
CLAUDIA RUIZ:

We will now begin the official recording and interpretation of this call. Good morning, good afternoon, good evening, everyone. Welcome to the ALAC Subcommittee on Outreach and Engagement call on Thursday, the 20th of December, 2018 at 16:00 UTC.

On the call today, we have Daniel Nanghaka, Maureen Hilyard, Cheryl Langdon-Orr, Tijani Ben Jemaa, Olivier Crepin-Leblond, Fatimata Seye Sylla, Maritza Aguero, Vernatius Okwu Ezeama, Ali AlMeshal, Glenn McKnight, Joanna Kulesza, Robert Jacobi, Natalia Filina, Matthias Hudobnik, Ricardo Holmquist, Satish Babu, Yrjö Lansipuro, Judith Hellerstein, Greg Shatan.

From staff, we have Siranush Vardanyan, Silvia Vivanco, Evin Erdogan, and myself, Claudia Ruiz on call management. And Anne Marie Joly just joined as well.

We have received apologies from Alfredo Calderon, Lilian Ivette De Luque, Joel Okomoli, Alexis Anteliz, and Adrian Schmidt.

Before we begin, I would like to ask everyone to please state their names before speaking for the transcription purposes – and we have Heidi Ullrich from staff also – and to please keep your microphones muted when not speaking to prevent any background noise. And with this, I turn over to you, Daniel. Thank you.

DANIEL NANGHAKA:

Thank you very much for the roll call, and welcome [inaudible] to the last meeting of the year for outreach and engagement. I think it has just

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been a very interesting year and a lot of activities regarding outreach and engagement. [inaudible] our main focus so much is on engagement and a lot of things that are happening when it comes to engagement.

I'd like to just simply go up to the review of the action points from ICANN 63, and one of the only action points that I think was listed was regarding the gathering of required metrics indicators to be considered for ATLAS III, but I think the metrics working group hasn't yet been formulated, so [that is still pending on our respective agenda.]

I'll go to the second item, B, the follow-up of the IGF leads. As you recall, we had a very interesting IGF meeting in Paris, and during the last call, we discovered [inaudible] that we got during the IGF. Is there anyone on the call who has any feedback regarding the follow-up? Especially regarding to different RALOs and their respective leads on the call.

Okay. Apparently, I'm not able to hear anything. Can probably Glenn comment on the leads that he gathered during the IGF. Glenn, are you on the call?

GLENN MCKNIGHT: Yeah, I'm on the call. Sorry, Daniel. I wasn't clear what you're asking me. You're asking me on the item on the follow-up on the IGF list?

DANIEL NANGHAKA: Yeah, that's right.

GLENN MCKNIGHT: Yeah, I don't have any leads for North America. Each of the RALO leads, secretariats or chairs should be following up, but like I said, of all the people that came to the booth, I did not have any North American leads, so I don't know what other people are doing, but all the leads were in the report and given to staff.

DANIEL NANGHAKA: Okay. Did staff happen to do any follow-up respectively?

GLENN MCKNIGHT: Sorry, Daniel, are you asking me or staff?

DANIEL NANGHAKA: I'm asking staff if they happened to get a name [inaudible] IGF leads.

HEIDI ULLRICH: Hi, Daniel. I was not aware that you were asking staff to do that. I have asked several times on the follow-up, and my understanding was that each of you were doing that individually. So I don't know, maybe we need to develop a way on how to do this more systematically so everyone's aware of how to do this. Thank you.

DANIEL NANGHAKA: Okay. Thank you very much for that. I think [inaudible] gather our respective information during this outreach event. So I think we should follow up on a design of how we can be able to gather. I'm seeing Tijani's hand up, Maureen, and Cheryl. Tijani, you have the floor.

TIJANI BEN JEMAA: Thank you very much, Daniel. Speaking about the follow-up of the IGF Paris – I have an echo. I don't know what happened. Okay. Now it is good. I said that regarding the follow-up on IGF Paris, I sent a report to the staff on my participation, and not only on my participation but my report about the participation of At-Large in IGF Paris. So it is how we do, Daniel. We never sent any report to the Outreach and Engagement Subcommittee, because it is not only engagement and outreach, it is several things. Participation in IGF is very wide. Thank you.

