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JOHANNESBURG – ALAC Subcommittee on Outreach and Engagement

Tuesday, June 27, 2017 – 11:30 to 12:30 JNB

ICANN59 | Johannesburg, South Africa

UNIDENTIFIED MALE: This is the ICANN 59 ALAC Subcommittee on Outreach and Engagement on 27 June 2017, 11:30 to 12:30 in Ballroom 4.

DEVANAND TEELUCKSINGH: Okay. Thank you very much. A very good morning, good afternoon, good evening, everyone. My name is Dev Anand Teelucksingh, Chair of the ALAC Outreach and Engagement Subcommittee. In this session, we'll be sharing with you some of the recent activities of the ALAC Outreach and Engagement Subcommittee, or sometimes we call it the O&E for short. We'll also get some updates from the RALOs, some reporting as to what has happened during FY17 in terms of outreach and engagement. We have uploaded a presentation, and we're going to first go through an introduction to the Outreach and Engagement Subcommittee. Next slide.

The ALAC Subcommittee on Outreach and Engagement, we focus on two things: outreach to reach out to new potential members of the At-Large community and engagement to engage

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*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

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new and existing members of the At-Large community. We work with the At-Large community to ensure such strategies are implemented. We have a wiki homepage that anybody can go and visit, and anybody interested in our activities can join us. They just need to e-mail staff.

We have four Co-Chairs. We have a Chair for each of the regions. I should say that two of the Co-Chairs are absent due to clashes with other sessions happening at ICANN 59: Olivier Crépin-Leblond from EURALO and Maureen Hilyard from APRALO. Danial Nanghaka from AFRALO is participating remotely. Glenn McKnight is the O&E Co-Chair from the North American region. And myself, I'm the Co-Chair from the Latin America and Caribbean region. Next slide.

The next slide talks about the history of outreach and engagement, and it's just meant as a reference for those looking at the slide. Next slide.

Just to give you an idea of our own outreach and engagement members throughout the region, we have quite a lot of persons from all the RALOs involved in outreach and engagement. We've seen quite a significant growth from Africa and Latin America and Caribbean, which is all very good news. Next slide.

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What we're going to do now is just give you a brief summary of some of the recent activities of the ALAC Outreach and Engagement Subcommittee. Next slide.

That's to indicate how much work we've been doing. We've had 15 calls in 2016, and 6 calls up to June 2017. That's the amount of activity we've been having. Our calls are interpreted, by the way, so we have Spanish interpretation and French interpretation, so anyone is welcome to just join or listen in even as an observer and then decide to join or not.

We have looked at developing an outreach and engagement FY18 budget proposal for At-Large awareness at IGF 2017. This was submitted and accepted by ICANN, and we will be looking at that proposal later on in our agenda. We also developed an IGF proposal and submitted it to IGF, although ultimately this outreach and engagement proposal was not approved by the IGF.

We have had a number of outreach and engagement calls focused on the outreach events for ICANN 58 Copenhagen in coordination with EURALO leadership and Glenn McKnight who spearheaded publishing the ICANN At-Large guide for ICANN 58 Copenhagen. Next slide. Glenn, I see your hand raised.

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GLENN MCKNIGHT: Yes, Just go back to the last slide, please. I just wanted to mention we proposed in the ICANN budget two things: one is the IGF session which we submitted to IGF. As indicated, we didn't get approved. But the second thing is we saw the success of NCUC who had an outreach table at the event. There were 22 of us at the IGF Guadalajara, so we did submit that in May, and that's approved. So we should expect to see a table at the IGF, and that's the IGF Geneva on 17 December.

DEV ANAND TEELUCKSINGH: Thank you, Glenn, for that. Go back to the next slide. What we've also been doing is working on the At-Large community onboarding approach and documents, and again, we'll be showing some of that work we've been doing over the past few weeks. We've also had some outreach and engagement calls focused on the outreach events for this ICANN 59 Johannesburg.

We've also provided a space for RALOs to develop their outreach plans as part of the CROPP program. The CROPP program is just an ICANN program for RALOs to apply to travel to outreach events in order to conduct their outreach activities. So it's a structured program, and given that some RALOs were wanting to submit outreach proposals in late-July/early-August, we had to create the space to allow RALOs to develop those proposals and their outreach plans.

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What we also have been working on is updating our ICANN Stakeholder Analysis Tool. This tool is a drill down to where you can find ICANN participants, of course, the different groups, and ICANN activities. You can just pick a country and you would see how many fellowships there are, whether they have an At-Large representative, whether they have a GAC representative and so forth. We're not presenting this tool on this session, but I'll be happy to show this to people afterwards.

Finally, we've been looking at tracking outreach events using calendars. All of the RALOs have calendars at the link in the presentation, and we've also shared editing credentials for persons who have At-Large community wiki credentials so that. The reason, obviously, we don't put it public is because we don't want anybody to just put spam and stuff on that. It's like giving your e-mail password to someone. So you have to be logged into the At-Large wiki to see the links to edit and add events to the calendars. Next slide. Again, you can find out more information all on our wiki page. Next slide.

This is now the At-Large RALO outreach and engagement reporting activities for FY17. I'm actually quite impressed to see how many bullet points and so forth. I do want to caution: don't spend too much time. I want to give like three minutes per region. First up was AFRALO, and I believe Daniel is on the remote phone bridge. Is Daniel on the remote phone bridge?

