core business, and have to get some deeper knowledge on some specific issue. Next slide please.

The next one. Question four was, “Have you identified any education training, orientation needs, or capacity development programs for your participants in ICANN?” This was focusing on those who are attending ICANN meetings and who are active contributors. And it was, well not very much surprising for us, that 100% results, or of the submissions, resulted in, yes there is a demand for specific – and I pronounce this, specific educational programs for our ICANN volunteers and for the active participants.

By the way, new ICANN staff could also benefit from this effort as well as Board members. This was something which was not surprising because it was discussed among this working group very often, and this is just confirmation of our opinion.

Next slide please. We ask then about the issues which are of interest, and I won't go into the deep of this question because it's a very diverse question and it goes very much into the development of any

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educational tools, either online, or face to face, or whatever. And we should keep this in our mind, and I want...

Just one detail that I want to mention is that understanding current ICANN issues was mentioned by 100% of the submitters as the most important issue to take care of and to be developed. Next slide please.

The next, yeah, thanks. Could you do it at every question? Okay. “Which target group in your organization might benefit from the capacity development program?” There was a clear distinction that newcomers might benefit. But for newcomers, we have a newcomer program already in place. Maybe this must be improved, developed, whatever, but we should not concentrate on the newcomers at this stage.

This was also clear for the working group in advance. But there was a great demand for contributors and for leaders, these are the last two columns actually. And so this was for us a conclusion to say, newcomers are the biggest group to benefit, yes of course, but programs for contributors and leaders should be developed in the future, there should be more – giving more attention to this.

Next slide please. “Would your group be interested in a leadership development program?” 90% yes. So no question. We have to maybe to find out, or we have to define what leaders are, but you will find out later in the survey. Leaders are not only chairs of stakeholder groups, they are all also working group chairs and active contributors to the policy development process.

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They don't have to be necessarily chairs of a constituency or a stakeholder group. Next slide please. Is this program... And now we're going a little bit into the detail of how such a leadership program could look like. No, you go one too fast. I think it was... Face to face, okay.

"Is this program to be face to face?" Yes there is a clear majority to say, "Yes we need a leadership program in a face to face manner." The original proposal for the ICANN Academy was actually only focusing on the leadership program, discussing with other constituency it turned out face to face is only half of the truth, there must be other truths in place.

But with this question, we like to get an idea, we like to get a picture if such a program would be preferred, and a clear majority said yes we would prefer a face to face program. Next slide please. "Who do you think should attend such a training program?"

Clear answer, all the leaders and prospective and future leaders. These are the greatest. You probably might not read it, but I know this survey by my heart by now. So [laughs] I can tell you. Clear majority for all your leaders and for perspective and future leaders. Next slide please.

"What is the best time to have such a program?" The answer were pretty much diverse, still the conclusion is we take the majority of answers and argue that the AGM might be the best opportunity to organize such a leadership program, because it goes along with the Non Com elections and with these elections by the community for the future leader.

This is around, prior to the AGM so it makes sense to welcome them there in a manner to get them in and to get them onto working, on to

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speak. Next slide please. “How long would you propose such a program last?” It should be between two days or three days, but this is something that we have to figure out.

This is not something we can propose, we can develop a curriculum, but we have to look at other opportunities, including on-line education which Matthew will talk about later. And the possibilities which are available for a special HM. Next slide please.

The question was, “How would you prefer such a meeting prior or after an ICANN meeting?” There was a clear majority, yes it should be organized prior to an ICANN meeting makes sense. You get an education program and then you experience the ICANN meeting by yourself. There are some detailed answers.

It could be either/or, it should be after, which are mentioned on the next slide but can be read on your online space. Next slide please. “How should such a program be scheduled?” Annually, every ICANN meeting, on demand, or other answers were possible. Newcomers program are and should be scheduled at every ICANN meeting.

This was the conclusion, and leadership programs should be scheduled annually, as mentioned before at the IGM. Next slide please.

“What are the expectations?” And this was an open question, and we received detailed answers on this. I will not go into the deep. But one thing I would like to make a conclusion is that, it is mandatory that all the existing and future models should be somehow evaluated if they fulfill the desired expectations.

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The working group could actually take it up as a task to develop instruments and tools, how we can evaluate if ICANN, if capacity building provisions fulfill these expectations, and how we can provide a measurable instrument to receive measurable results.

This is something which, if you spend a lot of money on, any tool this is something we should look into detail in our next programs. Next slide please. Okay. Thank you. As a point of departure, where we came from, I would just like to bring this to our attention again, that so far we were looking at the ICANN Academy as a framework, as a module framework, which was developed – or not developed, but which was proposed according to the level of engagement developed by ICANN staff and the community.

Which put people and communities into categories, observers, contributors, leaders, and ambassador. And we tried to mirror how those categories of people could be accommodated in an Academy framework. You see there is one right brick, one right module which says “Advanced virtual learning,” because this was something we figured out that online learning tools are not available so far.