DANIEL NANGHAKA: Yeah. Tijani, I really understand the fact it's not about outreach and engagement, but I don't want to go to begin drilling down on the aspect of outreach and engagement, but I still feel that the impact that was created by At-Large participation, all the different individuals or participants who are members of At-Large and who are present at the IGF were able to create substantial impact. That is why I believe the [inaudible] came up. Would you like to [represent] that, Tijani, or hand over the floor to Maureen Hilyard?

TIJANI BEN JEMAA: No, go ahead, Maureen.

DANIEL NANGHAKA: Yes. Maureen, you have the floor.

MAUREEN HILYARD:

Thank you, Daniel. I just wanted to say that I had a couple of leads during the IGF, and I probably could have gotten more, except I didn't take the initiative until the end of the day to take their cards off them and get some information so I get legitimate information from them.

But the two that I did get, I was able to pass them on to Evin, and she's very kindly followed up. And it was interesting, because the details from the person from Myanmar, which is a very interesting country to be living in, I guess, but yes, that e-mail address has bounced.

But I think I should have done it earlier, because then we actually do have legitimate contact information. It's not likely that their business cards or [that would] not have that kind of information that we require to make some good follow-up on it. Anyway, so [that's at least I learned for] later on.

DANIEL NANGHAKA:

Okay. Thank you very much, Maureen, for that. I'll just quickly try to read one of the comments that is coming from Dev, and his proposal is regarding to the following up of the IGF leads, there is need for to create at least a protected page or Wiki which can allow the co-chairs and staff to be able to follow up, and also, this also will help to be able to- can we speak about creating a small team which can be responsible for following up on the different respective leads in these global events? Because the IGF may not be the only one, but it's good to have several [and that would] attract a lot of individual members.

Let me just [inaudible] get to Cheryl. Cheryl, you have the floor.

CHERYL LANGDON-ORR: Thank you, Daniel, and your intervention following Dev's comments is a nice segue, indeed as is Maureen's, to why I put my hand up. I'm not going to talk about the responsibilities aspect, that we can discuss and agree on in a case by case basis later. But something I have long said, at least in conversations with staff and here, it goes right back to when I was chair, and attending IGF on behalf of the ALAC.

Yes, [we did outreach in the past,] that did actually happen. We presented workshops, and there you go. But we've always had this challenge of how to effectively and efficiently follow up with people, and who'll remind you are all volunteers. That said, my conversation [is there,] and I know it's been echoed through the [inaudible] times, past and present, is, why on earth we don't have a self-run inquiry system? [inaudible] – thank you – that anyone who has an enquiry doesn't write their name down as I've seen happen, hand over business cards which frequently occurs, but gets onto a simple interface where they put in their own details to a manageable database that we can allocate follow-up for, and we are also then getting explicit and specific instructions from them in terms of purpose for our collection of their personal information, a matter which of course is far more important now, particularly in some regions, than it was when I was part of writing the national privacy [inaudible] for Australia many moons ago, which is when I started thinking about these things. So we have a break now between now and our activities in 2019. Would it be possible for us to, dare I say, work smarter, not harder? And I know Dev and the team in Technology Taskforce undoubtedly can come up with a solution, open-source software that can do the job [inaudible].

DANIEL NANGHAKA: Thank you very much, Cheryl, for that intervention. I think that's a very good action point that we can be able to jot down, because [this will help with] communications with different potential members who can join At-Large. I think Heidi is asking in the chat, do we agree with all this? I think this is a plus, yeah? And I think the staff should be able to create at least a [inaudible] page for IGF follow-up. And also, another action point is that during these different [meetups,] you can have at least a computer which can be used to record all the respective members who come to the booth and are interested. Cheryl, is that [an old hand, or do you want to do a follow-up?]

CHERYL LANGDON-ORR: If I can come off mute, I'll do a quick follow-up. Yeah, just to remind you that regardless of whether it's a Wiki or a database or thumbnail dipped in chalk scribbled across piece of paper, if you collect personal identifiable information, it must be managed in a manner which has the knowledge of the [the person whose information] you've collected, and securely, more so now than ever before. Just make sure you dot your I's and cross your T's, [inaudible] data handler. Thank you.