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Okay. Daniel, if you're able to speak, the floor is yours. Again, keep it short. Three minutes.

DANIEL NANGHAKA: Can you all hear me?

DEV ANAND TEELUCKSINGH: Yes, we can.

DANIEL NANGHAKA: Okay. Thank you. Perfect. During the previous FY, we've had several outreaches within the region. I'll start from the [inaudible] that happened at the Africa Internet Summit in Nairobi. We had substantial representation at the summit, and also, we had Sarah, the AFRALO secretariat be on the panel during the opening ceremony [to show] a lot of engagement within the region.

A booth was also held at the summit whereby we had the different members come in seeking information about how they can [be better] engaged in the different activities of ICANN, especially ICANN At-Large and AFRALO engagement.

Before that, we were able to participate in the AFRINIC meeting that was in Mauritius, where the Chair, Tijani, and I were in Mauritius and different discussions were held. Also, I'm happy to

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report that AFRALO is [also considered a] high-level [constituent in the] African numbering community and during the discussions held in Mauritius also came up for the discussion between the AFRALO and AFRINIC MoU where signing will be done in Johannesburg, which I'm happy to report.

Thirdly, also one of the key engagement efforts that took place in Mauritius included a discussion of the student engagement [with] the local university. That currently is also happening right now during the meeting in Johannesburg, which I'm also happy to report.

Due to the different efforts that AFRALO has been engaged in, we have seen a substantial increase in number of ALSes to 53 ALSes in the region. I'm also happy to share that since AFRALO is having a general assembly, over 45 ALSes are right now in Johannesburg and they're getting at least to know and get engaged into all these the policy development processes.

I'm also happy to share that before coming to Johannesburg, through Tijani, there have been capacity building webinars that has been conducted with the different ALSes. After the webinars, these ALS representatives were grouped into four groups to attend different working group meetings while in Johannesburg right now.

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I'm also happy to report during this meeting that AFRALO participated in the AFRINIC Internet Summit in Botswana, in Gaborone, and [inaudible] saw a lot of engagement which also led to different ALSes coming on board.

I think that is the brief report about AFRALO. And also, AFRALO [was represented] in the AFRINIC meeting that was held in Congo, briefly about that. I'd like to hand it back over to Dev. Thank you.

DEV ANAND TEELUCKSINGH: Thank you, Daniel. I note Aziz is in the room. I don't know, Aziz, if you want to add anything [as to] what's happening in Johannesburg. I know there have been a few activities, so perhaps you can just give a summary, and if there are any upcoming outreach activities yet to happen. Aziz?

AZIZ HILALI: Thank you very much, Dev. I'm going to speak in French. [A figure] from Daniel, the number of ALSes were 52 ALSes, and two are expecting to become ALSes. So we doubled up our number thanks to our bringing awareness and outreach and engagement and thanks to AFRINIC as well.

What I wanted to add to what Daniel said regarding outreach, we did start something in Durban which is working very well,



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and I do encourage you to work that way. To have university professors for instance coming to us or going to universities, this is something that can be part of our work as far as ALAC or RALO, to work with universities, to explain to students how ICANN works and talk to those young people. They can get involved with ICANN.

We did so with South Africa in Durban in 2013, and we did it again in Marrakech. Daniel was present, and we went in this university, and the classrooms were absolutely full. We did the same in Johannesburg yesterday. We have some students from the University of Johannesburg who came, and not too many people of our subcommittee were present – that’s unfortunate – in order to talk about our work. I don’t want to say too much, but I would like to emphasize this idea of working with universities, going to academia and reaching out [to] young people right there.

DEV ANAND TEELUCKSINGH: Thank you, Aziz. Thanks for that summary and to Daniel for the summary for AFRALO. I'm not seeing any hands raised or questions, so perhaps we can go through all the RALOs and then ask the floor for questions. Next up is APRALO, Asia Pacific region. Satish? I see there's a question. Do you have a question? Okay, go ahead.

REMMY NWEKE:

I wanted to ask, even though I'm a member of the committee at the AFRALO level, is there any particular reason for our concentration on AFRINIC relationship? Because it seems most of our outreach – as you can see there – is basically on AFRINIC. I was thinking that, despite our we need to have relation with AFRINIC, there's need for us to also extend relationship or collaboration with ALSes, because these ALSes are scattered all over the continent at country levels, at national IGF levels, but I didn't see anything reflective of that. So it is important that we also take cognizance of that and maybe probably learn from what others are also doing.

And maybe – I didn't see in the agenda if there's an AoB. Okay, sorry. If there are questions, or do we just ask questions intermittently? Because in your presentation, I have some questions I would love to ask. Thank you.

DEV ANAND TEELUCKSINGH: Thank you. Next is Asia Pacific region. Oh, I'm sorry. Aziz, go ahead.

AZIZ HILALI:

Very quickly to answer Remmy, tomorrow, we're going to do a signature to renew the memorandum of understanding between

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AFRALO and AFRINIC, and we work very closely with AFRINIC. And we are the first RALO which has a direct partnership with AFRINIC, [and each] RALO has an agreement at the local level and we do work a lot with AFRINIC in several areas, and they do help out with meetings. So with the CROPP program Dev talked about, we do participate actively to the AFRINIC activities, and we're usually invited even at the opening ceremony.

DEV ANAND TEELUCKSINGH: Thank you, Aziz. I see there's a question from Naveed. Keep it short.