And I’m very happy that we can work on Matthew Shears in this group, because Matthew was contracted by ICANN meanwhile to develop an online education platform. And I like to hand over at this stage to Matthew to explain us a little bit more about this stage of the development.

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MATTHEW SHEARS:

Thank you Sandra. Matt do you have my – thank you. Okay. So I'm Matthew Shears. I'm a consultant with ICANN. I've been brought on to help scope the project, the online education platform project. And I'll be growing through that at a high level, because we're still very much in the early phases.

A number of you know who I am, but for those who don't, and I apologize if this is repetition from the earlier session, is I was the Public Policy Director for [I-Sock 0:15:33]. While at [I-Sock], I was also one of the architects of the online, next generation learning programs.

I wrote much of the content for that program, and one was one of the content experts. And that's one of the reasons why Denise, Michelle, and ICANN brought me on board to help them scope this particular project.

Okay. So could you open the next slide please? So let me just say a couple of things first about this project. It's in its very early phases. So we're here to listen, to show where we are in the thinking, to take feedback, to understand how this platform will work with existing and future planned learning projects, including the Academy.

So the first point up on that slide is very important. And when we talk to people, including Board members, and the CEO about what the purpose of this platform is, it's very much an engagement and development tool for the ICANN community. So this isn't for staff, it's for the entire community. And an engagement tool that will hopefully facilitate, and professionalize engagement, both within the community and with external parties.



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And a development tool to develop the skills and the knowledge of the community, and also to develop the breadth and reach of the community, and hopefully to broaden that community. As important, certainly for existing and future projects, this is intended to compliment and support them.

It's not intended to replace anything. It is supposed to provide a platform on which existing and future e-learning programs, and projects, and initiatives can be based, if that is suitable. Next slide please.

So what it is? OEP is a scalable, flexible, online education platform that provides a structure for the creation and delivery of content across the community and beyond. Helps drive the quality and quantity of ICANN engagement, community building, and other objectives.

It builds staff, Board, community knowledge skills and expertise for the benefit of ICANN, the internet governance space, the Board, public, etcetera.

It educates and informs about ICANN's function, and its role in the internet ecosystem, among many others. It builds a common and coherent understanding among stakeholders about ICANN, about the internet ecosystem, about internet governance, about a whole range of subjects that are yet to be discovered.

It comprises a growing knowledge bank of information on ICANN that is accessible to the ICANN community and beyond. So it's very much a desire to establish a kind of foundation leveled platform upon which the wealth, and breadth, and diversity of existing materials can be

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leveraged and used. And on which new materials and new content will be built.

One of the challenges at the moment, and coming into ICANN as an outsider is, finding the content. There is an incredible wealth of excellent content across the ICANN website, and across the various community websites. But actually finding it and accessing it is actually quite a challenge.

And for some, I have a significant awareness of ICANN despite wearing a newcomer badge, because this is my first ICANN, but having been in this internet space for a while. But for somebody who comes to ICANN for the first time, this is a complex organization, it's a complex entity, a complex community.

And understanding and trying to find information about it is quite challenging. So hopefully the online education platform will provide a place where people can go to access that important core knowledge that they will require to understand what ICANN does, and hopefully to help them engage in their particular role or function within the community.

Next slide please. So what are we looking at? We're looking at a core set of knowledge modules, which contain content that are available to the Board, the staff, the community, and the public. Those content modules will be built in the beginning from existing materials, leveraging the excellent materials that are out there, and eventually will be built using new materials created by staff, the community, etcetera.

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They will be used to inform, to on-board, to train, and possibly many other purposes that we haven't thought about yet. This OEP will be accessed... At this point in time, the thinking is that it will be accessed through a portal such as My ICANN.

It will be a personalized portal. It will allow for creating different types of tracks, so a track for on-boarding, a track for training in a particular semantic area, or just the opportunity to go in and look at content areas as one wishes.

Importantly, it is also a workspace for content collaboration and creation. So one can anticipate that content modules will be created by staff and community working together, or different constituencies working together, to input into the OEP.

And it's also a training environment, building and recognizing functional and thematic expertise, and one could imagine building in assessment tracks and things like that. Matt, could I have the next slide? Thanks.

So what are the knowledge modules? So the modules are comprise operational, thematic, or functional content in a variety of media. There are excellent videos across the web, ICANN website, there are presentations, there are podcasts, there are documents, all of which will be brought into this system to – and put into these modules.

And then as I mentioned before, there will be new material that will be created. So each of these modules will have to have some common structure. From a learning perspective, it's important that it be coherent, seamless, familiar as possible so once you go into the system, the approach is the same, the accessing the modules is the same,

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understanding how you get from one module to the next, and the various tracks will also be the same.

So a set of module structure criteria will have to be established. The first set of modules, as I mentioned, will be relatively modest, but will provide for a basic common understanding of ICANN's purpose, how it functions, what its role is in the internet ecosystem, etcetera.

