
TORONTO – NARALO Capacity Building Session 4
Thursday, October 18, 2012 – 07:00 to 08:00
ICANN - Toronto, Canada

MATT ASHTIANI: Hello everyone and welcome to the NARALO Capacity Building session on today, Thursday the 18th, the fourth NARALO Capacity Building session on Thursday the 18th of October of 2012. Please remember to state your name before speaking and to speak at a reasonable pace.

DARLENE THOMPSON: This is Darlene Thompson; can we have everybody state their names so that we can take a role call please?

EDUARDO DIAZ: Eduardo Diaz, ISOC, Puerto Rico.

OGI MITEV: Ogi Mitev, CO-ISOC.

GORDON CHILLCOTT: Gordon Chillcott, Greater Toronto Area Linux User Group.

ALLAN SKUCE: Allan Skuce, PCNA.

RANDY GLASS: Randy Glass, America at Large.

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GARETH SHEARMAN: Gareth Shearman, Telecommunities Canada.

GARTH BRUEN: Garth Bruen, NARALO Chair and KnujOn.

HEIDI ULLRICH: Heidi Ullrich, ICANN staff.

GISELLA GRUBER: Gisella Gruber, ICANN staff.

MATT ASHTIANI: Matt Ashtiani, ICANN staff.

DEV ANAND TEELUCKSINGH: Dev Anand Teelucksingh, Trinidad and Tobago Computer Society.

ANNALISA ROGER: Annalisa Roger, San Francisco Bay Internet Society.

GARTH BRUEN: Thank you very much and welcome, this is Garth Bruen. This is part 2 of our communication strategy discussion. Yesterday was about internal communications, today is about out-facing and web communications. As many of you know, the first things that I encountered when preparing for this meeting was the somewhat difficulty in getting to, even getting



to the application to be an ALS and then beyond that, the sort of non-web2o version of the application and if we're going to be the community body to the internet with the body, we should have an online form. Matt, can you bring up the dummy form that I created? Scroll down a little bit.

What I found when trying to get to the form, because it has obviously been a few years since I actually did it myself, was that it was seven clicks to get to the form and that each link to the form actually changed title along the way. What the form was called was easily lost. What I said was, first step, just put it right up front; if somebody goes there, they see it.

The second issue was the form itself; it was a Word document and the instructions were to fill out the Word document and then email it to staff.

We're trying to get people engaged within the community who are obviously busy with other things so filling out any kind of paper work, it's very easy to get overwhelmed and put it to the side and say, "I'll just do this tomorrow," and tomorrow can be any day. It can be any day and no day. Glenn and I had a discussion about this and we both thought that an interest form, a very simple straight forward interest form, would be better and that this interest form would capture all the header information that is in the actual application.

What would happen is that instead the applicant emailing the form to staff, the data of this form would be captured, emailed to staff, and then to us. And then someone from this region, most likely myself, but anybody could be part of this process, would contact the person by



phone and give them just a quick interview and help them walk through the final process of submitting the form. So, we make that connection immediately and they actually identify this community with a person and not just some phantom [jurocracy] within ICANN where they're waiting and waiting and waiting to hear back and sometimes don't hear back.

In my particular case, when I submitted my application, it seemed to take a while so I started asking people and I was informed that apparently my application had been lost. So we want to make sure that does not happen going forward. In terms of the rigor of the due diligence, you know and the seriousness of it, I'm not looking to chance the actual process or the actual application; I'm just looking to have steps to carry it through efficiently. Yes Gordon, you have a point?

GORDON CHILLCOTT:

Actually I have a question, Garth. This is Gordon Chillcott for the record. This first contact, I think, is a rather good idea, to have somebody call. Who do you have in mind calling? Yourself, or having Darlene call or having someone who lives close to the applicant call?

GARTH BRUEN:

I think that's an excellent point. Definitely if we could have someone who understands the community and is better affiliated with the person and maybe even they could meet in person at some point, which would be fantastic. Especially if it is a French or Spanish speaking region, we would want someone who speaks French or Spanish to talk to the person. This is something we have to think about. If it has to be me



each time, I'm certainly willing to do it; I will make the time to do it to make sure that these people are engaged but anybody who wants to be part of this process can be and we'll keep that in mind. In terms of the process, apparently it takes a little bit of time. What is the stated process time?

