DURBAN – ICANN Online Learning Initiative
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ICANN – Durban, South Africa

FADI CHEHADE: Hello and welcome to ICANN one-on-one. This is a great introductory course that was set up actually for me for nice start today here at ICANN and my first reaction is these are so helpful why can't we make this available to others who are joining (low volume 00:04:53) to be insightful to help to get the fantastic depths of what ICANN all about. ICANN is all about no dictation 00:05:07] this is a great.. [No dictation 00:05:29 till 00:08:15]

NORA ABUSITTA: Hi every one, so sorry about this delay. My name is Nora Abusitta and I am vice president of public responsibility programs at ICANN and I am here to present you an overview of ICANN's online learning platform. I'm sure many of you have seen this proposal in a similar form in Beijing, when some of my colleagues put together a business plan to create a tool online, which would be used for engagement for education and which would serve the community. This came as result of many conversations with community members that felt that we need to consolidate all the educational materials that are available, put them on one platform that is easy to you use. that is accessible to everyone especially people who cannot reach ICANN meetings and so on so forth. We also thought this

platform in ICANN staff while for training and leadership training and so on.

The plan that we have is we've currently chosen the technology, we've chosen (inaudible 00:09:33) to be the platform for this educational tool. We are going to have an educational expert that will guide us through by building guidelines for what qualifies to go on this platform, the format that needs to be in and so on so forth. It's very important to note that the contents that would go on this plat form will mainly come from the community. It come from existing materials that are already out there, it come from the material the community will identify as needed and will help us to put together but it's really a tool for the community and so the community will play a huge role in feeding that platform, and of course we can have system administrator that will make sure it runs smoothly.

Phase one of the deployments will probably be mid august but the platform will be ready for you to try out in Buenos Aires, we are currently loading the information on the platform and hopefully by Buenos Aires it will be up in running on much smaller scale but at least you will be able to use them.

Phase two we will start building the content and by that we will take existing content from the community we will curate it and we will make sure that appears in the form that is easy to understand and easy to use.

Phase three is when we get a little bit more creative so we host more content that is being developed, we host perhaps

discussions, and we host a wide range of educational material that can become available to everyone. The methodology that we are going to use is as follows: We are going to create a bucket of modules that will form tracks. So, basically we will have number of modules that we can mix and match to create tracks, and I think the purpose of this to keep the modules as small as possible and easy as possible, so that people don't get bored with the platform and drop off after 3 minutes online. A very important part of this project is how we develop content and as I mentioned earlier we will have to set some criteria to regulate how this content is presented and how it actually goes from the community or ICANN staff or even external academic institutions in to the platform.

Phase one will rely on mainly existing material, we will take what we have and cleaner it up and put it up on the platform. Phase two will be created according to your needs, so basically every community every constitution will appoint someone who will be our liaison with that group and they will decide what they need. Should they need the information on one- on- one should they need information on how to join a constitutions , of this will be decided by you. All we are doing is providing a tool that you can use.

I wanted to show a few sample modules now I have to do disclaimer the might be completely different once we get to Buenos Aires just because we are learning how to use the technology, and we may need to tweak things a little bit so that it will fit to better but I wanted to show you more of the

approach that we had when we look at the existing content and how we curate it ourselves.

So we took the first thing, I think which is the most requested track as been ICANN one-on-one from talking to the community members. The biggest request was to for the person, the average Joe, who is in the street, who has no idea what ICANN does and what can you give them to make their entry into ICANN in whichever form easier. It's important to note, that that we recognize the fact that there's a lot of people who have no knowledge of ICANN at all, there's some people who have intermediate knowledge and then there's advanced knowledge. We are dividing our content in that manner. There's basic intermediate and advanced and even ICANN on- on- one we can look at it as that because people have some knowledge ICANN even if they don't recognize it and then that knowledge kind of grows with time. So I'm going to how you a video that we did with Fadi to welcome people how have chosen the platform.

FADI CHEHADE: Hello and welcome to ICANN one on one this is a great introductory course.

NORA ABUSITTA: Sorry about that lets start again, this is the third time.