And then further ones will be developed and built according to whatever the needs maybe. Matt, will you – okay. So this is a very simplified, and very high level slide about how you would typically access these modules.

So for example, you're a newcomer to ICANN, and you've been recommended to look at the various ICANN functions through the My ICANN and the OEP, when you decide that you want to look at domain names. So you would go from a set of modules that describe the various ICANN functions, to a set of modules that talk about domain names, then you go to a further level of detail, for example, if you wanted to look at gTLDs. And then finally, you might, because it's very current, want to find out more about the new gTLDs to go to another set of content modules.

And then finally, at the end of that, you might come across the last module in the sequence so it would point you to associated modules, information that exists on other sites, links, further reading, what you can find on the [I-Sock] or [DIPLO 0:22:54], or ITF sites, etcetera.

So this is a very high level. You can imagine that for each of these boxes, you will have a whole set of modules, so the number of modules

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will be quite extensive depending on the complexity of the issue. And the thematic areas that you'll be covering. Next slide please.

So this is a bit confusing, but it's deliberate. It's to illustrate how the modules, the diversity of modules can be accessed in different ways. So let's imagine you come into My ICANN through the portal in My ICANN. And you just want to find something. So you just go into open browsing mode, you just look up whichever modules you want on the subject that you want.

But let's say somebody is coming new to ICANN, and there is an on-boarding process, and so in that on-boarding track, you might imagine that a series of specific modules have been identified so that person has a better understanding of what they're functional role may be, what thematic areas they may be covering, etcetera.

So the on-boarding, the issue of understanding ICANN, and getting a full sense of what ICANN is doing, or what one's function in ICANN is, will be facilitated through a selection of modules in the on-boarding track. You can also have a training track, where there may be specific tracks that may be relevant to a function or an area of interest.

If you want to follow a track on internet governance, for example, a set of modules will be identified for doing so. And then there will be skill building tracks as well. So, for example, how to chair a meeting. This is a useful skill, of use for a module to access if you're put in that situation and don't have any particular familiarity with doing that. So you can imagine a whole set of business skills to assist in the functioning of one's role at ICANN as well.

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Now these are just four areas. Depending on the content that's put into the modules, you can imagine a whole set of different types of tracks that would be accessible through this portal. Go to the next slide, thanks.

So where are we at the moment? We're in the fact-finding mode. I'm here to talk to, listen to, understand the needs of the ICANN community. We need to understand how the OEP work with, and what is its complementarity, and how it can support other existing in future programs such as the Academy.

We're here to talk to representatives of other organizations, such as [I-Sock] and [DIPO] and other similar kind of learning structures that are in place. We're also in the process of evaluating learning management systems. There is a commitment at the moment to use an off-the-shelf system, so they're looking at particular types of systems that might satisfy.

What we're looking at is really a mix between a traditional e-learning system that will be used in an university environment, and a more traditional corporate e-learning system. And it's a combination of those two that gives us the kind of flexibilities that we would need to put in place for the OEP.

I should say also, with regards to Learning Management system, and it's not in the presentation, but it certainly came up in the earlier meeting that the ability of the Learning Management system to cater for multi-lingual needs is obviously incredibly important.

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We're all assessing the resource requirements, financial, personnel, etcetera. You can imagine that as this program evolves, and the number of content modules increases, there will become increasing need for curating for those modules to ensure that there is a consistent learning environment and modules are updated, contents consist with the latest developments, and things like that.

There is a scoping business planned for the pilot which will be delivered at the end of April, that will be the first step. And should that move forward, there is a planned pilot beta launch for Durban using a limited set of modules comprising existing content that will be designed so that it will give users in Durban the ability to access the system to understand how the system works, and how to get a feel for the system.

Obviously it won't be a full system or anything close to that, but at least it would give users the opportunity to get a sense of what it's going to be like and how it could evolve.

So let me just add a couple of things. There are number of other considerations, in addition to multi-lingual, that are incredibly important. So obviously as a global organization, ICANN has to be conscious of bandwidth limitations in certain parts of the world.

The importance of mobile access to the platform as well. So there a whole range of other considerations, including of course, IT related considerations in terms of how does this system and platform integrate well into the existing system they use in ICANN, the website into My ICANN, and everything else.

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So what we're looking for is really a seamless integration, a user friendly integration into the existing structures within ICANN. A couple of points that were very important were raised earlier on, this does not in any way substitute for, replace, or anything else, the importance of face to face meeting, the importance of mentoring, the importance of other types of programs that may be in place at the moment or may be anticipated, to achieve other learning objects in the ICANN community, as ICANN evolves.

But the point here is that if we can find a system and a platform that is scalable, flexible, adaptable, and user friendly, there is absolutely no reason why this kind of platform cannot evolve with the needs of the community and the needs of staff, etcetera, going forward.

I think I'll end there because I'm sure there are lots of comments and questions. Thank you.