NAVEED BIN RAIS: Very short question. I just wanted to ask if we have some data about the outcomes of these engagements? I see these as just an indication of the efforts that were being made, but do we have data, what was the outcome, how much success we got from these efforts? Because that will help us in revising or reviewing our efforts, whether they're successful or not. Thanks.

DEV ANAND TEELUCKSINGH: Thanks. Good question, and perhaps it's something that we can catch as action item to really, as a follow-up, do an analysis and see what were the metrics achieved during each of these events. We won't have time to go through all of those type of metrics

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during this session though, but that's a good suggestion. So perhaps we can capture that as an action item. Seeing no further questions, Satish, can you give us an update on the Asia Pacific region?

SATISH BABU:

Thank you, Dev. Can we scroll up the slides, please? These are, in summary, the outreach and engagement activities of APRALO. I'm not going to read through everything. We have a bunch of engagement activities with APNIC, AP regional IGF, APSIG, which these are our partnering agencies and organizations in the region, and we have been attending and participating and partnering APNIC in the APRICOT meetings.

As a new item last year, we had two or three different programs. One is the APIGA. APIGA is the Asia Pacific Internet Governance Academy, which is held in South Korea, Seoul. That's an initiative funded by ICANN. The first edition was last year, actually, and we have participated in that. We have had the first Palestinian IGF. We had the first India School of Internet Governance, which was just before the Hyderabad meeting, and it had pretty good feedback that came up during the Hyderabad meeting of ICANN.

My list here is slightly different from this list. We've made a first contact visit to Beijing last year, which was funded by the local

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ALS, actually. About four of us went to Beijing to interact with the Internet Society of China, which despite the name has nothing to do with ISOC. It's a purely local Chinese organization. They had a very different structure, so we said we will visit them and see how they work.

We also attended the Internet annual event in China and also interacted very closely with Internet Society of China, which is currently one of our very active ALSes.

I think very quickly, I'll run through my list now. This report is also up on the website.

We attended two meetings of APNIC last year. Our members attended the global IGF in Mexico last year. We had two workshops that were approved. This year also we have a workshop which has been approved, so we'll be also attending this year's IGF.

Then the regular programs are running, all the ICANN meetings and so on which I will not mention in any more detail. The AP regional IGF? It is a fairly big multi-stakeholder event. There also, APRALO has participated in multiple sessions. The APSIG is new in the region, it is the Asia Pacific School of Internet Governance. It's an [inaudible] level school that supports the national schools. So we are part of the organizing group there in APSIG.

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Our members also have been active in different agencies, and the last point here is that Maureen became a director of the Public Interest Registry Council for .ngo.

The full report on APRALO's engagement is available as part of our FY18 outreach strategy plan. We have reported last year's and the current year's also.

This last point that was mentioned about what are the metrics that one should use to track the [relative success] I think is a very important point. Currently, we're not tracking in that sense. We are tracking the objectives of every specific event that we are attending, so all the reports from the events have this tracking, but we are not consolidating it, and perhaps it's important to consolidate this so we can assess. Thank you very much.

DEV ANAND TEELUCKSINGH: Thank you, Satish. I see it has been quite an active participation in various IG events there. Thinking more about the metrics and so on, perhaps what we need to do is something like maybe with outreach and engagement [we] need to develop a form, sort of like how CROPP uses a – we have to submit a report. Maybe we just have to do something similar for outreach and engagement and make that template available to all the RALOs for their outreach and engagement efforts. Seeing no hands raised, next is EURALO. Wolf?

WOLF LUDWIG:

Thanks, Dev. I will try to keep it as short as possible. As many of you know already, one of EURALO’s annual focuses for outreach is the European Dialog on Internet Governance, which was ten years ago co-created by EURALO. EURALO is a carrier organization and institutional partner of EuroDIG, and we had an amazing event at the beginning of June in Tallinn in Estonia, celebrating at the same time the 10<sup>th</sup> anniversary of EuroDIG.

In my opinion and based on feedbacks I got from a lot of people, it was the best EuroDIG we ever had and organized, on the organizational level, on the program level. We attracted two prime ministers from European countries. We had several ministers included in panels. So it was a highlight, let’s put it this way. And it’s always worth the effort being involved in the whole process. EuroDIG is not only a conference, it’s a year-lasting process, a bottom-up process, call for issues, then the program setting, etc.

Olivier Crépin-Leblond, the Chair of EURALO is one of the subject matter experts of EuroDIG. He is a Board member, so we are closely involved in this one. And we focused our CROPP candidates this year again. We sent five people to Tallinn. There was an ICANN booth in the foyer of the conference venue. Göran was there, had a keynote speech. Our regional guys like Jean-

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Jacques Sahel was present. We made a lot of outreach, we distributed all our flyers we brought to Tallinn. We had dozens of informal talks with new people from Europe who attended EuroDIG first who didn't know much about ICANN or EURALO. We had intensive talks, and I'm rather confident that we may get some more feedbacks over the next weeks.

This was a big part of the outreach for this year. Next opportunity will be the European Summer School on Internet Governance, which is taking place every year in Meissen in Germany, which is organized by Sandra Hoferichter. Olivier Crépin-Leblond is a faculty member, so this offers another opportunity in two weeks from now to do some more outreach.