FADI CHEHADE: Hello and welcome to ICANN one-on-one. This is a great introductory course that was set up actually for me when I started here at ICANN and my first reaction was this so helpful why can't we make this available to others who are joining our community. So I hope like I did that you will find this to an insightful course that will help you get into the fantastic depths of what ICANN is all about. ICANN is about an open borderless internet for everyone that's why our motto is "one word one internet" it's a very important mission. It's a mission that binds me to this team, to the activities of the ICANN in a very strong way and makes us frankly puts us in a very important role to advance the value of the internet and it's availability to all around the globe.

ICANN is multi-stake holder community. What does that mean ? That means we all work together from the bottom up to create the policies that define how the internet naming and addressing works. This is unique because the internet is a resource that is global for everyone and together we must do these things. Governments, civil society business all of us, that's what multi-stake holders is and that is what you will learn when you go through this course. I hope when you are done the mission of ICANN enters your interests, just a bit to me and that you participate in our great community that you give comments to the new policies that we are putting together and to participate how ICANN grows and embraces its global initiates and global mission, so welcome to this course and I hope you learn a lot from it. Thank you.

NORA ABUSITTA: So, as you can see the formats that we are using for the content varies a lot, we are going to use video and we going to ,make sure that the transcripts for the video are available, that there are subtitles for these videos, that three is audio available and all of this is because we are aware that bandwidth might be an issue for some of the learners and that they might be accessing on this on a mobile device that English may not be their first language and so we are taking all of these into consideration. Again because we see this as an educational tool, as an engagement tool, and we want to make sure that we reach as many people as possible. So content can come in the format video. It can come. We are also using lot of the existing materials that we have used in the past to introduce the people to ICANN and as you see these are very short paragraphs that people look at, they get informed and they move on to the next thing.

We go through the multi-stake holder model , we go through policy, and we explain bit by bit what ICANN is? what it does and how it is, how it fits into the ecosystem and so on and so forth. Then we have more videos for example. The third or the fourth format of the content will be really strictly just lesson form. So when I looked at this I thought my biggest challenge is to keep online, to keep them as engaged as possible make sure that the they go through the modules, they finish them and go on to the next thing. So we are very aware of the fact that we need to make these as user friendly as possible. We are looking at the different ways to keep more engaged so perhaps if

people complete one module, they get one badge and id they complete two they get two badges. We are talking to different constituencies, to see how they encourage their members to follow these lessons online.

Now that was tier 1, really the basics of ICANN. Tier 2 would take you more into the ecosystem and those are examples what the content good look like. So, I guess you get the idea of how the existing content would look like, updating it and feeding the system with it. The most I think at this point since the technology is not up and running yet I can't have you try it out yet, I would be interested to hear from you but I think it's important for me to emphasize a few points. The first one is that this is just a tool for you to use. It should just be considered another way of being introduced to ICANN, of participating into ICANN and it's also a place where you can play a large role by giving us content and providing us with ideas.

The second thing is, we want to make sure this platform is accessible to everyone. We are very conscious of that. We are conscious of the fact that we need to provide that in many languages, that bandwidth is an issue that it has to be, it can be accessed by on mobile devices and the last thing is that this is work in progress and we are learning going along. So you have to be very patient with us and we look forward to people trying it out in Buenos Aires and giving us their feedback. I think I will stop here and I will take questions.

(inaudible 00:21:42):   Nora, just to follow up on what you said, one of our remote participants, (inaudible 00:21:47) just before you talk about bandwidth, about how much bandwidth would be needed, and I think what you are saying is that the system is you are going to build it to be flexible to low and high bandwidth.

NORA ABUSITTA: Yes, and actually we are looking at various possibilities, but ultimately worst case scenario everything will have transcript.

RINALIA ABDUL RAHIM: I am Rinalina, an ICANN fellow from Pakistan, you talked about ideas, so I just wanted to give a suggestion that the best experience that I had in any of sessions was the one the DNS sec for beginners guide. So I would really want this online learning platform to have those videos, take the common life examples and portray a story so that people can link ICANN to their daily life activities, and they can really connect to it and I love doing that. I have many videos, so I can really provide you with some content too, I would love to, that's all I have to say thank you.