DANIEL NANGHAKA: Okay. Thank you very much for that. I think we shall put all that respective information into practice. Let me just simply go to agenda C, which is the update on RALO use of CROP and discretionary funds. As we're aware that the discretionary funds are increased to \$4000 U.S., is there any updates about the use of maybe [inaudible] respective FY

year? Let me ask the different [inaudible] co-chairs, all the RALO leaders on the call to give at least an update on that, because this helps us to measure at least the metrics of the usability. Go ahead, Ali, you have the floor.

ALI ALMESHAL:

Thank you, Daniel. For the CROP and the discretionary funds, yes, this is [inaudible] our strategy already have been [inaudible] so one of the CROP slots has been used for our APRALO leader – chair, Satish Babu, and this was used to have a trip to Vietnam, and a wonderful report and results have been achieved with that trip. The report has been uploaded to the CROP Wiki page, and it's all there.

While on the other fronts, yes, it's already been planned. One part of the funds will be used for the Kobe meeting to top up the CROP as well as a travel, and there are some other – I don't want to go into the details of that, but it's already been mentioned in our strategy for the outreach. Thanks a lot, Daniel. Back to you.

DANIEL NANGHAKA:

Thank you very much, Ali, for that feedback, and I think at least in the report from NARALO, probably, Glenn, you can highlight about – or Heidi, you have your hand up. [inaudible].

HEIDI ULLRICH:

Yes. Thank you. This might not be the best time, I just wanted to let everyone know very quickly, Silvia's put the link in to the RALO discretionary funds page. Currently, AFRALO has \$1500 remaining,

APRALO has \$700 remaining, EURALO has \$3000 remaining, LACRALO has \$2000 remaining, and NARALO has approximately \$1500 remaining. So you have up until the 30th of June 2019 to use those. Silvia and I are the ones that review them and approve them. We are now taking into account those that have had requests already, and we will be giving priority to those who have not submitted requests for the remainder of the year. As we get closer to that deadline, then we'll open it up to people who have requested previously. Thank you very much.

DANIEL NANGHAKA:

Thank you very much, Heidi, for that feedback. Since time is [inaudible] let's simply jump straight to item number 2.D whereby Dev and Glenn have a short presentation on how communication during ICANN meetings [inaudible] At-Large or ALAC meeting [inaudible]. Probably Glen and Dev, you have to [inaudible]

GLENN MCKNIGHT:

Great, thank you. Thanks for that. And just on the last item, NARALO has used four of their discretionary funds, and our first CROP trip should close later today at midnight, and we have the other two planned trips. Again, all of the trips for CROP are in open competition, and one of the things we're trying to really emphasize for other members in NARALO to take advantage of the discretionary fund. We're on target, but again, I think it's undersubscribed from our membership, so we're going to try our hardest every meeting and e-mails out to make sure people take advantage of the discretionary funds.

Okay, folks, this is a very quick slideshow due to timing restrictions. Thank you for the call. Myself and Dev are on the call and we'll explain the slides fairly quickly. So if we can go to the next slide, please. I don't think I have control of the slides.

Okay, so we identified that there are some serious challenges. We don't have all the answers in this call, so we're going to focus on one of the ways to effectively improve our communication. So the At-Large review, as you all know, cited a lack of plain-speaking communication to the membership of complex ICANN processes and policies. That's really a challenging task, but I think we have to do it.

So we identified that feedback from our community is that there is a lot of double speak, a lot of acronyms, not real clear communication strategy. We see across the board some of the RALOs, like in the case of NARALO has had a newsletter for four years, and I think APRALO has one for the past year, but there isn't a consistent application of RALO newsletters across the board.

We also find that there's a very low click rate. I don't know what the APRALO – maybe someone from APRALO can jump in that they can actually talk about the click rate, but in terms of our own click rate, looking back at the people who are opening – and again, it's a very small pool of people opening the newsletter, and again, the click rate is way below industry averages for a very effective communication tool. Next slide, please.

Dev, did you want to jump in on challenges? Dev, are you here?

DEV ANAND TEELUCKSINGH: Yes, I am. But Glenn, you do the presentation. I'm just multitasking at the moment. So I'll jump in at the end, if anything.

