DEV ANAND TEELUCKSINGH: Thank you, Terri.

TERRI AGNEW: Certainly. One moment please and we'l begin. Good morning, good afternoon, and good evening. Welcome to the ALAC Subcommittee on Outreach and Engagement Teleconference, taking place on Monday, the 3rd of August, 2015, at 18:00 UTC. On the English channel, we have Alfredo Calderon, Carlton Samuels, Cheryl Langdon-Orr, Maureen Hilyard, Seun Ojedeji, Daniel Nanghaka, Alan Greenberg, and Dev Anand Teelucksingh.

Currently, at this time, we have no one on the Spanish channel.

We have apologies from Ali AlMeshal. From staff, we have Heidi Ullrich, Rob Hoggarth, and myself, Terri Agnew.

Our Spanish interpreter today is Sabrina. I would like to remind all participants to please state your name before speaking, not only for transcription purposes, but also for our Spanish interpreters. Thank you very much, and back over to you, Dev.

DEV ANAND TEELUCKSINGH: Thank you. This is Dev Anand Teelucksingh, and I am the interim Chair of this new working group. This was formally the ALAC Committee on Outreach, and I see that we still have to update our title in our agenda pages. But at the ICANN meeting in Singapore, number 52, the ALAC

made a decision to constitute this as the ALAC Subcommittee on Outreach and Engagement.

A call has gone out for members, and that call was issued about ten days ago, seven days ago, and to put a request for persons from all the five RALOs to join, who are interested in these outreach and engagement activities. One of the first tasks is to now a selection of a Chair for this subcommittee. Are there any nominations?

CHERYL LANGDON-ORR: Yes, I nominate Dev.

DEV ANAND TEELUCKSINGH: Okay. That was Cheryl, for the transcript record. I see Alan's hand raised.

ALAN GREENBERG: Thank you. I'm not going to nominate anyone, but I do have a question. Are you going to consider whether there shouldn't be the co-chairs, or vice chairs, or something like that? Just to take a little bit of pressure off one person for having to deliver everything.

DEV ANAND TEELUCKSINGH: Thank you. Go ahead, Cheryl.

CHERYL LANGDON-ORR: Thank you. I would strongly suggest co-chairs in the contest of vice chairs always ends up with one chair doing [a large share] anyway. The co-chairs seems to be a method that does work quite successfully, certainly, in some of the GNSO working groups that I've been recently involved with. If you're going to do that, I would recommend the co-chair [inaudible] because I am still [inaudible].

DEV ANAND TEELUCKSINGH: Okay. Thank you. To answer Alan's question, yes, I would think I would want – definitely want – given the huge responsibilities for the Outreach and Engagement, and the work agenda that tentative work agenda that I prepared, I would want to have co-chairs. But I am thinking, however, that in order to ensure that we are inclusive, that we probably need to have regional co-chairs. So point persons for each of the five regions given that, I think, the outreach and engagement for each region maybe, probably needs to be different. So that would be my intent.

CHERYL LANGDON-ORR: [Inaudible] again.

DEV ANAND TEELUCKSINGH: Go ahead, Cheryl.

CHERYL LANGDON-ORR: Thank you. Cheryl Langdon-Orr, for the record, yet again. So just [inaudible] audio doesn't stop me from jumping all the time. I do see great things in what you said, Dev. I do think having co-chairs from the

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regional makes great sense. Therefore, we would [inaudible] quite sensibly maintaining the current [LAC] one, but I would like to [inaudible] Maureen going forward from Asia-Pacific because not only does she hold [inaudible] engagement roles with our At-Large Structure in Asia-Pacific, but of course she also works at that [macro] level as well with the other regions. So I think she would be an ideal candidate for Asia-Pacific.

DEV ANAND TEELUCKSINGH: Okay. All right. Thanks, Cheryl. Well, I'm seeing no further nominations for Chair, and I do accept the role of Chair for this subcommittee on outreach and engagement. Hopefully, by a show of green ticks, everyone agrees with this.

With regards to the co-chairs' roles, perhaps we don't need to assign the co-chairs because I note that not everyone from all the regions are present on this call, and we'll come to that later. But I see Maureen – per Cheryl's suggestion, Maureen would accept the co-chair role on behalf of APRALO. Many thanks for that.

CHERYL LANGDON-ORR: [Inaudible] you do have a [inaudible], so it might just mean [inaudible] with the other regions.

DEV ANAND TEELUCKSINGH: Great. Thank you. Okay. What I will do – and between now and the time for the next Outreach and Engagement call, I will look to have a person

set to be the regional co-chairs for the other four regions. Okay. All right. So we have now completed one agenda item.

CHERYL LANGDON-ORR: [Inaudible] regions, what for? We've got two regions done.

DEV ANAND TEELUCKSINGH: Oh yes, for LACRALO. That is true. Thank you. Thanks for that correction. Okay. So for the next agenda item is to review our RALO outreach strategies for FY '16. Just to get some background to this action item, one of the key activities for this working group was the Community Regional Outreach Pilot Program, or CROPP. And the new CROPP program, essentially, is Outreach and Engagement [inaudible] of up to five travelers within a physical year.