NORA ABUSITTA: Thank you. Yes we would appreciate any content that any of you have put together. DNS sec is one of the ones that will be featured in phase one, because it has does have great content for it and I totally agree with you, it does come in a form that is very easy to understand that you can relate to. So, thank you.

(inaudible 00:23:32)

Okay, before we start, if anyone has a question that is sitting back in the seats, please do come up and sit in the tables we can take your question on a microphone. So (inaudible 00:23:42.

(inaudible00:23:41):

Thank you, I'm (00:23:45) university and ICANN fellow, and I am doing my research on E learning strategies. Actually I have many questions. I would like to talk to you later if you have time about it, but now wanted to ask if this course intended to be only for ICANN members, or you are going out to do it globally like (inaudible 00:24:17), which everybody can join and take course and how long will be one course I mean one months, two months, three months because you didn't tell anything about that. Thank you

NORA ABUSITTA:

Thank you. This is very important. This platform will be available to everyone. So somebody who is already within our community or somebody who wants to join or somebody, who is doing a paper for university either on ICANN or internet governance. There will be areas that are restricted for the communities if they chose to, so think of it as big canvas, where we will populate it. Some of the constituencies might chose to keep it closed until they are ready to make their materials available but ultimately we are offering it to everyone. The length of the courses will really depend on the students. We were looking at possibilities of you know how long we can keep one student on a certain course, or should they system kick them out after 30

days if they haven't logged in and so on so forth. I honestly think that it's up to the learner or the students to pace themselves. Again some of the constituencies, who have small part in it, chose to have courses that have a beginning and an end date, then that's another thing and we are talking to the various groups about how they would like to manage their own spaces but the core modules will not be timed.

(00:25:57)ADRIAN: Hello for the record………..

SPEAKER 4:   Adrian, I am sorry, Olga had a follow up question, if you could hold one second.

(inaudible 00:26:08):   Yeah, sorry thank you and are you giving any certificate or do it will be just, you can just join learn and go and continue because sometimes people need to get certificates?

NORA ABUSITTA: We are also looking at certificates. It will not be an ICANN certificate I can tell you that much, but we are talking to academic institutions that we might partner with and eventual probably in phase 3 in collaboration with universities or institutes, they would grant a certificate for people who have gone through our modules but we are not going to create an ICANN specific certificate, but there will be mechanisms to

encourage people to participate more other than the certificates you know. We are looking at and giving badges and if you have x amount of badges you might win something within the ICANN community and so on so forth, but certification per se, we are staying away from it because it is not really our area of expertise really.

(inaudible00:27:04):

Hi for the record, Im [inaudible 00: 27:20] from Costa Rica. I'm a fellow, well I have several comments, and firstly I would like to commend the effort that has been made into turning this platform into a reality. I have able to participate in several learning platforms such as ISOC new generation English program and I considered them to be an excellent tool that really empowers the people. I would like to ask if there is some if there is some thought that has been given to the possibility of incorporating video conferences to the platform. I am asking this specifically because from my point of view, accomplishes two important goals. The first of all is it commits the student to the matter at hand, and the second is that it provides the student with the sense of the community that is similar to what we gain at the fellowship program. I understand from what you've told us that some of the things that I am asking about may be unfeasible because of bandwidth but I think that may be useful to think about them. Finally, I would like to comment that some of the faculty at the University of Costa Rica are trying to incorporate internet governance into our curriculum. So yes, I think that the effort that ICANN is doing might be able to be

able to connect with our institution and with many other institutions, so maybe we can talk later about it thank you

NORA ABUSITTA: Thank you first point the reason why it took longer is than we are anticipated to chose the was because it will make grow as much as this learning platform needs to grow, and so the capability of doing video conferences or classes that are live where students have a they can communicate with each other and it crates that community feeling and those will be available for really for anybody who wants to run from our community in a very organized manner obviously, who want to run a class this will be available and then the recording of that will then become, you know, a part of or parked somewhere on the platform. We also welcome any collaboration with any organization or an university that would like to use our content or that would like to provide us with content I mean, to me this is a part of how this platform will grow.