GLENN MCKNIGHT: Okay. So folks, I'm not telling you anything you don't know already, so again, we have very limited time to talk about all the challenges, but please, jump in with your notes into the chat and we'll try to monitor it as well.

Okay, let's go on, blogging. I'm going to elaborate on one of the ideas we were talking about in our outreach and engagement is the fact of blogging as an alternative method versus doing a newsletter. So go on to the next slide, please.

Okay, so we've talked about here that if it's an effective blogging site, it automatically pushes the content, that gets back to our social media strategy of pushing the content, fresh content, and it could be scheduled depending on what widgets and plugins you use whether it's a WordPress or Joomla or Drupal site, but it pushes the content to Facebook and Twitter, you can tag keywords for a proper search.

As I stated, you can do embedded into Facebook, Twitter and RSS feeds, you can easily share the pictures and video and the documents, there's dynamic content creation, and particularly with WordPress, such a massive community, it's way larger than Joomla and Drupal. There's a lot of very good layouts one could purchase, don't have to actually pay big bucks for a programmer. Searchable and findable anytime on the web, easy to update posted articles with new content or corrections, and content headlines can be automatically shared to ALS websites,

which is a very important aspect of this. Okay, so let's move on to the next slide.

Okay, so I wanted to share with you an example of what a great guy, Many of you guys know him, [inaudible], he works with DIPLO. He does excellent Internet governance aggregate deployment. But what he uses here is a free WordPress blogging site. You could see it doesn't have any pictures. Great content, but again, it is populated by advertising, and it could be unsavory advertising that could be put into the site, so you can see it's Amazon Prime on the side, which has nothing to do with the blogging that he's doing. So let me just elaborate in the next slide on some of the things not to do. Go ahead.

Lack of tagging, lack of categories, lack of images – that are appropriate, obviously – no searchability, the ads as you saw there, no comment section, minimal templates, virtually just one or two because it's a free side, and clearly no analytics. Okay, let's move on.

So if we are going to look at a proper blogging site – and many of you probably know this already, I'm not telling [tales of the school –] it should have logical categories, there should be language options, there should be proper parent and daughter pages, it should be well-structured, hosted and secure site, and a social media integration.

I want to just show one site – ignore the content, but I just wanted to show the next slide – yes, Judith, I know people use BlogSpot. That's just as bad as a free WordPress site, by the way. Okay, so here's an example. Fairly well laid out, an image of the author, a short tag or hook on the blog post, and then off you go if you're interested. And again, the

categories. In this case, this is a new site and it's very well laid out in terms of what the categories and the subcategories.

Okay. Sorry, Claudia, it looks like Dev lost his connection. He's on Adobe but his phone connection, you may have to call him back. Okay, Claudia?

Okay, let's move on to the next slide. So this is some advice. I'm not going to list all 16, but at the end of the reference, I posted in the chat already that you can actually get the information on each of these categories from one to 16, and this is what the author has stated what a good site should have in terms of content. Okay, next slide.

Okay. Some of the things in terms of strategy, I want to emphasize that what we need to do is look at a volunteer editorial panel to set the goal, a possible editor and assistant editor – and could be a rotating basis – set our editorial approach and standards for the article, and again, I think it's a prudent idea having proofreaders create job descriptions for the contributors, fairly short. No different than Maureen and others here who've done posting of the IGF meetings for DIPLO. There's a standard that we should expect, and possibly, we should have a short webinar for each of the people who are going to be writers as well as proof readers on what the standard should be.

Each RALO would provide a list of interested bloggers with a specific topic interest. Maybe we, as part of the strategy, set up a wireframe for the web design and test the site for mobile phones. That's an important aspect [of what oftentimes is not] done. And again, to some of the features – and this is not limited, but attractive, photo-rich templates,

secure hostings and widgets and plugins, [inaudible]. Okay, next slide, please.

Okay, in terms of the wire frame, these are some of the ideas. We just populated – and I'm sorry, Judith, to put your name there, but you are on the auction [fund] and you've done a great article for the newsletter. But I think other people other than the NARALO newsletter should know about your synopsis of what's happening. So you're doing the [auction beat,] Judith.

For example, keeping people informed, what's new, what are things that are needed. And [Nadia,] Jonathan, Alan, other people – and it's not limited to these people, it's just that we are trying to think of what are the policy issues. Some may be very popular today, they may not be tomorrow, so we can actually tie into these things so that we can get intelligence from our community. And then I think very important is regional news.