HEIDI ULLRICH:

This is Heidi; I'm just going to go off of my memory. Maybe Matt can put that link into the document that shows the timeline. It is nine weeks overall from the time that we receive an application. The steps are due diligence from staff, then that due diligence is sent to NARALO, then to the region, regional advice is then requested, next it comes back to us, then the ALAC votes either yes or no and then that organization is either brought in as an accredited ALS or suggested on why it has not been accepted it.

GARTH BRUEN:

There are two things that I want to address in terms of that process timing. The first is that I want to make sure if it's stated that it takes nine weeks that it does not take more than nine weeks; that's number one, and that we have a way to be alerted if it's approaching a deadline and the benchmarks are not being met that we can move forward.

The second one is maybe we can try and find ways to shorten that timespan. Dev do you have something?



DEV ANAND TEELUCKSINGH: Thank you, Dev Anand Teelucksingh speaking. Two observations; one, it is the elect responsibility to accredit any at large structure as part of the monthly call, there's a review of ALS applications, so that's the monthly check I suppose to say, "Okay, advice is still pending."

So the reminder could call and say, "Hey we haven't seen advice." So that's one thing. Second thing, I like what you did here with the interest form. That's a good idea I think actually. You could stay in communication with that ALS during the process and not just ignore them. One final thing, the PDF form, I don't think you're saying you want to change that, right? Because what we discovered is that the regional, typically the ALS applications were filled by the ICANN regional person in the area that met with the people and helped them fill out the form. That's an observation there.

GARTH BRUEN: Thank you. Gordon, quickly.

GORDON CHILLCOTT: This is Gordon Chillcott and speaking from a bit of experience, one of the things we found kind of comforting when we made our application was the fact that we were given the ad hoc status reports by the contact. This is a long process that goes through many stages; it's probably not a bad idea to let the applicant know where things are.

GARTH BRUEN: Thank you, excellent point. I have discovered there is a status update page. I don't know if it shows all the discreet steps in the application



process but it does show that the application is in process. We're looking at it right now. I did notice, and this is interesting, when I used one of the sorting functions on this list to see the status, if I picked "application pending" or something like that or "approval pending" one of the applications that came up was the Toronto Area Linux Group. I'm thinking they're already a member, why is it coming up in the search like that? I will send that one to staff, don't worry about it.

The final item I have on this particular agenda for the application, and I don't know, I wish Alan was here, if this requires any changes to our procedures because if we have to change the procedures we should do it but I would like to see a probation area membership for applicants because when we deal with affiliated at-large members they sign up, they get on the emailing list, and they start participating.

We're making full blown ALS applications wait nine weeks, can we just get the person engaged immediately and then if for some reason they are bounced for whatever, we cut them off or have them resubmit and correct whatever mistake they made. But get them engaged; they want to be engaged. Don't say, "Come and join us!" And then make them wait okay.

Just informally if someone is opposed to having this probationary membership please say so and then I will talk to Alan about the specifics of actually doing that if we need to change the procedures. Darlene do you have any idea if we need to change the procedures to do that? Ok, until I talk to Alan I will leave it at that and now we will go over to Matt who's going to discuss some wiki training.



MATT ASHTIANI: Hi, I'm just thinking.

HEIDI ULLRICH: This is Heidi, what we're going to do is take you through a very brief show view of wiki pages and we're going to start with the dashboard. He's going to be doing a screen share so you're going to see, when you log in, this is how we designed this, Cheryl and I actually designed this a couple of years ago when we switched from Social Techs over to Confluence, so it's very simple. I'm delighted that we're going to be taking some time to show you this. I'm going to hand it over to Matt with my interventions at times too.

MATT ASHTIANI: This is the main dashboard for At-Large. On the left hand side you have columns with various spaces that are organized by subspaces related to the ALAC, subspaces generally related to At-Large and the RALOs including NARALO. What you see on the right hand side are the most recent updates, changes, comments, uploads, and basically everything you would want to click on to see the most recent changes. Within this space, some of the main pages are the at large policy development page; this is a page that I maintain which is basically the source document for all the ALAC statements. On here you can see what is open, what has closed recently, and as well as the status.

If you're wondering what is happening in terms of policy, this is the place where you can figure all of that out. This is the at large SSAC report on Dotless Domains, what I usually put on the pages is exactly what's available on the PD page so you know when it opens, when it



closes, the purpose of it, and any background information that was released. We have the final statement as well as the first draft, second draft, or however many drafts it took to reach a final conclusion. It's also a historical website for you to see the development of the statement.