FY '15 concluded by the end of June, and we are now currently – the CROPP's program for FY '16 has begun. Now one of the things as a new requirement for the Community Regional Outreach Pilot Program for FY '16 is the need to have, for each RALO, an outreach strategy, and that outreach strategy would – which would explain the outreach goals and planned expectations, so that their selected CROPP trips can be coordinated with the appropriate ICANN regional VPs and engagement teams.

So each of the RALOs have to first set up their outreach strategy to be approved by this working group. So the formal call has not been done yet, but APRALO has been, I think – about two regions have been

proactive since I made a mention of this at the ICANN 53 meeting in Buenos Aires. And that's APRALO and NARALO.

So APRALO has posted an outreach strategy, and I don't know if either Cheryl or Maureen would be willing to just introduce those outreach strategies and the discussions they [took] to come up with this outreach strategies. Who wants to speak to this? Okay. Maureen, you have the floor.

MAUREEN HILYARD: Thank you, Dev. Yes. What we have developed, what we originally tried to do was to find out what was happening in our region, and which would be appropriate for someone from our region to attend. So it's rather a long wish list, I guess, but it's something that we can put out to our members and let them have a look at and get some feedback, as well, as to who might be interested in attending.

So I think we've looked at areas in which we could have an impact on behalf of ICANN. So yes, Siranush of course would have been perfect to give this presentation, but that's how I saw it, anyway. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thank you, Maureen. This is Dev again. So just to summarize what the APRALO strategy, which is now on the screen in the Adobe Connect room, you have identified several activities or regional events that we APRALO members can, as I say, as [quoted in each] strategy where APRALO's members' involvement can expand our outreach into internet communities, and you listed several events – the Asia IGF Meeting in

2016, the Armenian First National IGF, which is in September 7 and 8, 2016.

And that means for this event, for this particular event, given that it is next month, the timing is critical on this given that CROPP usually requires six to eight weeks' notice. There's also IGF 2015 in Brazil, and I note that – oh, I see Maureen's hand is raised. Maureen, perhaps you want to correct me. Go ahead.

MAUREEN HILYARD: Thank you, Dev. Yes, that was an issue that was raised earlier about the timing of our presentation of this overview. And the fact that it is before, I think, the timing of the mention of the CROPP would not make it eligible because of that delay. So we did raise – the actual application was put in early, but it may not meet the timing and things according to the CROPP [committee].

DEV ANAND TEELUCKSINGH: Thanks, Maureen. Thank you. And yes, indeed, the CROPP application has been filled out and I'm sure Terri or somebody will post the link to that CROPP application. Although we're not going to really [super] look at that CROPP application at this point in time. Just to quickly continue on with this, so there's also IGF 2015 in Brazil, which will make it an extraordinary request, given that usually for CROPP purposes, you must outreach for regional travel only.

So I'm not sure whether this is applicable under CROPP guidelines. I suppose an exception request could be made, and it would have to be

then duly considered by the regional VPs and by the CROPP Review Team. And, of course, ICANN's CROPP Team, which is Janice Lange and Rob Hoggarth. I'm not sure if Janice or Rob are on the call, but let me just continue quickly through the other events.

HEIDI ULLRICH: Dev?

DEV ANAND TEELUCKSINGH: Hi, Heidi. Yes?

HEIDI ULLRICH: Two things. Rob is on the call, but I just, also, wanted to point out that APRALO was granted, under the fiscal year '16 special request a two-person trip to the IGF for a panel. Just wanted to make sure everyone's aware of that. And I can put together link in the chat in just a moment.

DEV ANAND TEELUCKSINGH: Okay. Thank you, Heidi. And, indeed, [the other] details. Yeah. I didn't want to read the entire thing line-for-line, but it is mentioned in the very detailed outreach strategy of APRALO has put together. There's also APRICOT 2016 and CommunicAsia2016, I hope I'm pronouncing that right.

And it's also mentioned, having a social media plan, we're actually using the new ICANN At-Large website. And, also, an outreach activity,

maybe, linked with schools and universities around the Asia-Pacific for talks and lectures.

So now that the APRALO has been shared with all of you, does anyone have any particular comments or thoughts regarding this strategy? Okay. Well, while persons are thinking about it, Rob, if you are on the call, thanks for coming on the call. Having seen this strategy, do you have any thoughts or comments on it? Is this too detailed or is it more than enough? Just some observations as to what type of outreach strategies you were looking at when you were deciding to implement this requirement.

ROB HOGGARTH: Thank you, Dev. Can you hear me okay?

DEV ANAND TEELUCKSINGH: This is Dev, we can hear you fine. Go right ahead.

ROB HOGGARTH: Thanks very much. Thanks very much for including me in the invite for this call. And as we go forward in the future, I'm delighted to be a guest or a participant whenever you think that the agenda warrants it. By way of very brief background, the concept of a strategic plan for the communities that are currently utilizing CROPP was identified because of the interest that we all have in seeing this resource become a core support function of ICANN to the various communities.