SANDRA HOFERICHTER:

Thank you Matthew for this very detailed overview about the work you've done so far. Meanwhile, I would like to welcome the other members from other constituency. I see we have a good representation now from the ccNSO, the ALAC, the Business Constituency, the registry stakeholder group.

And I will like to invite you all now to ask questions, also the remote participants, to Matthew about your online learning platform. Yes, there are people in the back.



MAN:

Thank you very much for your presentation. [? 0:29:45]. I just want to give a brief suggestion based on what you have been working on. Speaking as a [? 0:29:59], which also has a good learning platform and has also implement some face to face session.

As we have seen, ICANN is really structured in a format of bottom to top approach, and now what has happened within the area of internet governance now we have a lot of states, all about – within the globe that have studied implementing good national internet governance program from national to regional level.

And I would suggest for this Academy to be very strong with the new ICANN outreach program, which will try to use the national IG forums to have an ICANN Academy track. Since ICANN now has the ICANN speakers forum, we can easily get speakers to use ICANN, to use national IGFs to do something at this – what will I say? At the Academy, at the local Academy forum.

So that is a way we can really make it very scalable, and if we give them a possibility apart from the platform you are developing, that people nationally can also have a face to face contribution towards knowing about ICANN.

Because right now, you look at, especially in developing countries, you have only a sizable amount of people within a particular difference, maybe in South Africa the registry section is very strong. In some other parts of Africa, like in Kenya, in [IG 0:31:26] we are very strong on stuff like that.

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But at the national level, if we could do this face to face [like they have in 0:31:30] the Academy and session with the ICANN, because from all the regional [? 0:31:35]... a good idea. Thank you very much.

SANDRA HOFERICHTER: Thank you very much, good point. We have the queue in operational, first is Jean-Jacques, and then it is Victor and Veronica. And we have a comment from a remote participant.

JEAN-JACQUES SUBRENAT: Thank you chair, this is Jean-Jacques Subernat speaking. Two remarks. The first is addressed to you, Sandra, as the chair of this working group and through you to the leadership, the staff of ICANN. As a matter of principle, I think it would be worthwhile repeating the principle that for this kind of important, multi-year venture, there should be a call for tender in the designation of the consultant.

By the way, this is not a criticism, neither of Matthew Shears nor of the organization that he represents. I find that the methodology is very good. It's simply the restatement of a principle which sometimes gets lost in ICANN.

So I count on you to repeat that to the leadership of ICANN. The second point, so sorry. That means that at a further stage, perhaps after contract, one or the first year of the ongoing contract, you may wish to look further afield and if not to choose a successor to Matthew's firm, perhaps to have alongside with his firm in a teamwork, firms from other parts of the world.

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Now, yesterday when I made a similar remark about another session, I was told, “Yes, but the firm I represent is worldwide.” Disney Land is worldwide also, but it’s very, very American, isn’t it? In lifestyle, in cultural content. So I think that the Academy, perhaps more than any other areas of the ICANN venture, requires a multi-cultural approach, a multi-lingual approach right from the start.

And again, Matthew, I don’t mean to say that you’re not doing it. But you are what you are, as I am what I am. I am mainly European, with a bit of other peppering and salting on the side, but that’s how we are. So you need more genuine input right from the start.

My second remark is about the people in this room. It so happens that we have the benefit of the presence of many youngsters who have been brought together by Edmund Chung and friends. They are part of the Youth and Children’s Forum.

If anything, I think the members of your working group, Sandra, should go around and ask these people who are with us today, and for the next two days, to actually try out some of your ideas on some of them, because they’re the generation who will most benefit from your Academy, or from our Academy. Thank you.

SANDRA HOFERICHTER:

Thank you Jean-Jacques. Very good remark, and I think for the Academy because it is a structured framework, we will not maybe look for a call for tender, but when it comes to assigned lecturers, trainers for any program, then this should be considered. I absolutely agree with you. Thank you.

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Next in the queue is Victor [? 0:35:09].

VICTOR:

Thank you very much. My name is Victor [? 0:35:18], I'm from [I-Sock] Cameroon chapter. And I [? 0:35:24] also. So I really appreciate the initiative of building capacity of people who want to participate in ICANN. But before making my comment, I should please ask you to stop saying that.

I have been hearing these things saying that ICANN welcome complicated things. We want others to join, please stop saying what ICANN do is complicated. Because when you say that, people...

When you say it is complicated, you don't want to participate. So it has been said since, ICANN work on complicated things. It's complicated, let's all just stay out of that. Okay, that is the first point.

The second one is, we have been talking about collaboration between other organization. And many initiatives have been initiated on capacity building, on the internet ecosystem, and internet governance. I can mention the initiative of the Internet Society about the program, called the Internet Next Generation Leaders.

This program has been running since two or three years, and many young person trained to well understand the internet or consistent. And also well understand what ICANN do, and what is the role of the different organization in the development internet.