HEIDI ULLRICH:

When you receive the ALAC announce or when the secretary sends these on to the NARALO discuss list, that these workspaces, we create them for each of the open public comments topics. When ALAC decides to make a statement, they're going to put the draft on each of these pages for the relevant topic and then that's when you come to make comments. The penholder for that particular statement will read and then consider incorporating your comment. This is a key page for policy development within At-Large.

MATT ASHTIANI:

Yes and I'm sure many of you have received the call for comments email that I sent out. The call for comments always directly leads to the PD page related to that specific statement. For example, here's Julie, Julie Hammer, she was commenting on this so I hope this is clear. I know I talk very fast so if anything doesn't make sense, please just stop me.

We also have, like I said, the RALO workspaces and NARALO actually has, of my job is I need to reorganize the wiki and NARALO actually has, in terms of this, if you look at NARALO, it's completely organized. That's a very unique feature, I hope you liked it. I hope that it's very straightforward; you have the ALS, any elections that are happening, the



brochure, which is also very helpful when you meet someone new, maybe you don't have the brochure that you can mail to them but here you can email it to them, it is available in all three languages; English, Spanish, and French.

All of your meetings, so if you're wondering what's going on, you can just go to your NARALO homepage, go down to your calendar of events, which is most likely on your calendar already, but if you want to point anyone to the actual website this would be a good starting place for the RALO which I know you said you wanted to reach out to certain geographic regions and territories that haven't been reached out to before so this is a great way to send them the brochure and calendar without necessarily shipping something there.

HEIDI ULLRICH:

On this main page you will see basic information to the right; on the main part of the page again, it contains documents like the brochure, etc. Then under "Announcements" the information you will see that it's updated pretty regularly, so you'll see right now for October we have the NARALO Toronto event workspace in there. We also have under meetings and events we will have the most current meeting.

Under meetings and events the first line should be the most current meeting and below that will be the previous meeting, etc. There's also the organizing documents so your by-laws are on this page and easily accessible. There's a page of who your NARALO and ALAC representatives are, who your regional leaders are, and this is, again, meant to be your main page.



MATT ASHTIANI: It even has things like “Why Become an At-Large Structure.” It’s a great resource for anything that you should need. That’s the general overview. Let me see if I can find the working groups. Gordon?

GORDON CHILLCOTT: Can you go back to the previous page that you were at?

MATT ASHTIANI: Sure.

GORDON CHILLCOTT: As you go over there you will have to click on the NARALO Video Project link, I just want to show you the drop down. See how it’s underneath the video project as the NARALO Survey? How do you get it to the next parent level? It’s in the tri level which is not in the right place.

MATT ASHTIANI: If you wanted to move it from there underneath the main NARALO page, we’d just have to move the actual page. I believe there was a preset structure that was established so if you wanted to move it, let’s see...

GORDON CHILLCOTT: Yeah I couldn’t move it, it’s buried.



MATT ASHTIANI: Yeah, I need to log in, I don't know necessarily if this is something that everyone can do, but I can do it with my own personal login.

HEIDI ULLRICH: What we could also do is move that under "Announcements" so we can really highlight that. We did that when the survey was on, so throughout the spring, that was under "Announcements." It was an easy way for people coming to that page to locate and see that there was a survey going on at that time.

MATT ASHTIANI: If you want it moved you could always just send it to me and tell me where you would like it. Does that make sense?

GORDON CHILLCOTT: Yeah. Just to respond, I couldn't have the rights as an administrator to move it.

HEIDI ULLRICH: A concern when we were developing this is if we gave everyone those permissions, that page would rather quickly become unrecognizable. Perhaps it's something the chair and the secretary want to discuss about how members can request changes to the wiki page. If we could move on to the working groups, and again you can come to this either from the dashboard as Matt showed you or you go to the main ALAC page and on the left side, you'll easily see the working groups. So again, At-Large has approximately 15 working groups now; this is the portal to all those working groups.



For example, Dev who is a chair of two working groups, you'll see again that they go by standing in the order, standing and ad hoc. So you'll see Dev's two working groups; the At-Large New gTLD Review Group and the Technology Task Force. If you click on that, you'll come to those working groups' main work spaces. We've designed them more or less in a template form and then the chairs and the working groups are free to change that template.