We've had two years of experience with the CROPP to date, and the feedback that we were getting in terms of potential concerns about the program is that, while there was an observation that CROPP usage had increased, that many of the requests were coming in somewhat one-off in nature. Individual requests would come in, some at the very last minute, if not passed the six-week deadline that's imposed upon us by the Constituency Travel Team, and the concern was that if this were to become a core budget activity, the powers that be, particularly the Board, wanted to see more maturity in terms of the approach.

I think that the feedback that I received from folks is that, again, they were very excited that there was more activity, there was great pleasure with the fact that the CROPP was creating more potential and real collaboration between community leaders and the regional engagement teams, and those were all viewed very positively.

But the other feedback was it didn't seem to be in a real coordinated way, and when folks looked at individual CROPP requests, they couldn't see the bigger picture. And so the concept of a regional strategy from the different RALOs and the GNSO constituencies was to create the opportunity to tie all of these activities together, and to give us a ramp-up, if at all possible, to be able to show on an annual, and then, maybe, ultimately, many-year basis, what the goals and expectations were for each community in terms of using those ICANN resources. So that's where it came about.

I think that the first effort on the part of APRALO, which, by the way, I don't sit in judgment of it, and in many respects, at least for this year, the regional engagement teams don't "sit in judgment" of it. But it was

to put that expectation in to begin the maturing of the outreach strategies of individual communities. And I think this represents an excellent first step on that.

I would reserve judgment to the regional engagement teams to be able to give feedback and remove it from a "this is fine" A, B, C, or D grade, and just use it as a tool for further collaboration with the regional engagement teams and particularly with APRALO. There are a number of teams I know that you end up interacting with. And [see that] and be able to tell it as we go forward throughout the year, has that been effective? Has that worked? Has the exercise proven to be valuable for the community?

So I think that the one thing that I can share is, just from a staff administrator standpoint, great appreciation for the APRALO members who put this together with the efforts of the NARALO members who are working on their strategic plan to embrace this approach to make an effort to move it move forward, and I'm going to be delighted to see some of the feedback from the regional teams and feedback from all of you in terms of how you think this works.

Ultimately, I hope it will be used by us as we move the consideration of the FY '17 budget, which we're going to be doing. I'm rubbing my brow here. We're going to be starting in about 60 days, with Xavier, the efforts for beginning to plan for the FY '17 budget. And what I'm excited to be able to do is to say, "Yes, look. The community is adopting this approach. We're moving forward. The Community Regional Outreach Pilot Program is ready to become a core part of the ICANN budget, and it won't be the CROPP anymore, but it will be the CROP."

Thanks, Dev. I hope that gave you an overview and some feedback.

DEV ANAND TEELUCKSINGH: Thanks, Rob. Let me ask for a quick follow-up question, then. So, essentially, these strategies can be refined over the course of the year as we do our own analysis and come up with our own strategies. So these strategies can be refined and just be circulated again through the Regional VPs for review and approval. Correct? I'm thinking yes, but I just wanted to get a confirmation of that.

ROB HOGGARTH: Yes, sir. Again, I think that that's an excellent approach to take. The expectation or the eligibility requirements that was put into the program for having it on file before getting trips formally submitted and approved by the regional VPs was so that we would be able to demonstrate that connection.

I think the overall theme of the program has been that the community is in the best position to evaluate, assess, and decide where Outreach and Engagement activities and resources should be directed. That's not staff's job. That's the community leadership's job.

Now, that being said, what the initial requirements for the plan was to basically give you all ammunition moving forward to be able to say, "Yes, we are approaching this in a programmatic way. Look, we have a strategy in place." And so when senior staff or ICANN Board members start looking at the FY '17 budget, and we say, "Yes, we want to continue the program, expand, continue at the same level, whatever

looks like it's going to be possible for FY '17," that we're showing them a mature program.

And if you follow the theme that this is the program of the community, then I think we should look at this almost like community charters. We look at community charters on the GNSO side, is they're approved by the Board, and the Board looks at those as living documents because what you will see over time is feedback.

APRALO and NARALO, the other regional At-Large organizations, as you go through the year, you're going to be reacting to whether certain strategies worked or not. And I think the expectation is that you might adjust those. All we would ask of you is that if you do adjust it, that's reflected on the Wiki. The other overall perspective, as you all know, about the program is transparency. Everything that each one of your communities do is viewed by other communities in ICANN, practiced as an opportunity to learn, as a way to generate ideas. And so we want to be able to illustrate that. So I hope that answers your question, Dev. Thanks.

DEV ANAND TEELUCKSINGH: Thanks, Rob. Right. I'm looking at the chat to see whether there's any comments. Okay. So, I guess, if there's one observation I may make about this is that, one, I think APRALO already did a good job in evaluating outreach events well in advance so that they can allocate opportunities for CROPP.

My thinking is that, probably, as we start discussing and thinking about ways of how Outreach and Engagement works, and coming up with not

just our goals but, of course, the nuances of how do we achieve those goals – and I'm seeing discussions, for example, doing radio interviews and so forth. These are all good ideas.

And as we go to develop these things, this strategy, probably they need to be updated. So we try to look at those types of things. Any particular comments or something that anyone on the call wants to raise regarding the APRALO's outreach strategy?