(inaudible 00:32:42): Good day for the record may name is [inaudible 00: 30:30] and I am a new comer fellow from Russia, Moscow and I am representing a nongovernmental think tank the Russian center for policy starters. Thank you for that presentation and I have number of questions and some comments on that because this initiative of an online learning platform on ICANN activities on a multistake holder approach it could be very relevant and very

important for the initiatives, which my organization, is trying to promote now in Russia.

So, first my comment, then some questions that relate to this, if the thing is that there is particularly no any systemic educational activities in the field of internet governance in Russian system of higher education. So there is no courses, no specialization on what is the technical essence of internet governance. How does it work, which organizational frame work and the sector of the component of the legal side, international legal side of this system, it is also absent. So, this is the gap, which needs to be closed, and some programs and courses or some more systemic activities, like whole specialization in the system of higher education probably could and should be introduced and there is such tools such as online learning platforms could be extremely useful because first of all there is a lack of teachers of professors in Russia, who could be able to teach such subjects and to read such courses. Here comes the online learning platform with the opportunities and possibilities for sharing information online and video conferences and interactive engagement, remote interactive engagement. It's really great, and you also told that there would be some opportunities for corporation with academic institutions both on input of content and for using the content of the online platform, so that's what I would like to discuss in more details probably after this session with you.

Next thing, is my question it would be if you are going to make some specially regionally adapted modules or blogs for these

online learning course or some specific courses for some particular regions like for (inaudible 00:33:17) particularly for Russia and are any courses in various languages like Russian , in French in mean any other languages anticipated on the phase three of the program that's an issue too because it would gain much more outreach, in Russia, if it would Russia and on this stage three probably it was mentioned in the presentation and you also mentioned in (inaudible 00:33:54) to your question a few minutes ago that there would be some options probably for certification for such courses, and if you do continue on this idea to develop it and to extrapolate it, in the future, could some options be disused for some diplomas if the online learning platform is initiative, is incorporated in the system of our education. For example state universities of Russia because there could be some opportunities, which we are negotiating now, but we lack content, we lack teachers and lack such courses from where we could borrow the formation from where we could adapt it for Russian students and so on, and we also lack the understanding for how the whole system effect the whole system of education should be built in this segment diploma certification and so on. So I could ask many more questions on that but this is definitely very interesting and very relevant for us now. Thank you

NORA ABUSITTA: Thank you for your questions, to comment on your first point, the content of this platform is really dictated by the need, so should you express a need for specific type of content or

specific language or a certain approach then you know, we will have a system that will answer those needs and we would create content accordingly. I am very aware that there is region specific content that needs to be created and at first when I first started working on this I said it has to be available on the 61 languages that's the way to go and then I realized that later, you know people in Latin America will not be very interested in knowing about content that is really specific to Russia, for example. So, not everything will be available in all the 6 UN languages unless we hear feedback from you saying we would like to see it in those languages. The certification and diplomas issue, I think I am going to give you the same answer. At this point I don't anticipate that this is something ICANN can produce but we're learning as we go, we definitely will reassess in six months we will reassess in 12 months opportunities might arise then, but at this point from what I can see I would much rather collaborate with people who have done this for a living, they are more than welcome to use our content and you know to build those courses and then eventually give their certifications but it won't be for ICANN for the next six months at least.

(00:37:13) OKSANA PRYKHODKO: Thank you, I wanted to ask you in how many languages you are to offer it, but you answered it and you said you will be assessing in every six months. Don't you think that it will be really good to have pilot project first and then continue.

NORA ABUSITTA: Yes as I said that early that the pilot will really be in Buenos Aires, where we will upload test tracks, probably 4 or 5 of them, ICANN one-on-one is one of them, the fellowship program is one of them, DNS-Sec is one of them, the new (inaudible 00:37:49) ICANN in Latin America will have those tracks, where I will ask people to try them before we they get to Buenos Aires, we will gather all that feed back and it will be reflected basically moving from the pilot to the more operational side of the platform. I just want to reiterate that the basics of the online learning platforms or the basics modules available in the 6 UN languages, the content that will be created later it's up to you to ask for it in whatever languages, you want but I want it to be automatically translated because, it is really upon the need if anything

RINALIA ABDUL RAHIM: Rinalina, ICANN fellow. I just wanted to ask basic question that right now like if it is going to be launched in Argentina but if an individual user, like he is an individual wants to contribute something he is not linked with any organization some content how he or she going to do that, like the way to contribute. Thank you

NORA ABUSITTA: We will have on our staff a person responsible for taking the information and feeding it into the system. We are calling it the curator. He will be with the liaison, with the various groups and constituencies, with the users and they will be a set of

parameters that we need to define and we are working on them right now to see what qualifies as good content and bad content because ultimately you know some things will work and some things won't.