And the program that Matthew has presented, the same – very like that program. And what ICANN cannot – instead of initiating another

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program, enforcing what [I-Sock] have been doing and many more people benefit than starting another learning, online education platform.

So this my comment. Thank you.

SANDRA HOFERICHTER: Thank you Victor. You would just want to answer him on this? Okay. Let Matthew answer, and then it's Veronica, and the remote participant, Jack and Avri.

MATTHEW SHEARS: Yes. I think, sorry I didn't mean to interrupt. But I think it's important for me to just be clear about the differences between the program, because I am very familiar with the [I-Sock] program because I helped architect it and was one of the content creators, etcetera.

The difference is that the online program that [I-Sock] runs is very much about the history of the internet, internet governance related elements, and thematic areas. The difference here is, what we're talking about for ICANN is very much establishing also operational knowledge.

What does ICANN do? How do you participate? What do the individual constituencies do? Who is responsible for what? So there is a more underlying set of modules that really get to... So the people who come to ICANN, understand exactly how it operates.

And that's one of the fundamental differences between the two. I agree that when you get into thematic areas, there will be similarities

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between them. But certainly one of the real concerns was, if you come on board to ICANN, how do you understand how it works?

And I'm not going to use the word complicated again, I promise.

SANDRA HOFERICHTER: Veronica?

VERONICA: Thanks Sandra. Veronica [? 0:39:06] from the Republic of [? 0:39:07], member of Non Com. I have a question for you Matthew and a comment. Any indication or program looks at building certain competencies. So I'm very keen to hear out what are the key competencies that this specific program looks at.

And the comment, suggestion, given that the competence has three main levels, which is knowledge, skills, and attitude, it might be worse considering designing the modules in a way that they respond to these levels. In the [bringer 0:39:47] in the morning, you were hearing the concerns about the needs of different stakeholder groups.

If you look at the competence from this three level perspective, this might be the answer to tailoring the content and the methodology so that it meets with this. And, at the end of the day, it does build a certain competence. Thank you.

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SANDRA HOFERICHTER: Thank you Veronica. The next in the queue was the remote participant, and I will just read out the question inviting Matthew and Tijani to answer. Just because I know you were discussing this issue.

The question is from [? 0:40:31], from [? 0:40:35]. Will there be any option for certification with this e-learning system? Will universities be used?

MATTHEW SHEARS: Let me caveat this by saying that we are in the very early stages of this. So, yes. It is possible, down the road, after a number of stages and phases, that this could be used for a – and I'm going to say certification in quotes because I was reminded by somebody earlier on that using the word certification can mean different things in different environments.

But certainly, one can imagine as I think that slide showed, that there will be a set of tracks. So for example, one could imagine a certification in internet governance, for example. Not to say... That's an obvious example simply because [I-Sock] has got a similar thing out there.

But one could imagine that in different areas. So the whole range of areas where you can imagine if you take a set of tracks, if you take a set of assessments, and you end up with some document that shows that you've been through that track.

But I don't want to get ahead of us, because we're still very much in the early stages of understanding what the potential could be of this platform. But that is certainly one option down the road.

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TIJANI BEN JEMAA: So this kind of certification, evaluation and then...

SANDRA HOFERICHTER: Tijani, please say your name.

TIJANI BEN JEMAA: Excuse me. Tijani Ben Jemaa speaking. So I said this kind of evaluation and then certification, maybe a way for us to identify the different levels that Sandra show you at the beginning of this presentation with the different colors.

That means that there is someone that can go to this level, and is evaluated for this level, can be called, for example, beginner, or contributor, or ambassador. And this can be also not for the overall knowledge. You can know the system, but you are not expert in it.

But you can be an expert only on the new gTLDs. So you'll be assessed or evaluated as ambassador for the new gTLDs. I think this is one of the requirements that Sandra asked for, and this can be done through the evaluation and the certification that he spoke about.

SANDRA HOFERICHTER: Thank you Matthew and Tijani for this answer. I would just like to admit that, yes indeed a certification would make sense, and the level statement as per stakeholder group would allow this. But on the other hand, and looking at what Matthew developed so far, it is also clear that some participants might just come and say, "Okay. I need a specific type of information. I don't want to be certified, this makes no sense for me."



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And any Academy program structure framework, whatever, should allow both of it. And we just recognize that, in a session in advanced, that this is something we have to work on.

I have the queue in operation. We have Chuck, Avery, [? 0:43:56], Marilyn and Thomas [? 0:43:58]. And for this, I want to close the queue because then we go too long. Chuck, you are the next please.

CHUCK: Thanks Sandra, and thank you Matthew for your work on this. Just a quick short question before I make my comment. Is your task right now to scope out the framework for this? Or to actually get in and start developing content or both?

SANDRA HOFERICHTER: Sorry. My attention was taken away.

MATT SHEARS: My task is the scoping.