ROB HOGGARTH: Dev, I'd like to get in the queue after any community leaders. Thanks.

DEV ANAND TEELUCKSINGH: Sure. Okay. I see a hand raised. Please go ahead. You may be mute, Nkem, because I'm not hearing you. Nkem, are you hearing me? If so, we're not hearing you.

HEIDI ULLRICH: Nkem, this is Heidi. You want to *7 to unmute, and I will also see if we can assist you if you maybe need it through some other means. We'll see if we can assist you that way. If you could just go to Rob while they're sorting that out, Dev.

DEV ANAND TEELUCKSINGH: Yes. Very well. Rob, while we sort out Nkem's communication issue, Rob, you wanted to say something? Go ahead.

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ROB HOGGARTH: Yes. Thanks, Dev. The only other observation I wanted to make that I think the outreach strategy assists with is that by sharing that and collaborating with the regional engagement teams, the hope would be that they can identify additional resources beyond just what's in CROPP. The idea here is to increase the collaboration and the regional teams – this should be true for all RALO leaders who are listening to this or reading the transcript – is the opportunity to work locally with the ICANN teams that have been created who have their own independent resources.

And so a strategic plan that includes things like he talks about with potential radio interviews, use of media, other types of outreach can be leveraged. And, again, part of that dialogue and collaboration I hope would be able to identify even newer opportunities. One last thing, Janice Douma Lange, who is unable to be on this call today, had been working with the Communications Team to encourage them to be more flexible with respect to the ICANN Speakers Bureau.

And so, again, if you're looking at an annual plan, there are opportunities to identify, brainstorm, come up with brand-new ideas and plans that then, in collaboration with ICANN staff, we may be able to find additional resources or identify resources for the subsequent fiscal year.

So I'm hopeful that [adjusting] these CROPP travel opportunities can be used to leverage many more opportunities. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thank you, Rob. And actually, that's very useful information. And I'm thinking as we look to develop our Outreach and Engagement strategies for each region, we can then, as I say, because of collaborate closely with the regional teams at ICANN and the regional VPs to ensure that speakers or resources can be made available to take advantage of reaching out to those communities that we want to reach to become members of At-Large.

So okay. Nkem, have you sorted your communication issues? Are you able to speak? And if not, then I'm going to ask you to just type it in the chat below. Okay, well, Nkem, I'll actually [inaudible] just type your question or comment in the chat below in the AC room. Glenn, I see your hand raised. Go ahead.

GLENN MCKNIGHT: Yeah. Thank you. I want to ask Robert a direct question. With regards to our strategic plan, we tried to put some metrics to it, and we actually stated in ours that we needed the demographics. The attendance for the past six months to make sure – remember, this is engagement and outreach program. Engagement, meaning that those ALSes that have been less than active, so what strategies we're going to do with that, and not until we actually got our stats back, we found out how many ALSes that were actually zero or only one meeting that they actually attended in the last six months.

So we have significant work to do in engagement, whether that has to do with CROPP or not, but it's definitely a strategy above and beyond CROPP.

So I want to go back to my question to Robert. In terms of looking at all the trips that are done, are you doing any benchmarks? How many ALSes have been recruited or any kind of other kind of metrics that you're expecting for us as RALOs on this? Back to Robert.

ROB HOGGARTH: Thank you, Glenn. Our assessments to date have been a reflection of producing an annual report that summarizes the activity in the CROPP, shares, staff's impressions about how the goals that were suggested were created, and trying to match up feedback on whether they were met.

We have not completed the assessment report yet for the past fiscal year, but that's the approach we're generally taking. We have taken a very flexible approach in this, Glenn, with respect to not trying to be in a position of staff of dictating specific goals or expectations, but helping you all identify goals and then working to achieve them.

Understanding that this is a pilot program and that to have very strict metrics and expectations the first couple of years just wasn't realistic. I remember Olivier saying many times, "It's a pilot program. We're here to learn." And that's certainly the attitude that we've had about this.

As an administrator of this program, I would welcome and encourage much more specific examination of metrics. From a staff perspective at ICANN, we have been invited to and required to be much more specific from a staff perspective in terms of KPIs and metrics going forward as part of the ICANN strategic plan and the ICANN operating plan. So I think that following that general theme by the community would be an

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effective way to demonstrate that your particular community is making progress.

I don't think anyone who is expecting an A, a B, a C, or a D grade overall for any particular community, but what we're hoping to be able to do in a very constructive way as we go through this year say that the program is working. So yeah, if you have metrics, if you're showing that there's specific successes, Glenn, for NARALO and any other RALOs that show that, we will be delighted to use that as part of our communications for the program for FY '17. I hope that answers your question.

DEV ANAND TEELUCKSINGH: Thanks, Rob. I think it does, but Glenn could, of course, raise another question. I don't want the time going on this. Alan, I see your hand raised. Go ahead.

ALAN GREENBERG: Thank you very much. I'll be very quick. I sometimes feel in ICANN that there's a concept that metrics are better than no metrics, period, unqualified. And I guess I question that. For instance, Glenn said, "What if we come up with a measurement thing? How many ALSes have we recruited?"