RINALIA ABDUL RAHIM: and we can contact that person by going to website, ICANN website. Okay, thank you

NORA ABUSITTA: Not the ICANN website yet but once the pilot is up and running you will have that information.

RINALIA ABDUL RAHIM: Okay, you mean to say that till an Argentina meeting, it's going to be only your input and after that the pilot and then the people will able to continue okay.

NORA ABUSITTA: Yes and what we will be using for Argentina is existing content, so we are not creating anything new, we are just upgrading a lot of existing content and we are formatting it in a way that will work on the platform itself.

RINALIA ABDUL RAHIM: Okay. Thank you

OKSANA PRYKHODKO: How we can get access to pilot course, which you are starting. Thank you.

NORA ABUSITTA: I think once it's up and running we will be communicating with the community and sending emails the technology itself takes some time to build. They give you a very blank page you really need to configure and put together, so I'm hoping by mid August we will have something, and once we have something then we will contact members of community to try it on a small scale and then it will come available for pilot as in Buenos Aires.

JANICE: Nora, I've just been chatting with Ron Sherwood, our remote participant, and he started talking about bandwidth and so we are talking about his location, and its currently in Central America and the video didn't work for him, and we know that everything is just going as we go, but I mentioned to him that certainly we will be working with regional vice presidents and really understanding what the different regional experience is as far as being able to get a digital collateral and having to engage with them with this learning program, I was kind of stepping out there, but it is something that we are all looking at is how we really work, customized with the regions and what they need depending on their abilities.

NORA ABUSITTA: Yeah thank you Janice, that is very accurate and actually we are looking at the other possibilities of can we upload all of them o this mobile devices and sending them out, I mean we are looking at very possible way of making this available most remote of areas long as people express interest in it, so that's a very important point and we have to I think it' important to see as a part of bigger plan for the public responsibility programs of ICANN, I mean education is a very important piece of public responsibility.

AMIR: This is Amir from Pakistan, ICANN fellow. I have a question that you mentioned you might be collaborating with universities rather than delivering certificates or something. I would like to know that were the possibilities to integrate your course modules in our own traditional semester courses without calling these modules as trainings. For example if I am teaching some networking course or IT course, can I integrate your modules without specifically calling these as trainings.

NORA ABUSITTA: Yes because the content…….

AMIR: Or maybe copyright issues or something like this……..

NORA ABUSITTA: A lot of this is available to everyone as it is so I don't see may be I'm not thinking of the worst case scenario but I don't see any problem with any of the content being used in other courses, I mean the most important part is to get that information to many people as possible.

(inaudible 00:43:50) : Could I just suggest that you publish this under the creative common license just in case.

(inaudible 00:44:07): My name is [inaudible 00:44: 00] from Peru I am an ICANN fellow. My question is you considering taking evaluations at the end of the course in order to get information, what the participant has learnt?

NORA ABUSITTA: Yes, but we are trying to make it as attractive as possible, but we don't what that part to be the part that drives people away and makes them uncomfortable so we are looking at you know questions with multiple choice answers where the system autocorrects it, and tells them, you have got half of it right and half of it wrong that will not be barrier to move forward. I mean, a lot of people will see testing as I don't want to take donor want to take it as and I don't want to continue. So we are just using the softest way to access the knowledge if anything at least at this point. If later on when this system works and some of the constituencies decide that they want to use it as a

screening device for people who want to join them, and they want to test, then we make those tests in all restricted to that group only.

(inaudible 00:45:30): I am sorry, and you can say that this distance learning ICANN one on one can be just like the first phase in order to later continue the advance courses?