Moving on, I think getting to the end. Okay, yeah, it's the last slide. These are some of the sources for continued reading. Back to the slide number 11, the first link is [to a] detailed explanation of why those 16 items in slide number 11 are important. So I'm going to turn over to Dev. Dev, go ahead.

DEV ANAND TEELUCKSINGH: Thanks, Glenn. And I think you summarized the key points here. Just to reiterate that having the blog, I think it's a much more sensible communication strategy because of its ability to share to Facebook, Twitter, and any other social networks that we wish to. It could also be

integrated with Slack, the communication group chat, and more importantly is that it's easily updateable and it's findable. So when a person search for something, they may come across our website and therefore be motivate to join. But I'll be happy to hear any questions or comments on Glenn's presentation.

DANIEL NANGHAKA: Thank you very much, Glenn and Dev for [that] presentation. I have to apologize, [it seems we've got a] small challenge with my Internet connection, so I'm not on Connect there. So probably one of you will help me to run the queue [inaudible] but we can be able to proceed. Is there any questions regarding to the presentation? And also, to highlight, there'll be more of this during our January call. We shall be discussing about the communication strategy there. [inaudible].

TIJANI BEN JEMAA: Tijani on the queue.

DANIEL NANGHAKA: Okay. Tijani, you have the floor.

TIJANI BEN JEMAA: Okay, thank you. And then you have Cheryl after me. Okay. So first of all, I would like to thank Glenn and Dev for this presentation and for this strategy. I think it is a very good document, but I would like to have the link to this document on the agenda so that we can retrieve it and read it again. Thank you.

GLENN MCKNIGHT: Great. Thank you, Tijani. Excellent idea. Back to you.

DANIEL NANGHAKA: Cheryl?

CHERYL LANGDON-ORR: Yeah, thanks, Glenn. And you know, I'm always [inaudible] an intelligent and meaningful, let alone, dare we pray and hope for effective communication strategy, and as you say, this is part of it. To be honest, people, I'm [inaudible] whether the flavor of the day, the du jour, is a newsletter or a blog or the next shiny bobble that will come at us in the year to come as I am that this type of thing happens.

I am teeing to get some form of effective communication and aggregation of work done, but not only those of us engaged in the work we are doing – and it is good work we are doing – but third parties and external view of what we do is easier to navigate through [inaudible] does meet all of the communication criterias that people like [Gordon] did, dare I say, even me from time to time, been prattling on about for what seems liked a decade, or in my case, decades.

So, great, all supportive of it. Happy to have the well-designed, professional [inaudible] blog that is outlined in this. I certainly find anything that's vomiting up advertisements unpalatable to say the least, although there are many people who define themselves as bloggers because they make their money out of advertising, but that's not the

type of blogging we're talking about here. So thank you very much for this.

What I would also want to do, as I've done [at least at some point] in the not too distant past, is remind you that you are creating material for the historians of the future to look at. You are providing the same as the chiseled-out stone and the written on papyrus and the rolled up scrolls are to our current day historians. You are creating that [fodder] of future historians. Don't get me started about it [inaudible]. But I have quite a passion for history, and I'm very keen that what we also remember with not just [heralding] our own, "Look at us, aren't we wonderful" moments, you are actually creating the bed, the foundation for future history. And in Internet terms, that could be five years' time. Thank you.

DANIEL NANGHAKA:

Thank you very much for those key highlights, but we're going to have a more detailed call about our communication strategies for outreach and engagement, At-Large in January. So let's reserve all the respective comments and discussions for the January call.

Also, [inaudible] I'd like to highlight during this meeting that the individual members, [inaudible] 100 individual members. I think that's quite a big milestone, and to be able to enhance communication to attract more. One region may be able to use probably newsletters, another region may [put out] blogs, another region will put out something else. Yes, but all this work should be harmonized [inaudible]

we should have at least a concrete model of communication. And that is [inaudible] limited.

Also, apologies for probably the wording of the item on the agenda. allow me to proceed to item number three –

TIJANI BEN JEMAA: Daniel, you have two hands, Fatimata and Cheryl. No, Fatimata only.