Now, this group is called Outreach and Engagement, but the only purpose for outreach is engagement. Outreach, as an end to itself, is not sufficient. We could recruit 1,000 ALSes, and if none of them ever do anything again, we've wasted a lot of money. So I think as we look at metrics, let's make sure that what we're measuring is something that

indeed is a useful quantity to have measured. Recruitment is useful if it's accompanied with something that shows that there is engagement following it. So just a little bit of care as we go ahead. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Alan. And I guess that's food for thought here, as you move forward to devise not just outreach, but engagement strategies. Okay. So I'm not seeing anyone raise any objections to this. So I would like to just do a consensus call on doing this to approve the APRALO outreach strategy, with the provison that the strategy can be updated as our deliberations continue.

Yes, it's a living document. It's not cast in stone. Yes.

CHERYL LANGDON-ORR: And you [note] my support.

DEV ANAND TEELUCKSINGH: Thank you. Your support is noted. Is there any objections to this? Going once, going twice, going thrice. Very well. Okay. Seeing no objections raised, I'll consider the APRALO regional strategy approved with the proviso that it can be updated in the future.

Okay. So the next [inaudible] coming. Let's see. NARALO strategy. Can we show what NARALO has done and see what they have taken regarding this? Glenn, I suppose Glenn is the one doing it. Would you be presenting this?

GLENN MCKNIGHT: Sure. Can you hear me, everyone?

DEV ANAND TEELUCKSINGH: Yep. You can.

GLENN MCKNIGHT: So the NARALO strategy – and I have to actually update now that I have the attendance over the last six months, and I can tell you anecdotally, we have almost 51% of the new ALSes have only attended zero or one NARALO calls. So that has nothing to do with CROPP, but I think it's something engagement that we need to really start picking up the ball and making sure these people are engaged.

And we started it last week, contacting some of the organizations that have been less than participatory. So we've heard a lot of really constructive feedback on them. Over the next couple of months, we should be sharing what some of the feedback on the new ALSes are.

But in terms of our strategy, we try to clearly identify what events we should be attending in leveraging stuff that we have done already establishing relationships, and each event required the person to have certain skillsets.

So just because somebody says, "Well, I'm on a speaker podium," that wasn't good enough in terms of the matching of the skillsets of the individual to the events. So we wanted to make sure that we, when somebody steps forward and says, "This is the trip I want to go to," that

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it's been well thought out in terms of what they're actually going to do. How are they going to approach the participants at the events? What is there engagement in outreach strategy? Whether it's ALS engagement or PR or social media, that they have to have some real sense of why they're there and what the end results are.

So we identified five trips. Now that's not cast in stone. We have not had a regional endorsement of it. We have asked members on our list to give feedback. We've had feedback and editing from Judith and Garth, our Chair, in the last month or so. We should be in a fairly good position and move it forward.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Glenn. And, actually, I was interested to see how you identified several targets for your Outreach and Engagement strategy. [inaudible] point to some various targets of recruitment, which I thought was very interesting. I know that one of the things for CROPP is that the purpose and outcomes of any CROPP trip has to have very specific outcomes, rather than just saying, "I went and saw. I came, I saw, and that was it."

The idea of CROPP – and Rob could probably chime in on this – was that there needs to be specific measurable outcomes coming from the CROPP trips as to who you contacted, that this resulted in an ALS joining or a person applying for fellowship, etc. etc. etc., those types of things.

Any questions or comments from those on the call? Okay, seeing no persons raising their hand. Let me ask you a question, Glenn. Is it that you said you were going to refine this plan? So is it that you're not

looking to get – because there's no immediate rush for any particular trip happening in September or October, you're seeking to get this plan approved now. Are you? Or is it something that could be refined and submitted later?

GLENN MCKNIGHT: Yeah. It's not cast and we're not in a rush, like you pointed out. There's nothing coming out immediately that we need to do. So we can, it's like a good soup. We can let it boil for a while. I did get some feedback from Olivier, why not one other identified area in the United States? Of course, we want to make sure, when we go to some of these events, we identify organizations, whether they're first nations or geographical location.

We've had an ALS that was decertified from the Prairie Provinces in Ontario. We have an inactive ALS in the Maritimes. So those are the sort of things, when we start engaging our ALSes that have fallen off the radar, if they say, "No, I'm not going to come back," then okay, we definitely need to refine the plan. This is more of a guideline, and I think it's fairly close to finished, but we'd like to have community feedback, as well. We haven't had much of that yet and we're hoping to have a good discussion on our call, which will be next Monday.

CHERYL LANGDON-ORR: [Inaudible]

DEV ANAND TEELUCKSINGH: Okay. Cheryl. Go ahead, Cheryl.

CHERYL LANGDON-ORR: Thank you, Dev. Cheryl Langdon-Orr. And again, I apologize for only being on audio.

DEV ANAND TEELUCKSINGH: Cheryl.

CHERYL LANGDON-ORR: Yes. You got me? Cheryl Langdon-Orr. Sorry for only being on audio and jumping in.

DEV ANAND TEELUCKSINGH: Yes. Go ahead, Cheryl.