Earlier this year, we had the opportunity [inaudible] conference in Brussels where one of our ALAC members, Bastiaan Goslings, participated. It was not covered by CROPP, but we could manage other way to make our presentation possible.

And not to forget, there is the biggest net policy event in Europe is organized every year in Berlin, which is Re:publica. Meanwhile, around 8,000 people every year going to Re:publica. It's a conference over several days. It started in a smaller context. At the beginning, it was mostly German language dominated, meanwhile it became quite international. I think most of the sessions are conducted in English by now. And a lot of our



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members from Berlin, like Annette Mühlberg, etc., were present there. So we're trying our best to optimize any reasonable outreach opportunity in Europe as much as we can. Thanks.

DEV ANAND TEELUCKSINGH: Thanks, Wolf. Any comments or questions? Okay. I do want to make one observation though. Your engagement taskforce in EURALO, just to repeat what was noted in previous calls, it had a very interesting way of engaging with At-Large structures where instead of bombarding people with the firehose of e-mails as usual when it comes to public comments, you had done a survey and identified certain subject matter expertise among those representatives. And then when the particular issue – I think it was a WHOIS issue – you contacted them directly and actually got them to become penholders for the statement, which I really commend. It's probably something for all the RALOs to consider. So just wanted to acknowledge that. Go ahead.

REMMY NWEKE: Thank you, Mr. Chair. I would like to actually find out in the setting up of this taskforce for the ALS engagement, what was the kind of TOR you provided for them? That's terms of reference, for instance, you provided for them. Maybe something other RALOs could also emulate. Thank you.

WOLF LUDWIG:

Well, let's say this was a longer effort. It started a couple of years ago, I think 2013, when we had a general assembly in Lisbon. We tried to find out what are five key topics in the ICANN remit which have a special relevance for EURALO and our ALSes. And of course, we found out that privacy and data protection is a key topic for European sensitivities. And there was almost sort of unanimous agreement that privacy, data protection, freedom of expression, topics like this should be among the five key topics.

So after we agreed on this one, the next step was – and this survey was conducted by Yrjö Lansipuro – we sent the survey to our members, and we asked them please give for your ALS one, two, three to five topics, what is your specialization? What in your day-to-day context on the local, on the national level you are dealing with? And then we were collecting the feedbacks, etc., and now we have a better picture about expertise and specialties of our members. So whenever an issue bumps up, we can directly refer to them and invite them, encourage them, “Are you perhaps interested to draft a statement for EURALO to be handed over to ALAC?” As we did last time in the WHOIS context.

DEV ANAND TEELUCKSINGH: Thank you. Tijani, I saw your hand raised. A brief intervention.

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TIJANI BEN JEMAA: Please, I would like to apologize for being late. There was – in my head – a conflict of time. So I am sorry. I am getting old. I don't know if I am intervening in the right time. If you are discussing EURALO activities, it's not the right time. But I want to speak about something, specially about the presentation.

DEV ANAND TEELUCKSINGH: Perhaps you can do it under Any Other Business? Would that work?

TIJANI BEN JEMAA: Pardon?

DEV ANAND TEELUCKSINGH: Perhaps we can come back to it after we do the whole agenda?

TIJANI BEN JEMAA: Okay.

DEV ANAND TEELUCKSINGH: Okay? Hopefully we can get through it. Thank you. So next is LACRALO. Aida, Humberto, or Maritza, would want to say a few words?

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HUMBERTO CARRASCO: I would like to emphasize the MoU that was signed with LACNIC. That was a very important step in our region, and this was also an outreach activity. We had an outreach activity [inaudible] and we will continue working on this agreement with LACNIC and working in [gender-related] activities and in a program called On the Move because we will continue with our outreach activities. That's all. Thank you very much, and I give the floor back to you, Dev.

DEV ANAND TEELUCKSINGH: Thanks for that succinct summary, Humberto. Next is NARALO. Glenn?

GLENN MCKNIGHT: Thank you. I want to address right off the start with what [Manish] asked about in terms of tracking. If anyone here has read the CROPP report that was done by Robert and [Bernadette], he talks about the number of trips, but he doesn't actually talk about metrics in terms of the results, in terms of the number of ALSes that were recruited. And it's something that's missing in the piece.

The way we addressed that with our RALO, obviously, people have to do reports. But we also send out a six-month follow-up

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questionnaire to those people who were designated travelers, “Did you follow up with your leads? Did you talk to X, Y, Z? Did they actually express interest?” So, in terms of our outreach efforts, we succeeded in recruiting one new ALS, but the success I think we've had is getting unaffiliated members. It was a huge jump, and thanks to people like León who's here and John and Tom and other people who actually went out there in each of these events.

Much of the stuff that we did was very targeted. In terms of the trip last year, IGF USA is based in Washington. We didn't have a booth, but because many of us were there as well besides Seth and [Louis,] myself, Judith, Dustin from ISOC Washington, Joly from ISOC New York, so we had a very large team at the IGF USA.

In terms of literature, we had a really old brochure, and we weren't crazy over it. We redid our brochure, but it's only an electronic version. But we have a really attractive mail card now that we used very effectively. The city conference was a very focused group, focused on city TLDs. The personal democracy one, Dr. John Laprise did that one. And a very important one that Leah has done was the ARIN event.

Leading to that, we have a signed MoU, and like everyone else – virtually everyone has a signed MoU, but what did you do with it? How did you leverage that relationship with the RIR? SO what

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we did instead of having a general assembly within the ICANN space, we integrated, we cohosted with the New Orleans event which was at ARIN.