In the interest of time, I'm going to click on the gateway, if you go back to the main page. So we've designed it, you'll see in purple, that was Cheryl's idea, because purpose is for ALAC, so the gateway box right there, links, has workspaces, quick links for wiki page workspaces that you should go to very quickly, you'll see that the PD, the Policy Development, is in there, the Executive Committee is in there so if you want to see what the executive committee [is doing] you can quickly click on that link. Also, my last point is right underneath that in blue is the wiki training guide. You have a hard copy in your yellow brochure but you also have the online guide in various languages.

MATT ASHTIANI:

I hope that was very helpful; if there are any general questions, I'd be happy to answer them.

GARTH BRUEN:

In the interest of time, I'm going to close the questions for the moment because Randy had specifically requested in advance that you speak and then Dev has a few comments about the whole social networking. I've been dragging Dev to each one of these meetings because I want



everybody to be focused and I want one effort and then I want duplicate efforts so I'm going to skip over number five because it's in the discussions and everything that we're talking about. We're just going to move on.

Dev, if you just want to give us a quick, quick review of what's going on with social media, thank you.

DEV ANAND TEELUCKSINGH: Thank you, Dev Anand Teelucksingh speaking. The At-Large social media strategy, in a nut shell, we are going to take content that's typically posed to announce, which is meant for all At-Large structures and re-distribute over social networks such as Twitter and Facebook. Those are the two low hanging fruits, so to speak.

So far we've implemented it by having it update from the confluence wiki page so that once someone has posted a wiki page, and right now it's only staff that has that ultimate control to actually create a block on the wiki, and then that goes out on Twitter and then goes up on Facebook. So far that has worked well after some testing. We've got some comments already, we should link to the YouTube, I think Glenn made some suggestions also regarding other things such as augmented reality.

Again, it's a work in process, it's not something that stands still, and I guess the thing to ask is, do you think NARALO needs its own social channel? In other words, do you think you need a separate Facebook page, a separate Twitter page? That's something you all probably need to discuss, whether that's needed or not.



GARTH BRUEN: Thank you very much Dev, we appreciate your input in all of these sessions. Randy asked me in advance to have a moment to speak, and I'm going to turn the microphone over to you.

RANDY GLASS: Thank you, this is Randy with America at Large. Unfortunately I didn't have hours and hours to go over what I wanted to approach you with. I promise I will only take about seven minutes and 23 seconds at the max. So first things first; I wanted to thank everybody here individually for what we're doing here.

Eduardo, thank you always being the one to volunteer so that I don't have to. I always appreciate that. Annalisa, of course, best of luck with your .Green and the non-profits that go with that. Gordon, you bring a wealth of experience to the organization. Seth, who I guess is still on Hawaii time, it's about 2:00 AM for him, we kind of joined at the same time as most of you all know, right at the beginning. His wealth of knowledge as an intellectual property attorney is something invaluable I think to this group. That's an individual that I don't think can be replaced by somebody else.

Louie again, with the wealth of knowledge that you bring to the organization. Joan, for being here also, it is really special and of course I really enjoyed the heck out of lunch yesterday. I love Korean food. Monique always brightens the place up. Gareth of course is the trooper, always striving to move forward. I just try to keep up with him half the time. Dana, who is also not here, I think he's on Hawaiian time



too, he's new to the organization but I think overall he's, one of the things he mentioned is, "I have no idea what you guys are talking about." He's trying and he's learning very quickly. He's really moving with the gang pretty much, and Ogi just came in here, right? If you need anything, need any help, just feel free and ask; this is a room full of very helpful people.

Of course, Garth, I can imagine the amount of work you put into this. I wouldn't have wished that on my worst enemy. We appreciate your leadership in this and being able to pull it through relatively seamlessly. Glenn, of course, the same level of commitment, dedication and hard work, again, I wouldn't wish that on my worst enemy.

The work that you put into this and the dedication is just something that can't be replaced. Darlene, for the incredible leadership that you offer and for actually threatening me to get me here. Fire and brimstone will come down on you, but I do appreciate it. Everyone needs a little kick in the butt every now and then.

Olivia, of course who's also seen as very supportive of us and everything that we do. This is in no particular order by the way. Of course, our ICANN staff, who of course, we can't do this without you, it's impossible. We really appreciate it. Evan of course, who puts in dedication, time, and efforts; I always trust in his direction and the things that he says and of course every now and then we have to tap him on the head and say, "Hey come back, come back to reality." Murray also joined us so we need to make sure he's staying up with the gang. Allan, of course, always here with the dedication. I love the hat; I have to get one of those.