CHERYL LANGDON-ORR: Thank you. Just one question. With the [call coming] next week, Glenn, will you be proposing, if not at that call, at some future call, to have a RALO sign off on this? I think that would be a good thing in the [inaudible].

GLENN MCKNIGHT: If I heard Cheryl correctly, she's asking if we're going to have a signoff on Monday. We definitely want to have a discussion and if there is consensus that our membership on the call on Monday are happy with it, then we'll sign it off. Again, as other events...

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CHERYL LANGDON-ORR: [Inaudible] Monday, because [inaudible] at some point. Yes.

GLENN MCKNIGHT: Yeah, of course. Yeah. For example, Alfredo mentioned in the chat earlier today, which I wasn't aware of, a UNESCO event coming up in Puerto Rico. Sounds like a great event, which I wasn't aware of. We need to see how we can incorporate that into the... We also want to encourage other members in our community to take advantage of these trips, and it's tough because the trips are so short.

A lot of people say, "It's not my worth time to go." And in my case, and I know in Judith's case, we stayed extra days at our own cost to stay at the event to make it successful, but not everybody is willing to do that.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Glenn. This is Dev again. So okay. I think we could... Seeing no further questions or comments on the RALOs' outreach plan, I think we can now move on now to the next agenda item, which was the selection of a member from this Outreach and Engagement Subcommittee to serve on the CROPP Review Team for FY '16.

So as you may or may not know, the CROPP Review Team is composed of two members from each region, one selected by the Finance and Budget Subcommittee, and they will be meeting sometime this month to also review and make a selection for a person to be on the CROPP Review Team.

But for ourselves, we will now be, also, have to submit person, one from each region, to be the outreach representative on the CROPP Review

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Team. I don't know whether to really do this quite yet right now because I guess there's no immediate urgency to do it. But, Alan, I see a hand raised. So maybe there is something that needs to be looked at. Go ahead.

ALAN GREENBERG: No. I'm not going to identify urgency; I'm going to give a little bit of the rationale…

DEV ANAND TEELUCKSINGH: You may be muted.

ALAN GREENBERG: I'm talking. Can anyone hear me?

CHERYL LANGDON-ORR: Yes, we can hear you.

ALAN GREENBERG: Okay. Thank you.

DEV ANAND TEELUCKSINGH: This is Dev. I can hear you.

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ALAN GREENBERG: Thank you. I wanted to give a little bit of the rationale for why we're doing it this way. The normal methodology for picking people representing a RALO has been to ask the RALO. There has been some experience, in the previous go-around with CROPP, that the RALO pick people who are not necessarily very tightly coupled with the RALO, who are not necessarily following the issues, and we're making recommendations on behalf of the RALO without really any basis behind them.

We expect the CROPP Review Team to understand the issues of engagement and finance, at least a little bit on each of the members, and to actually make quality judgments, if necessary, to see is the trip going to be likely to be productive in the sense that Rob was talking about.

So it was felt that the people on the outreach or engagement group are probably in a better position to recognize people who have been active contributors, who are likely to take the job seriously when they go on to the CROPP group. Now, that's a particularly difficult thing for us to do this time around because this group has just been completely reconstituted and is likely to be a lot of members in it who don't necessarily have a history.

So it's a more complex job because of the lack of history but, nevertheless, that is the rationale behind it. Thank you.

DEV ANAND TEELUCKSINGH: Thank you, Alan, and continuing on for this, just to continue on to that, the reason why this was originally a part of the agenda item, there's a

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concern that whether the CROPP Review Team has to be reconstituted immediately after FY '15. But given that the existing CROPP members can stay on until the new appointments are made, I don't think there's a pressing need to do it at this call right now.

And given, as you mentioned, that this is a new group, and for those persons on this working group, they may not be fully aware of how the CROPP works and what are the expectations, I think I'll probably try to do a detailed... I'll probably make this an action item to provide to the outreach list the sort of expectations of what is expected to be as a CROPP team member.

And then, on our next call, which hopefully would be sometime next week, but more on that later, we can then have a more fuller selection of members for the FY '16 CROPP Review Team. All right. Any comments or questions? Right. Okay.

So let's move on to the next agenda item, and that is the review of immediate work items and objectives for the remainder of 2015. We're not going to go try to go into deep detail on it, as we're coming to ten minutes before the hour. I just wanted to bring up some of the things, and the page is coming up right now in the Adobe Connect room.

All right. So these are some of the things that I identified, and I want to ask the group if there's other things that need to be added to this, or whether these items are accurate. So we've done the reconstitution of the subcommittee and we're now going to looking at one of our core activities to develop Outreach and Engagement strategies for each RALO.

So what I am thinking is that it's a time-sensitive issue regarding the Outreach and Engagement strategies that all Outreach and Engagement strategies need to be approved before any CROPP trips are filed for review. So there is a deadline. I believe, September 30 is the deadline. But I think I want to – because Outreach and Engagement strategies are potentially… Well, can be very diverse for each region, I want to get the RALO discussions happening to come up with some proposed Outreach and Engagement strategies for us to review and to, hopefully, approve.