What we did is each morning, before the ARIN event, we had topics, and then we had the day and then everybody went home. But what's important about the New Orleans event is working with staff – and this is critical, the staff has been extremely valuable in terms of helping us in this process – is coming up with hot items, action items out of the general assembly.

I know you guys are doing one here. It's what you do with it afterwards. Not only motivating people, but also follow-up. So just like the CROPP, what are your results, but also general assembly, same thing. Because it's such a major effort.

So what we did, just like you guys are doing here, we had a booth and who anyone was there – in fact, some of us were a little aggressive in our marketing. If they didn't come to our booth, we made sure we went to them during breaks and stuff. So it's a much smaller even than 1,500 people who are here, but it was a huge impact, I believe. Leah and Alan were both there, and I think it was a huge success. So I'm just going to say just in passing, if you guys are looking at general assemblies, really consider doing it with your RIR.

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And the feedback – and I don't know, Alan, if you heard this – but Ray heard about, saw the report. He was ecstatic that we did it. And I'd like to thank especially ARIN for tolerating us, and I think it was a great success.

So what about engagement? We have 26 ALSes that attended the event. People are very quick to get a free trip. “Yes, I'm there.” And then they disappear. But in terms of our RALO, we do a midterm report and an annual report, and our attendances have been remarkably good. Considering we only have 26 ALSes, we have around 20-22 people on each of our monthly calls.

Many of us are very active in working groups, and we are really trying to get a handle on updating our information such as the mail card, the electronic brochure, our slogan. We created – and I actually have to thank Dev for this inspiration – the ALS profile. If you haven't seen it, I shared it with each of the RALOs, and it's a profile on each and every RALO so people can get to know each other.

We did two surveys, one about six months ago, which was to try to find out what they're interested in, in terms of policy stuff. So we had that survey to start off which helped us shape what are the topics that we should do at our ARIN [inaudible] general assembly.

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But just like EURALO – and thanks to EURALO for coming up with that, and we did the same approach. [inaudible] e-mail, we sent it out asking people. It started in February, and we have about 90% completion rate. Of the 60 categories that are topics, same as you guys, we have 161 identified people who are from ALSes who have an interest. So I'm very happy with that result as well. Are we going to talk about our strategic plans for CROPP? No? You don't want me to talk about that?

DEV ANAND TEELUCKSINGH: Well, we have about 15 minutes left.

GLENN MCKNIGHT: So you want me to stop talking?

DEV ANAND TEELUCKSINGH: You can post it in the chat. So, thanks for that, Glenn. I'm not seeing any questions, which is fortunate because we don't have that much time. So let's go quickly into the next agenda item, which is an update on the outreach and engagement proposal for IGF 2017. So next slide.

Originally, as I said before, we had submitted to ICANN in early January an outreach and engagement FY18 budget proposal. We



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then also subsequently developed an At-Large IGF proposal which was ultimately not approved.

Now, initially, I have to admit I also mistakenly thought, “Well, that was that.” But actually reading what the ICANN Finance said in their approval of the outreach proposal, they said that two travels are approved: one from the Outreach Subcommittee and one ALAC member for travel support to the 2017 meeting. Granting of support is contingent on MAG approval of at least one At-Large RALO workshop.

So, even though our proposal was not approved, at least one APRALO proposal was approved. So, in a sense, we do have this travel available to us. So I think our next steps are to now really figure out a way how we can synergize this proposal with the RALO proposals and perhaps see how we can implement this. We’re not going to try to make the decisions now, but it’s something to note, because the initial reaction was when we saw the initial thing was rejected, we thought, “Well, that was that.” But it’s actually not. We still have the funding on our proposal to do the outreach at the IGF. Wolf?

WOLF LUDWIG:

Thanks, Dev. Regarding the IGF planning, EURALO also submitted a workshop proposal to the MAG, which was unfortunately not accepted. But the next IGF will be more or less

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at our front door in Geneva, so I'm very confident that we can manage by other ways and means, [inaudible] etc. We will coordinate with At-Large staff what else we can do. We will be present in Geneva in any case. At least three to five people from EURALO will be present, so we will try to make the best of it.

DEVANAND TEELUCKSINGH: Thanks, Wolf. And indeed, as Glenn mentioned earlier, we do have a booth that we're planning for it. So obviously, we'll have to now look at how we schedule peak time at the booth and what materials we need from staff and so forth. Nadira?

NADIRA ALARAJ: Yes. I just want to mention that we have a workshop which our [inaudible] from the global south accepted, and some of the members from the global south are in the leadership here, like Maritza, and for example, it was individual organization, we don't have travel support. I don't know if there is a possibility to include under the budget which was allocated if possible for some of them already accepted. I don't know how it works out.

DEVANAND TEELUCKSINGH: Thanks for that. Well, we can't really deviate from what the budget proposal, what ICANN gave in its response. We can't go back and say we want more or we want less. So we have to

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follow the guidelines explicitly from ICANN Finance when they approve the budget proposal. But it's something to note. And I believe Maritza, as you said, you also had another IGF proposal. Do you want to say quickly a few words on that or not really? No?

Well, perhaps what we can do also – and perhaps you could take it as an action item – note the proposals which have At-Large members participating in. Perhaps we need to then coordinate how we're going to do outreach at the IGF 2017. And again, Wolf as well, given that it's in Europe, so it will be easier for a lot more European ALSes to attend. So, in subsequent calls, we can look to develop this in a more structured manner.