NORA ABUSITTA: Yes and no. I think it's important to do the ICANN one-on-one, but you don't have to do it if you're interested in other things right. So it won't be will be available there. We will have suggested tracks or we would say, you know at the end of every track we will say, where can I go next or what I can learn next these are suggestions, it doesn't mean that unless you do this you can't reach you know the second one.

(inaudible 00:46:10) Thank you.

FATIMATA SEYE SYLLA: We don't have any remote questions, are there any other questions that are on the table. One of the things that Nora keeps emphasizing and we know that the fellows are on the table and we had a new comer download last evening with some of the fellows are a lot of newcomers, and I hear a lot of same comments and it's about when courses are for beginners

and introductions, it's really good to maintain that thing throughout. Some of the comments were there were sessions here that seem to gear towards the basic level and then you would have ore advance information that would kind of throw a curve into the advance learning curve that is already happening here and those kinds of comments are the things that I Nora, know will embrace, and I don't know Nora if there is going to be an email address, of is there a mailing list or is there a way for everyone, instead of just writing it to your email box and just slamming it, that you might be able to take in some comments. Ron is also s offering that the he would really like to he is been on academy working group and he would like to continue on the online working group and have a place to be able to contact you and we want to respect your email box, that we keep promoting that, you go to the staff on website and you can find us first thing. Last name, sometimes with these kind of initiatives and the email box can flood, so I want to respect that and think that there might be the good way that we can suggest that we can take in these comments and really make this robust at its pilot form.

NORA ABUSITTA: Thank you. I definitely don't want an influx of emails on my address. We will create an account for people who have suggestions, questions, and concerns obviously problems accessing and all that. We are now and the end of the planning phase, we will start implementing and I think once were ready to make the platform available for trails and I think I have to be

very careful in saying, we would probably choose just a small number of people the that will try it out in the very early stages just to make sure that it will never crash, just the basic things that going to have anything to do with content but mostly technology, then we will make that email address available.

(inaudible 00:49:04): This is some kind of conceptual question. So, is the idea of the course that would be about the issues directly related only to ICANNS activities, because ICANN is the core medium of the (inaudible 00:49:15) approach but they are also ISOG and IGF and there are some and they are some layers of internet governance, which are largely beyond the ICANN's domain and this course is really great I guess that for example in my region the demand is even for a broader scope of issues to be taught and to be learnt remotely and the multi-stake holder approach as whole concept with all these issues with all the diversity of the problems with the ISOC activities with activities of the IGF and so on and so forth. Do you intend to expand this course in a later stages and probable to corroborate with other internet government organizations.

NORA ABUSITTA: This platform will be built on collaboration. The content will come on the form ICANN and its members. The content will have to do with IG issues, with ICANN issues, but it will also cover personal development like modules on how to build consensus, or modules on leadership or basics of mediation for

	example. So, I mean within reason we will not limit it to ICANN and we are not going to do courses on knitting or anything like that if you know what I mean but we will not limit it to you know just ICANN one-on-one or IPv6, you know it will encompass a lot of the existing materials that our partners that friends in the ecosystem.
(inaudible 00:51:01):	Well thank you, and it was just important for me to know that because it is not the first online learning ICANN platform, but as far as I see, it is the first online learning multistake holder platform as well so that's the point. Thank you.
NORA ABUSITTA:	and gain, and I can't emphasize enough that this platform we are just presenting a tool that works for community for the members of this ecosystem to participate.
FATIMATA SEYE SYLLA:	okay, so if there are no other questions thank you all for your rapt attention and attendance, it's really important this is huge undertaking for Nora and her team, and a huge collaboration with the community is required. So once again would just say continue to bear with us as we create the platform that these learning modules, which again (inaudible 00:52:09) of cleaning up and making more robust kind of information that we have and we can use on the pilot and then certainly we're going to be working to engage of all of your energy and enthusiasm to help

create this event further after Buenos Aires so thank you again Nora.

NORA ABUSITTA: Thank you all and I will be reaching out you to test it out, so be careful what you're asking for. Thank you.

[END OF AUDIO]