So one of the action items is I would like to make sure that each of the RALOs... I'll contact each of the regional members of the persons on this call and ask for suggestions and guidelines on how you want to move forward in your RALO. And I'm referring, of course, to LACRALO, EURALO, and AFRALO.

So that's one thing, moving forward from that. Investigate how our calendar can be used by the subcommittee. Oh, I'm sorry. Heidi, your hand is raised. Go ahead.

HEIDI ULLRICH: Hi, Dev. Thank you very much. Just wanted to speak on behalf of Tijani, who is the Chair of the At-Large Capacity Building Working Group, to say that he would like to see more collaboration with this subcommittee and the Capacity Building Working Group in order to... If this group could develop a strategy, an overall At-Large strategy, whether that be RALO strategies [inaudible]overall At-Large one, or a separate At-Large strategy that the Capacity Building Working Group could then use when

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planning their topics for capacity building webinars, and then the tools that will be going along with those webinars.

So that's another point why At-Large does need an Outreach and Engagement strategy. Thank you, Dev.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Heidi. I just note that this was added in the work items for later on in the list, but thanks for bringing it up that we have to work with the Capacity Building to identify [inaudible] capacity building webinars to complement the Outreach and Engagement strategies developed by this subcommittee.

CHERYL LANGDON-ORR: It's Cheryl [inaudible].

DEV ANAND TEELUCKSINGH: Go ahead, Cheryl.

CHERYL LANGDON-ORR: Thank you. Just on that – and I'm absolutely supportive of it – it will take us back a little bit [inaudible] and it's something that you possibly need to then take to our list. I would think that we should have a relatively formal liaison point between the two work groups. That doesn't need to be decided now, but I think it is an important matter that we need to actually, under our ALAC Rules of Engagement, of course, we have the opportunity to put capital L Liaisons on to various work groups, and I

think that might be a good model to explore possibly in our next meeting next week. But take it to the list, as well. Thank you.

DEV ANAND TEELUCKSINGH: Okay, Cheryl. That's an interesting suggestion and is, as I say, perhaps, a good way of keeping track of what's happening in the other working groups to get proper feedback. So having a liaison to [inaudible] capacity, but I guess other working groups. There's another one mentioned in our work items that I'll come to.

I think that probably could be in the action item. Yes, indeed, Heidi, thanks for that. So that's so we don't lose that thought in time for our next meeting.

Also, as I mentioned, going back, since we're tackling this thing with the Capacity Building Working Group, I think one of the things we probably do need to do is just – I realize that a lot of the working groups, and I speak from experience, but at least in my RALO, LACRALO, that there's a lack of awareness of what's happening in the working groups, and I suspect maybe this is happening in other RALOs, as well, in terms of there are no new members coming to the working group's call.

So I'm thinking that, perhaps, one capacity building webinar that will probably be needed in the Webinar on the working groups themselves, so that the working groups can be presented, show what they do, and then show how At-Large members can join these working groups. But that's an immediate thought or suggestion for that.

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So going back now to the immediate work items, investigate how our calendar can be used by this Outreach and Engagement Subcommittee. This work item I added because, as Rob alluded to earlier, one of the challenges was that Global Stakeholder Engagement and [inaudible] outreach event, and At-Large knew of certain outreach events but couldn't coordinate it in time with each other.

So we do have an external events calendar that's maintained by At-Large staff, and Gisela, who is the calendaring queen, but we don't really use it. So I was thinking of working up a way of doing a group calendar that could allow for Global Stakeholder Engagement, this subcommittee, and possibly even the NomCom, who also have outreach events that they look to do their outreach.

And that shared group calendar system can be used, all three parties, in a coherent fashion. So I'm not going to present the solution now, but that could come up in a future call.

Selecting a person to serve on the CROPP Review Team. We've covered that. Also, work with the At-Large Ad-Hoc New Meeting Strategy Working Party on possible outreach strategies that could take this with new ICANN meeting B in 2016. Just to give some background here on that, the meeting B format will be done for the first time in, I believe, June 2016, and it's different from the traditional ICANN face-to-face meetings in that it's only four days in duration.

I'm trying to see who's on this call. I believe Maureen is the person on the Ad-Hoc New Meeting Strategy Working Party. And I think what has been mentioned there is that there needs to be some outreach strategy

as part of meeting B, but I haven't been on those calls. Maureen, you think you could just take the floor to just explain what the thinking of the New Strategy Working Party is about?

MAUREEN HILYARD: Thank you, Dev. If we are [inaudible] give them some ideas for the ALAC to consider for specifically meeting B because that one has a whole day assigned for outreach activities. And the Meeting Strategy Group did what was most appropriate [inaudible] Outreach and Engagement Team was also involved in adding some ideas as to what might be appropriate outreach for meeting B.

And, of course, for other outreach activities in the other two meetings, as well I guess, but specifically meeting B because it is such a large component. Heidi very kindly [inaudible] out a sort of like schedule that enables other groups to add what they are currently considering, and the GNSO has actually added their ideas of what they propose to do for meeting B.

And yeah, I mean, I think that what we've got to look at is to include a lot of the things that have actually been discussed today already. But to provide the ideas so that ALAC can consider for what they would like to do.