Seeing no further hands, let's move on to the next – we can skip that slide. Okay, so the next thing is looking at some of our onboarding approach and documents. Next slide.

What myself, Beran, and Isaac from the Outreach and Engagement Subcommittee have been looking at is trying to come up with a structured approach to how we get persons involved as a sort of stakeholder journey. We want to promote At-Large. You understand more about At-Large, you can then join At-Large, you become more engaged in At-Large, and then those engaged persons can help promote At-Large. Sort of the circle of life, so to speak. Next slide.

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The challenges that we have when looking at promoting At-Large and understanding. ICANN is a very arcane ecosystem. It's a crucial ecosystem, but it's quite arcane. Lots of acronyms. So we noted that most of those end users don't really have an understanding what those terms mean and have misconceptions. Because of that, there isn't really an appreciation of the issues involved. And, well, "This doesn't affect me, so why should I care?"

So what we have thought about is on overcoming the challenges – next slide – was that we sort of need to develop a toolkit. It'll be a formal toolkit that can be used by At-Large members in educating the wider public and At-Large representatives can use to educate members in their organizations and getting persons in their organization to care about ICANN issues. It can be made available online and offline for ease of use and access. And obviously, those series of lessons can be made available in multiple languages and so forth. Next slide.

What we try to do is look to develop a series of those [inaudible] presentations. The first one is kind of like a "start here," which presents a tailored set of topics or slides, depending on the audience. The next presentation slide deck is like, "What is the DNS? Who coordinates it?" That will introduce the concept of what is DNS and introduce the concept of what is ICANN the corporation and ICANN the community.

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The third slide deck is on policy challenges/issues in the DNS. That will help new or potential At-Large community members learn about the policy issues and why they should care about those issues and how by being part of the At-Large community they can become involved in those issues.

The fourth one is like an introduction to the At-Large community, a slide deck about what is At-Large community, what are its key activities, how to engage. The fifth one is for navigating At-Large. That's for the existing members. Some of the engagement challenges, like how to use Adobe Connect, what is Adigo, those types of things, how they could find relevant information on the wiki and so forth, and how they then participate in At-Large activities.

We've produced draft versions of like four of these things, and the next few slides are just going to briefly illustrate these slides. Next slide.

What we conceive is we can target the type of lesson plan or structured approach based on who the audience member is. If you're already an existing member, if you're new to ICANN, if you're a person of the public, that type of thing, you click there and you drill down to a structured approach. Next slide.

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What is the DNS? Again, we try to illustrate in simple language what is the DNS, what are the DNS lookups, how does the DNS work, and then show what is the ICANN community. Next slide.

The policy issues. This is an interactive slide deck, so if you look at the top left, you see that there are 12 policy issues. If you click on one of the policy issues, you get one slide talking about the summary of the policy issue. We also put links to videos of At-Large community members explaining the topic.

The next slide then goes into why should end users care. Sorry, we still haven't finished that. The third slide then says, “Why should end users care about those issues?” And the final slide then says, “This is the working group, this is where the past statements on history of the issue” and so forth. And you can jump back and forth between it. Next slide.

The final slide is the introduction to At-Large. Most of you are familiar with these slides, because we've been working on this when we were trying to do our sessions with the NextGen and Fellows. We were developing this over the past year, and we've been trying to do these other slide decks in a similar manner.

Obviously, I'm not going to be able to go through the entire deck, but what we do want to do is – well, next slide. Right. Okay.

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So what we do want to do is get some feedback on those slide decks. We have it all posted up on our wiki. If you go to the Outreach and Engagement wiki, one of the first links there is the link to all of these documents. And we're also looking to get some help in trying to come up with – refining the concepts, and so we can then present this as a structured approach and make it available in a variety of ways – PDFs, online presentations – and again, make it easy for all of the At-Large community to be able to use these types of approach. I don't know if anybody has any comments or questions on those ideas. Tijani?

TIJANI BEN JEMAA:

Thank you very much, Dev. Is the Outreach and Engagement Subcommittee a community subcommittee or not? It is. So when you put this program in as a program of the subcommittee, I think it is wrong because this program isn't a community program at all. The community didn't participate in the conception of the program. The community didn't participate in the identification of the mentees, neither in the identification of mentors.

And more than that, you weren't informed about that since very late. So how can you say it is a program of the subcommittee? It is not. It is a pilot program done by the staff. I am not criticizing

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the program at all, but I am saying that it is not a community program and it is not the subcommittee program. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, Tijani. I just want to say that the documents and all that were done by the Outreach and Engagement members. There was no staff input. We relied, for example on the policy issues slide deck, we used the existing outreach and engagement materials that were developed as the “Why End Users Should Care” document. So what we did was we took that and made it in a more accessible manner rather than one long document. So all of the content was all worked up by the Outreach and Engagement Subcommittee members. So, I understand you have that part about the actual onboarding, but I believe there are some discussions on that as to how to resolve that moving forward.

TIJANI BEN JEMAA: I am not speaking about the content that you presented. I'm speaking about the onboarding program, which wasn't decided by the subcommittee. I am sorry. So you cannot say it is a program of the subcommittee. That's all.