CHUCK: Good. Okay. That's good. Because I was just following up on the question about competencies and so forth, which is a very important point, but I understood her correctly than, that's good.

I want to say that I'm really happy to see this effort being done. I, like everyone else, enjoys face to face training, and the interaction with people. There is a lot of benefits to that, and I hope that we can do

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some of that, maybe in compliment what this other effort is, where this other effort is heading.

But the bottom line, face to face training, and we have to face this fact, is not going to scale for the number of people that are going to need this training. So I'm really happy to see this going, and hopefully the efforts can be complimentary and that we can train a lot more people eventually, and add new modules and so forth as we go forward. Thanks.

And I apologize. I have to leave for another working group.

SANDRA HOFERICHTER: Thank you. Next is Avri please.

AVRIA DORIA: Thank you. Avri Doria speaking. First I wanted to make a comment, just a quick comment, to Jean-Jacques on his original comment. As a member of the ATRT 2, the Accountability and Transparency Review Team, I want to make sure that you follow through, if you've made that comment twice, that you comment – make it a point to make that comment to the ATRT 2 so it doesn't get lost.

I have to say, I'm actually very happy to see this. I'm very happy to see the approach Matt is taking. I had two – a question and a concern. The question had to do with, in doing all of this and in scoping this, will you be scoping it in such a way that modules get real life alpha and beta testing from the whole range of stakeholder groups, youngest to oldest, language variety, etcetera?

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And so that's the question. The concern, when I heard of assessment, is I think a lot of us would like to learn stuff, but we don't necessarily want a grade somewhere that assessed me as not understanding anything about how the ASO works left on my permanent ICANN record.

So I think when we get to assessments, we really need to deal with the option of doing that, and the privacy aspects of getting graded. Thank you.

SANDRA HOFERICHTER: Thank you Avri. Next is Alan.

ALAN: Thank you very much. Alan [? 0:47:22] from [Am –Pock 0:47:23]. Thank you very much to both of you for the excellent presentations. I heard you Matthew mention a couple of times that the OEP would include the Academy. Did I get that wrong?

MATTHEW SHEARS: No. No I want to be really, really clear on this point. This is supposed to be a tool that is supportive of other initiatives, it's not supposed to supplant or replace. This is an important issue that still has to be worked out between the OEP as it evolves, and the Academy as it evolves.

But there is no substitute for the face to face component of many of the different learning environments that exist in ICANN. And that just doesn't replace that. This is supposed to support that. Can I just give an example?

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So I was in the newcomer track yesterday, and there is one – and this is not a criticism of the newcomer track, okay. But when I was sitting there looking at it, I was thinking to myself, “Wouldn’t it be interesting if there were a set of modules,” anticipating that this platform existed, “Wouldn’t it be interesting if there was certain modules about the very basics about ICANN? That everybody who comes to a newcomer meeting, would actually learn and understand first.” Because that might add to the level of engagement, the level of understanding, etcetera.

So I don’t see this as something that replaces that important component. I don’t know if that’s what you were asking.

ALAN:

Well, I may have expressed myself wrongly. My question was to Sandra, in fact, and to explain the, if any, the link between the Academy and the OEP.

SANDRA HOFERICHTER:

The Academy is the house for all capacity building provisions within ICANN. The newcomer strike, the OEP, material which is available online for people who are just visiting ICANN website, and the possible leadership program.

So this is the house for everything. And as Matthew mentioned, the online platform will support, or could combine many of those, and could be a supportive tool, which means that if a newcomer is attending an ICANN meeting, he has the possibility to use the online platform in advance to get a little bit more knowledge about ICANN.

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And so that the newcomer's program, which is taken place face to face at ICANN, or the leadership program on the other hand, can start on a certain point of departure where a basic knowledge is already transported. Does this answer your question?

Sorry Tijani, but we have so many people in the queue, I would hand over to Hong now.

HONG:

Okay thank you. The OEP project looks very interesting. While I appreciate ICANN's effort in capacity building, yesterday I heard everything from your CFO, Mister [? 0:50:41] mentioned you are actually running 300 projects simultaneously, so ICANN is really a busy place.

So I wonder whether these capacity building or learning projects coordinating with other projects, especially through our survey study which discovers that the demand for this request building or learning is actually a much diversified, there is no one size fit all solution.

And given that ICANN is establishing regional operating offices, and this morning we learned the first engagement center has been established in Beijing. So I wonder whether ICANN can presume the possibility to use this localized access to provide capacity building facilities, as more accessible to the local people. Yeah.

SANDRA HOFERICHTER:

Thank you. Next is Marilyn.

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MARILYN:

Thank you. I want to, of course, support everything in recognition of the work and progress. But I also want to note how excited I am that we could look at having a pilot in the online platform to possibly be interacting with by the time we're at Durban.

I think that one of the challenges, and I really appreciate this concept about scalability, I think we really need to keep that in mind, and understand that sometimes we can devise the perfect over a longer period of time, but we're kind of in a crisis right now.