We have a page [inaudible] strawman schedule on it, and on the workspace it also includes a lot of the discussion that's been taking place with a number of members of the Meeting Strategy Team. And if you'd like to add your ideas to that list, we'd very much appreciate it. And I'm sure that the link has been put online by our efficient staff

team, and if you'd like to contribute to that, it would be great. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thank you, Maureen. And thanks to staff for posting links to the various meeting strategy outlines. So, well, I think an appropriate action item is, well, Maureen and, perhaps – well, we probably do need to consider an appointment of a liaison from this working group to New Meeting Strategy Work Party. So I don't know if Maureen wants to put her hand in for that, but of course, we could ask other members who may be on the New Meeting Strategy who are also members of this group to consider being a liaison.

Okay. Just thinking carefully, I'm thinking, [inaudible], well, they were coming for the top of the hour, so, perhaps, I won't go into that [inaudible] about that and I will set up in a later call. Right.

So the final proposal immediate work item, and I know we're coming to the top of the hour, creation of an e-book using existing materials to engage existing members and outreach to new members.

Glenn McKnight posted this as a budget item, and Glenn, you just want to just mention what the idea of the creation of this e-book is about?

UNIDENTIFIED FEMALE: Glenn, you're muted...

GLENN MCKNIGHT: Yes.

UNIDENTIFIED FEMALE: Sorry. Go ahead.

DEV ANAND TEELUCKSINGH: Go ahead.

GLENN MCKNIGHT: It is a recently-funded – can you hear me?

DEV ANAND TEELUCKSINGH: Hello?

UNIDENTIFIED FEMALE: Yes, we can.

DEV ANAND TEELUCKSINGH: Yes, we can.

GLENN MCKNIGHT: Okay. So quite quickly, it's not a large project. It's only funded with through the tune of around $5,000, so it's not going to be a huge project, but it is another modality to take our material and make it accessible to people who are in flight or on their phones, and we want to actually take existing material, whether it's the ICANN Learning

Platform or material that's available to new ALSes, but we want to convert existing materials into an e-book format using Excalibur and different tools. It enables people to use their phones or Kindle or iPads very effectively.

DEV ANAND TEELUCKSINGH: Okay. Cheryl, go ahead. Very quickly. Go ahead.

CHERYL LANGDON-ORR: It will be quick because I've got a call at the top of the hour, as well. And my records [inaudible] reflect the fact that I am absolutely supportive of the use of e-books and, indeed, later on, audio version as we [inaudible] low bandwidth and on-demand usage of outreach materials has my absolute support. I look forward to seeing the results of this as a successful pilot. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Cheryl. Okay. So let me just – those are the immediate work items that I saw for this working group. Are there any other particular immediate work items or objectives that's not listed here? Going once. Going twice. Okay. All right. So I'm seeing no hands raised on any immediate work items.

Just to capture some additional action items here, regarding the liaison for the At-Large New Meeting Strategy Working Group – working Party, sorry. I don't know why it's Working Party, but anyway. I see Maureen had acknowledged in the chat that she is willing to be the liaison, and I'm willing to add her formally to that.

Going back to – I'm seeing also that there's quite a few new persons who had joined this call. So by joining this call, I hope that you are interested in formally joining the Subcommittee on Outreach and Engagement and, therefore, be formally added to the mailing list. So I'll just make that an action item to confirm that all of the persons on this call are on the mailing list, and I confirmed and I added to the wiki as members.

The timing for the next call, I'm thinking that we probably may need to have probably quite a few calls this month in order to discuss the ideas for Outreach and Engagement strategies, and to come up with the RALO strategies. So I'm thinking that we probably don't need to have a call next week. And, also, too, but unfortunately, Monday will be a very hard day for me because I'll be traveling that day.

So I'll probably ask for a Doodle call to go out mid-next-week so that for the Outreach and Engagement members to fill in. So that's actually, that is an action item for the next Outreach and Engagement call next week. Okay. So the Doodle will – yes, for a Doodle to go out to pick an appropriate date and time.

HEIDI ULLRICH: Did you want that Doodle to go out mid-next-week for our call next week or the week after that?

DEV ANAND TEELUCKSINGH: Actually, I'll say for the next Outreach and Engagement call will be next week. But I can't do Monday because I'll be traveling and I won't access

to a computer. So either Tuesday or Wednesday, mid-next-week. Okay? And so a Doodle should go out this week. All right.

Let's see. Is there any other questions or comes? Any other items for business? Going once. Going twice. Going thrice. Okay. With that, I'd like to thank everyone for attending the call, and it's been an [inaudible] discussion and we have a lot of work to do, but I think it's going to be exciting work regarding Outreach and Engagement.

So thank you all. See you on the mailing list and I'll see you on the next call. Thank you and this call is now adjourned.

UNIDENTIFIED FEMALE: Thanks, everyone. Bye.

UNIDENTIFIED FEMALE: Thank you, everyone. Bye-bye.

UNIDENTIFIED MALE: Thank you very much.

TERRI AGNEW: Once again, the meeting has been adjourned. Thank you very much for joining. Please remember to disconnect all remaining lines, and have a wonderful rest...

[END OF TRANSCRIPTION]