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DEVANAND TEELUCKSINGH: Okay. I could respond to that, but I see there are some queue questions, and we're also running quite long on time. So first Glenn and – okay, actually, I see a new person, so let's defer to that. Go ahead.

UNIDENTIFIED FEMALE: Thank you so much for this presentation. Actually, for me, it's the first time in ICANN. And since I came yesterday, I want to say that this is one of the best that I've seen, because here I'm seeing things that could tell us what exactly are the issues, what are we looking at. So I don't want to – maybe these are official issues really – but I feel that this is one of the very best things that could happen to first-timers if you ask me.

And then of course to take back to our communities on actually looking at how to simplify quite a lot of things. Acronyms, different subject matters that we can look at in ICANN. So, if you ask me, this is actually a very good resource that I think I personally want to take back home and then look at details. And of course, having those slides that could actually spell out those things that people would like to know about [have been] on the AFRALO online page for several months, if not years.

But I can tell you I really don't understand quite a lot of things. I'm only following through, and sometimes I get tired and I just get off it. I was telling Seun yesterday that while he was making

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presentation yesterday morning telling us about different terminologies, yes, it's very cumbersome. And as an NGO, I would like to probably get a hold of this kind of material where slides can be given to explain.

I was just coming from a session where the students from the university were making presentations. Very interesting, and I realized that even the [common] DNS – because some of the times, we may assume that many people know what this means, but seriously, a lot of us don't know what they mean. So I really want to see if we can get more of these materials which may be useful for us to take back to the communities and then work with young people, work with women to explain the details. Because these are the people, we want them to get into the community network and register. So thank you.

DEV ANAND TEELUCKSINGH: Thank you. And perhaps, might I recommend that if you could join the Outreach and Engagement Subcommittee, look at the wiki documents and help refine these documents. Glenn?

GLENN MCKNIGHT: Two things. I want to first respond on your comments. And thank you, I agree. We made a lot of effort to make our working group accountable to the community. But on the material, what

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particularly Maureen and myself have done, any material that has been a PDF or a slideshow, especially anything you have done on your capacity building, we've taken it and made it into an eBook.

So we have a shelf of I don't know how many books, but like all the onboarding stuff you did converted all into eBooks. All the stuff that Maureen has done. It's amazing stuff, especially follow-up with the great stuff on the capacity building. So that's another resource we're happy to share with you.

I want to ask Tijani directly. I guess I'm trying to understand what you're trying to get at. Are you saying the stuff that was – the last part that was presented is misplaced in this committee and it should be elsewhere? I wasn't sure. I don't think you disagree with the content, I just think it's not the right place to do it. Is that right?

TIJANI BEN JEMAA:

I started by saying that I don't say anything about the program. It is a good program. I didn't say that I am criticizing the program at all. But when you present it as a program of the subcommittee, it is wrong. This program started I think in Marrakech, before Marrakech. And the subcommittee didn't know about it at all. This program was going on with mentees and mentors without the input of the community at all.

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The result is very good. I don't say anything about that. And we encourage that we have better than that, and as it was done. But we cannot present it as a program of the subcommittee. Now, for you, madam.

UNIDENTIFIED MALE: [Madam Marie.]

TIJANI BEN JEMAA: [Marie.] There is a lot of material that you can use. This is one of the best. But you have other very good material. All our webinars, capacity building webinars, are now on the ICANN Learn as courses. Very easy to use. So just sign up, and you'll have a huge amount of information and knowledge there. This is one of the best also. Thank you.

DEV ANAND TEELUCKSINGH: Thank you. We're coming short on time, so Aziz, it has to be a very short intervention.

AZIZ HILALI: Yes. [Marie,] I'm going to use – can you hear me? I want to speak in French. Okay. Yes, I'd like – [inaudible] [Marie], you're a new ALS in AFRALO. And to answer to what you said earlier, yes, [inaudible] you're a new ALS with us, and you talked about the

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activities that we do. I would like to remind you and everyone, I don't know if you were there, but we do organize several webinars and sessions before Johannesburg to prepare people to come to the meeting before Johannesburg to prepare on the acronyms. It explains what ICANN is all about so that we do not lose any time once we are here on location during the meeting.

So we ask the ALSes – we have 52 ALSes. When we have webinars, we only have 10 ALSes coming. Please, join our webinars. I know you are a professor or a doctor from academia, and this is great to use those webinars.

We do repeat with Tijani every time we come, we say that regarding onboarding, you chose ALSes in Africa. And I was surprised to see that you chose [an] African ALSes without going through the community. Maybe it was not onboarding, it was a pilot project regarding an African ALS, and I was surprised by the fact that nobody was consulted in the community. We are very sensitive, you know.

DEV ANAND TEELUCKSINGH: Sorry, Aziz. Janice, do you wish to respond?

JANICE DOUMA LANGE: It is very rare that I actually come up to the mic in a community session. I can probably think of two times in ten years. This to

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me is very important. As a manager of outreach and engagement with the ICANN organization, I think we're all searching for the same result. We're all here looking to find the right ways to reach a diverse population. We want to engage inwardly and with outreach.

So we have people inside of ICANN who don't understand how to get engaged deeper. That's inreach. We're working very hard with the alumni base of the fellowship program to reignite them by finding ways to find where are their gaps, where did we drop them, what are we missing with the newcomers? We have to find ways, not just by language but by presentation and by targeting the audience and having the information in the right places.