We are focused on bringing a very large number of participants into ICANN in a very rapid way. And it is helpful if we can provide basic road maps and guides to help people understand who ICANN is. And I say that because I want to make a cautionary statement, and caution against the irrational enthusiasm of focusing on too much on internet governance in the materials that ICANN develops.

I say that, and most of you know, that my business focus is focusing on internet governance. What ICANN does is one small part, a critical part, but a small part. So of course there should be a module which explains how ICANN fits into the larger internet ecosystem, and the role that it plays.

But I also think we have to think about... To me, we have to think about this as building competency, capability, and understanding about ICANN so that we then coexist with the excellent work and material that exist in [I-Sock] online, and also at [Dip-O] online, and other places that are emerging.

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I also want to note a comment of support to a comment that [? 0:53:35] made, the national and regional internet governance forums do provide a fantastic space to encounter face to face, different people, in their regions or in their countries. And so it may be that one of our access mechanisms, and awareness mechanisms, about the online program could be through – you know, just including the outreach to that group.

Then I'm just going to make one final comment about how important the multi-lingual aspect of the making the program really accessible, and multi-lingual and multi-cultural. Because we really have to constantly remind ourselves, every one of us, that those two things are not the same thing, they are mutually reinforcing.

And having said that, there is a budget aspect to that, so I will be at the microphone, I'll be at the budget meetings saying there is a budget needed.

SANDRA HOFERICHTER: Thank you Marilyn. I was told Thomas, you are replacing Thomas because he had to leave?

MAN: Yes thank you. I'm Thomas, but I'm not, I'm speaking on behalf of Thomas who was sitting next to me. He was – he is the liaison of the GNSO counsel, and I represent my country, Switzerland, and the GAC. So he told me to convey a message, which if I understood it right, thank you for the chair.

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That has two parts. First part is to congratulate you on the initiative and on the great work that you're doing, and to wish you all the best in the continuation that he and I, we hope to see this going live quite soon. And the second message is one that I also share, that you should try not to become too complicated, while of course, trying to be inclusive and open in everything and be transparent and accountable.

Try to keep it as simple as you can. Try to keep the access barriers as low as you can, but also try yourself, your organization, as simple as you can because ICANN is already very complicated, and try not to add another complicated structure to it.

Keep it simple. Use human reason and not legal advice in how you set it up to the extent possible. Thank you.

SANDRA HOFFERICHTER: Couldn't agree more. Thank you. The next is Olivier.

OLIVIER CRÉPIN-LEBLOND: Afternoon again. Thank you very much Sandra. It's Olivier Crépin-Leblond for the transcript record. I just wanted to register my satisfaction with the progress of this working group. Especially the fact that it has the movers and shakers, many movers and shakers from ICANN and that appeared to be supporting the work.

But I'm also particularly pleased with the involvement of Matthew Shears in building the tools. That's one of the essential components of capacity building, and it's reassuring to see that ICANN, the organization



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itself, has recognized this and has therefore allocated the resources for this to happen.

So we're slowly building this pyramid, and it looks like there is more people getting involved, more bricks put in place, and hopefully we'll see the end product pretty soon. Thank you.

SANDRA HOFFERICHTER: Thank you Olivier. And actually I closed the line already, but we had a later arrival, which was Sebastian, and [? 0:57:23] ...but then taking the time into account, we are allowed to have 20 minutes more, but then I would try to keep the time. So first Sebastian, and then you [? 0:57:37].

SEBASTIAN: Merci beaucoup. Thank you very much. In order to use the tools we have in hand, while I will be addressing you in French, I know it's not nice, just forced you to get receivers, headphones.

Since you all understand French, it works out I think. But there is several questions regarding projects and whether there is a global view, and how things correspond to one another, how everything fits into place.

And I would say there is no global views at ICANN on the whole of projects related to training. There is another breaks which are being built, and it's a matter of good will from the staff, particularly to work on a tool which allows us to pose a number of courses online and workshops.

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And if I'm correct, Matthew you're doing this? You're developing these programs? Then we'll have to develop content and everyone wants comments to be multi-lingual, we're going to have to work together, and we're each going to each have to do it in our own language in terms of the subjects we need and on the subjects we consider to be useful for those who will be following us within ICANN.

And for instance, in regards to ICANN Academy, this corresponds to one part of the demand for an ICANN Academy, because ICANN Academy will also have to work on a face to face basis, on a virtual basis, and they work in other means, through other means of training.

So what Matt does is not the answer to every need, what Matthew is doing, I'm sorry. So to conclude, what I wanted to say is that as Chair of the Board committee which deals with participation, the PPC, I'm going to try to give us a global view on training projects. Who is working on each of these projects?

Who does what? Because, for instance, our friends from [Af-ri-lo 1:00:03] have working on this matter in a deep matter. They have worked a lot, they have accomplished a lot, and when [Af-ri-lo] gathered there members throughout different meetings of ICANN, they had to build and develop materials.