DANIEL NANGHAKA: Okay. Fatimata, please. You have the floor. Then [inaudible] hear from Maureen. Thank you.

FATIMATA SEYE SYLLA: Hello, everybody. I would like to add my voice to the congratulations to Glenn and Dev for the work done. Excellent, very well done. And as I said it within our smaller group, I would see the RALO members blog, but also at the same time, I'd like to maintain the newsletter as a means of communication for people who would prefer to have the newsletter, not because they don't want the blog, but maybe they have more access to the newsletter because of connectivity issues. That's all I wanted to say. Thank you.

DANIEL NANGHAKA: Thank you very much, Fatimata, for that. Let's give the floor to Maureen.

MAUREEN HILYARD:

Thank you, Daniel. I hope I'm unmuted. First of all, just before I start, I would just like to say that I support Fatimata's last request with regards to the communication and the newsletters. It's just that I know that they are valued by those who are actually reading them. So that's just jumping in [inaudible].

But just an update from the ALAC, I just wanted to, first of all, thank you for the opportunity to be able to tell people about what's happening at the ALAC level, and things are quite busy.

Just a few things. With regards to the At-Large review implementation working group, we finally completed our implementation plan, and that has now been sent to the Organization Effectiveness Committee which makes sure that all the information that goes to the board is everything hunky dory.

What we're trying to do in collaboration with some key people, including León Sanchez, our board member, is to try to get this plan to the board on the consent agenda for the meeting in January so that we can really get started on the issues that we have been working on in that proposal. So that's a very important thing for us at the moment.

ATLAS III, the organizing committee have a meeting tomorrow to finalize the working groups, and once this is done and we've notified everyone, especially in relation to having their names online and all that sort of stuff, that we'll be able to open up the ATLAS III Wiki space and really start on our work.

Thank you very much for everyone who's actually put their name forward, and we want everybody who actually applied to be part of the

working group, but there will be a smaller number who are part of the actual consensus decision-making that we may need for that activity.

And of course, ICANN 64 in Kobe is looming for us already, and those who are interested in organizing sessions, for example, there's going to be a couple of outreach and engagement sessions, and Daniel's already made a start on that, which is excellent. But if you want to hear about what's going to be happening in ICANN 64, you can come on to that meeting.

But we're more particularly looking at making some of our At-Large and regional meeting which we've had in the past, just making them a little bit more interactive, and probably a little bit more inclusive of the visitors who come to our sessions, allowing them to participate and learn more about what we do in At-Large, and also to get a better idea of what people within ICANN do.

A lot of times, people come and visit and tell us things, and sometimes they're relevant to us, and sometimes, they're not. so what we want to do is have session that we plan, and we may invite people along. And we've already got people ready and waiting to work with us, and I think it's going to be a really exciting time.

But the final thing I wanted to raise here is our CPWG meetings. They're held every week – that's how important the policy area is to At-Large – and it's on a rotating time basis. And I'm going to be reiterating something that Cheryl has actually already mentioned in previous meetings, but the rotating time basis is hopefully to give an opportunity

to everyone to come along to at least one meeting where hopefully the time is more convenient for them.

But it's really to hear about what is on top, what is it that At-Large is involved in with regard to policy development in another section of our ICANN community. And if you had a look at the policy and advice Wiki space, you'll see that there's quite a lot of work that we're involved in.

I assure you that if you can come along to the CPWG meeting, you'll find that it's a good learning space if you want to learn about what policy issues are being discussed by people within our community, and it's those discussions that really help us develop an ALAC perspective and an ALAC point of view, which is what we provide in our comments and advice. So please try to attend at least one session a month, and I'm sure you'll find them interesting.

So that's it from me. Thank you, Daniel.

DANIEL NANGHAKA:

Thank you very much, Maureen, for that quick update. Are there any questions to Maureen? Okay, assuming that there are no questions to Maureen, I'd like to share some interesting news that at least we have a new GSE liaison to outreach and engagement. We have Adam Peake. Let me ask Maureen to introduce Adam to the call. Maureen, you have the floor.

MAUREEN HILYARD:

Thank you again, Daniel. Yes, while I was in the IGF meeting in Paris, I had a very valuable and productive meeting with Sally Costerton, who's

the head of the Global Stakeholder Engagement team. I think she has a more formal title, but Adam can tell us about that.