And of course, the other Alan, the Greenberg, who's been with us since forever, again, always taking time and dedication, something that can't be replaced. We've also got Peter who is in the same boat, kind of new, trying to come in with us. So let's help him along. We've also got Thomas who's hopefully going to be our new ALS coming in very shortly with the NYC group. Of course Dev, who has got his dedication with the social media and everything. Of course, not to leave out our hosts, who we absolutely could not have done this without.

There was some talk about last night; I would love to have seen that budget for what we did last night. I would love to get a copy of that just to see that. Any bets on how much that cost? Our interpreters, of course, are very valuable. And of course any others that I'm forgetting, I just want to throw that out there. Tech support group who myself I'm sorry for leaving you guys out.

We always get left out. "Who's that guy in the corner?" "I don't know, I've got a problem." "Call him." "The photocopier won't work." "I'm not the photocopier guy." "You have to make it work." I'm not done yet though but I do really want to show my appreciation for everybody and everything that we do. Online participants, I hope you are all comfortable. If you don't have to get dressed, I envy you. Still yet, any participation, of course, is ultimately valuable. Anyone else? Did I leave out anyone else? Let me move along though, for what I really have to say.

In what we do, there's a Buddhist term in English, and it's selflessness. I don't know if many people are familiar with this term. We think of it as the opposite of being selfish but it's really not. What it really means is



the absence of one's self, you know, we're not considering ourselves in the equation.

I think it's important to realize moving forward that it's not the people here, it's not about you, it's not about me, it's not who sits in the chair, it's not about who is the secretary, somebody has to fill that position, somebody has to do this, and we have to do this, basically for the future. If we're not going to do it, who's going to do it? I trust in this organization, this group of people, that we're able to carry that forward. The reason I always get involved with things is that I don't trust anybody else to necessarily do it. I do trust other people here to carry things on with good ethics and morals to move forward with that.

Moving forward though, one thing about ICANN is that I can speak to people that have been in the IT industry their entire lives, who are deeply involved, yet they've never heard of ICANN. I like that, I really like that a whole lot. The main reason is because there is no predetermined thought process on that. You mentioned McDonald's, somebody has a predetermined thought process on what McDonald's is; it's basically a brand. ICANN, I don't think that really exists yet. I think that's actually the value of having the organizational structure that we have is that there is not a predetermined thought on it. You know, who is ICANN? You can go in and explain basically your view of what it is and what it is and their eyes glaze over very quickly.

The important part of that is once ICANN becomes known by the household individuals, there becomes basically a perception and I think that's something we need to be cautious of moving forward. One last thing, on that note though, the importance of what we are doing here is



something I cannot overstate. It's incredibly important. That's why the selflessness that I'm talking about is not about us. It's about the future. I will leave it at that, thank you very much.

GARTH BRUEN:

Thank you. You didn't get to get thanked in any of that, so thank you Randy for bringing your humor and your alternate American accent, which is always nice to hear. The fact that you will profess a lot of your comments with the by-laws say is great. I think to myself, "We have by-laws?" That was wonderful; you said everything so I don't have to say it. That's great, saves me time.

It's very easy to walk away from these meetings and think to yourself, "Something's happening!" And you become really excited and then a week goes by, a few months go by, and then you think, "Nothing's happening." Things only happen because you make them happen. If something is not happening, you have to look in the mirror. That's how we stay engaged as a community. If you're depending on an organization and waiting for them to do the right thing, they never will. You have to do it. We have to find a way to do it; you have to talk to other people in the community so you can get it done.

Not to cut too much into APRALO's time, I have some lovely certificates for you and I just want to shake your hand one at a time. Eduardo Diaz. Annalisa Roger. Darlene Thompson. Randy Glass. Monique Chartrand. Gordon Chillcott. [Louis Unn]. Allan Skuce. Gareth Shearman. Joan Kerr. And of course, the ubiquitous and omnipresent Glenn McKnight. And our newest member, Ogi. Thank you all for a great, great week.



Hopefully the beginning of a bright new future and Darlene has something.

DARLENE THOMPSON: Darlene has a way to thank Garth. We all signed this and thank you to our fearless leader, thank you so much.

GARTH BRUEN: Just keep doing the great work. I'm going to leave it at that because this the end of the meeting; but this truly never ends. Thank you.

HEIDI ULLRICH: This is Heidi; could we do a quick group photo? This is very rare that we're all together.

[End of Transcript]