How to use those materials. How to implement those materials. How to integrate to integrate them into online courses, and how to use them on a face to face basis, if necessary. So I think that all projects should go on a parallel track.

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And I'll try to work with the staff for remedial work in this regard.  
Thank you.

SANDRA HOFERICHTER: Thank you Sebastian. Now the last speaker for today will be [? 1:00:50] and then I will wrap up and conclude with next steps to be undertaken. [? 1:00:55] you have the floor please.

MAN: [? 1:00:57] speaking. My first comment is on the multi-lingual aspect. I think when we talk about this, it would be maybe at least a few languages or the international languages. And as we all seen before, there should be a partnership between the old capacity building so that at the local level, people can see how or they can transfer their knowledge to their local communities.

My second comment is about certification. From my experience about some programs, sometime I'm afraid when people talk about certification, so I just want us to take time before thinking about that because somebody gets a certificate, they say, "I'm certified."

So I don't want people to think that ICANN Academy is something like Sisco Academy or something like that. Because some people in some countries, they work [? 1:01:51] and they neglecting the basic knowledge, in India, just trying to get certificate and showing this certificate, a [? 1:01:58] certificate.

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So the idea of ICANN Academy, people should understand this. It's a little different. It's a very good idea, but we have to really think about certification. Thank you.

SANDRA HOFERICHTER: Good point there [? 1:02:13]. Matthew do you want to answer on this?

MATTHEW SHEARS: I absolutely agree. And as I said earlier on, reflecting Avri's concern as well, we need to be very careful about that. And I see that as a potential further step. So it's not something that is an immediate concern, but certainly a platform such as this could accommodate that, if that is the desire of where to go with this.

And can I just say one other thing? I'm here. I would love to hear from all of you. I know that we're running out of time here, but I'm particularly interested in knowing what you believe the requirements are for people coming to ICANN from different regions, reflecting different cultural backgrounds, and what the basic knowledge that they need is.

And how that could be put into various content modules. So I'm interested in knowing that from you. People can contact me or talk to me here, and I would love to hear more from you. Thank you.

SANDRA HOFERICHTER: Thank you Matthew. I really hope that we can conclude our collaboration developing the online platform and developing the ICANN Academy in the future. And at this stage, I want to wrap up our meeting

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and ask Matthew to put on the next slide which says, conclusion and next step.

Okay, how to move forward. So the conclusion from the survey was, yes there was a need for leadership development program. We discussed the other part, the online program, now from the survey I take it.

Yes there is a need for the leadership program. ICANN should fill this gap because there is nothing out which covers this gap so far. And we should take into account that different [? 1:03:53] have different needs, using different tools.

And this was what we actually discussed in the last hour. And next slide please. So my proposed timeline, and this is not craft in stone, this is for discussion among the working group. My proposed timeline, or my proposed next steps are: the survey results, they are not, they should be compiled and then forwarded to ICANN leadership for consideration.

This should be done immediately. And we will have time after the ICANN meeting to finalize these conclusion on the mailing list. Then as we figured out, the synchronization of the OEP, of the Online Education Platform, and the ICANN Academy framework, this should be harmonized.

And this should be done, I think, jointly with global ICANN stakeholder, with a global ICANN stakeholder group. And I think this is a [lit 1:04:52] term, go where we have to work on, which is probably work in progress. We cannot say, “Okay, this is it.” I think it has to be constantly developed and improved.

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And then I see a clear demand to develop, or to move forward with the ICANN leadership program. I would propose at this time to develop it for the [ITM 1:05:14]. We could submit a revised proposal.

You remember, we had a revised proposal already for Toronto which was postponed due to various reasons. So I would propose that we submit a revised proposal until mid [? 1:05:29] ICANN leadership for consideration.

Workout and discuss a curriculum, which includes, of course, the use of the Online Education Platform as an integral part by Durban, which can be discussed and evaluated in Durban. And once we have the green light, yes a leadership program will take place in Buenos Aires. Then the right time to discuss participants and trainers would be after the Non Com elections and the elections by the community of [? 1:05:58] leaders, to think about who will be invited and how this program is going to be worked out in detail.

Are there any questions, remarks, on these proposed timeline?

SEBASTAIN:

If you need a budget, it's now, it's not in May. Because the budget will be published the 8<sup>th</sup> of May for community input, and then it must be provide before to be eventually included in the budget. And I will suggest to hurry up for any budget committed.

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SANDRA HOFERICHTER: Thank you Sebastian for this comment, and we will work with ICANN staff, with Heidi, to figure out this timeline and proposed changes will be published on the mailing list.

Any other questions so far? Any other comments? If this is not the case, I really thank you for your active participation and also the online participants for joining us. And I look forward to develop this group, which is becoming bigger and bigger, and which the task is getting bigger and bigger and more exciting.

I'm looking forward to it. Thank you [applause]. And thanks to our interpreters who all work [applause].