That all being said, I want to address the pilot community onboarding program, of which I was the staff facilitator. This program was born out of the community. It's very important to have that on the record. This program was born out of community discussions with Fadi at ICANN 49 and ICANN 51, giving a challenge to the organization to please help the community – not just At-Large, the entire ICANN community – on how do we retain people, how do we get individuals in and then how do we retain them?

And so the request was made to the Development and Public Responsibility Department – of which I belonged, which you may

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or may not know is now changing its name to the Public Responsibility Support starting in July, addressing more of what we actually are doing. But included in the start of the program were the policy liaisons from each one of the community groups.

The policy liaisons – because if any of you know Fadi, Fadi said, “Fast, fast, fast, let’s get going.” So the policy liaisons – including Heidi and Gisella here with At-Large – were consulted on, “For this mentoring program to start, would you please select an experienced person from your community and someone relatively new who could help develop some documents based on experience knowledge and newcomer knowledge or a lack thereof?”

So it was not meant in any way to be private or out of the hands of the community in general. That was not the intent. It has come to our attention in these last months that that was the perceived intent, or at least that seemed to be what had happened. And I want to be very clear because I want to protect those who have been working very hard in all the communities on this.

Tijani, I really appreciate the fact that you recognize the work and the content, and I really appreciate hearing that, because all of us worked very hard and our passionate about what we do, as I know you are, and Aziz and others around the table. I know

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that at Hyderabad, the At-Large onboarding team were the first of all of the communities actually to bring it to their community, and put it on the wiki transparently. They were the very first community to do that, and each of the other communities have followed and have developed drafts that now have been accepted by ever one of the ICANN communities.

The ccNSO has now put their onboarding documents on ICANN Learn through Betsy Andrews who has helped developed that course and put it there because it is easy. Go to ICANN Learn. All of our websites are not as easy to follow. And that's not a criticism, it's just hard. There's a lot of content. And to our newcomer who has said, "Hey, this might be a good way to learn a little bit easier," we should accept that comment and then find out how to work with our existing information, our existing expertise, our existing outreach and engagement, and how do we put all of this work together?

I'm not here to say, "Accept the onboarding," and you're not here to reject it, which is wonderful. Because Tijani and I go back to 2008, so we know each other well. We're all here together for the same reason. Each community has the right to accept the structure, to accept the start, and to continue working with those who are now in it.



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In FY18, we're going to be looking for a new mentee, or several mentees from each region in the case of At-Large, so that we can use these documents and see what are the gaps, what did we miss? What's working? What clicks in to a newcomer? What clicks in to someone who's an outlier now, who used to be part but now is like, "Wow, I've been lost in the topics and conversations." This is the best presentation of all of them that I've seen, and I told Dev and Isaac and Beran the same thing.

So I guess all I ask you all to do is to take an open mind now. We can't go backwards. We can't change history. We simply are where we are today, with a lot of good information before and after the onboarding documentation here. There's so much good information, so many wonderful webinars. At-Large is king of the hill with this kind of thing.

So I appreciate the respect that's being given, because that's the most important thing here in our community, that we respect and develop trust and we understand we're all out for the same results, is to get more people in the seats actively engaged. And you can't be actively engaged unless you understand the content and get to know the people.

So thank you for the time to step up here to the mic, and I do encourage everyone to take a look at all the information that you have for At-Large, and find the best ways to target the

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different audiences, because you have the most diverse of anybody in ICANN. So, again, thank you. I appreciate the time, and I wish you all good luck.

DEV ANAND TEELUCKSINGH: Thank you, Janice. I see that there's a question, but I'm really mindful of the interpreters, so it has to be a very brief intervention. Tijani, is that a card to raise?

TIJANI BEN JEMAA: It's about the –

DEV ANAND TEELUCKSINGH: The Any Other Business? Alright, but it has to be a very quick intervention. We're keeping the interpreters longer. Alright. The person who wanted to ask the question, go ahead. And keep it short, please.

UNIDENTIFIED MALE: [inaudible] from [DRC]. I would like to [inaudible] what Janice said about engagement. We talked a lot earlier about how to reach our audience. With [Gabrielle,] my friend and colleague, we talked with young people and we put together a group of young people who are following us in order to participate to this

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type of meetings, because At-Large is not only us here but all the people who are back in our countries.

What I think would be good is when you send documents like that, it would be good for those documents to be translated in the official languages of certain countries, United Nations languages, so that we can discuss with the people who [stayed in the] country. We took the initiative to work with TVs and radios because we have huge countries, and we're able to communicate that way with radios and TVs. So, maybe at that level, at the At-Large level, I don't know if it's possible to support the ALSes on location. We need some financial means for that.

DEV ANAND TEELUCKSINGH: Indeed. I think language interpretation – and translation, I should say – of documents in a timely manner is critical. So, Tijani, your comments and so we can conclude the session.

TIJANI BEN JEMAA: In the sake of the time, I will not make the comments. I know that it is too late.

DEV ANAND TEELUCKSINGH: Okay. I'd like to thank everyone for their interventions and comments, and do please check out the wiki. And if you, again,

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care about the outreach issues and engagement challenges and overcoming those challenges in At-Large, please join the Outreach and Engagement Subcommittee. I'd like to thank everyone for the contributions, and this session is now adjourned. And my humble apologies to the interpreters who had to extend their time for this for us. Apologies for that. And thank you so much.

**[END OF TRANSCRIPTION]**