One of the reasons for our discussion was to see how we could ensure that our RALOS and the GSE stuff in the regions are working in a way that is both inclusive and collaborative so that the potential stakeholders in our regions get full value of the outreach and engagement opportunities that is done within the region.

Sally has offered the services of Adam Peake – we’re very lucky to have him – to be the liaison between At-Large and the GSE team so that he can collect from his attendance, Outreach and Engagement Committee meetings, and can make recommendations for us or for their team on how we can actually work together.

I can actually from my own experience in APRALO say that we have an excellent relationship with our team, and I think that like other RALOs, with the limited resources that we have, it’s really important that we work well with the GSE teams to make best use of what is available within ICANN to help us with our outreach and engagement activities.

But I’ll pass over to Adam to add anything extra on some of the plans perhaps that the GSE team have on how they may be able to work with us. Thank you, Adam.

ADAM PEAKE:

Hello, everyone. HI, Cheryl. Yes, hello, stranger. It’s very nice to be asked to do this given that I’ve been involved with At-Large for a

number of years and was one of you for a period of time, and a good time too.

I think Maureen's described the reasoning for this, that she and Sally had this conversation wondering how information can flow more freely and easily between the GSE regional teams and yourselves, whether it's the At-Large outreach and engagement group we're talking to now or the RALOs.

It's not meant to replace the RALO relationships with the GSE VPs and regional managers. Some of those are working extremely well. Maureen mentioned the APRALO, and I know that Tijani and Aziz and others are very involved in AFRALO, LACRALO and so on. I understand that NARALO is working more closely now with Chris Mondini's team, and we had a call last week, Jean-Jacques with EURALO, the EURALO board, trying to develop strategies from that.

So the idea is to potentially look for gaps, what can we do more, what do you want from GSE, and – I don't want to sound silly or facetious, but everyone is aware that we're very restricted on resources, so we can't really be about an increase in funding, but it can be an increase in involvement, and we will find ways to do that.

And there are activities ongoing that we need your involvement, and I can give a couple of examples of those. Just quickly, so the idea is that as you've held a meeting in Barcelona and the regional VPs came along, when that is possible – and not all VPs go to all meetings, as we'll find out, particularly for Kobe. They all go to the AGM, but not necessarily the other meetings – we can arrange those types of meetings so that

people from the regions could talk to the VP, or if necessary, full-length calls and so on. Whatever you feel is the right way of enhancing this relationship and we can do.

Work particularly around Kobe, as already mentioned, there will be some outreach activities and discussions about continuing the already successful NCUC-At-Large collaboration. I thank Olivier particularly for his work on that, and the update on that is that Tatiana Tropina from the NCSG side has been appointed by the NCSG as a liaison to the At-Large. I know that's not groundbreaking, but it's very nice to see that this relationship is bearing fruit and being recognized, so I'm pleased to see that.

Thinking about a few other things, the stakeholder tool is something that I know you've discussed a lot, and it's something that actually, GSE staff have been using, not on a particularly systematic basis. We use it because we know it's there, we know it provides useful information that is otherwise not collated in a single place. So I want to thank you for that.

How we can go ahead and collaborate on improving that tool, additional information, is something we could talk about.-Cheryl touched on an issue earlier that is a concern to ICANN Org in particular, which is about privacy and data protection. What we do as the Org, we have to be particularly careful about, so if there's any hesitation on our part, it's not because we don't think the tool is useful. It's being used. It's because we have to be very careful, as I'm sure you all know about privacy data protection regulations.

Now, just to finish, I wanted to give a couple of examples of things that are happening. There's the Kobe activity with hopefully further outreach, and I have, of course, lived in Japan for many years, and you'll remember experiences with Izumi Aizu when he was active in the At-Large.

There is very little civil society and individual Internet users are very hard to gather in Japan. We've always struggled. So our outreach, again, is going to probably be focused on university students, and there's an interesting master's course at Kobe University which focuses on international development and has some exceptional graduates. One of them is actually a member of the UN Secretary General's high-level panel that you see a lot of information about at the moment. So it's a very good course, and it would be an interesting target. And I know some people there.

So these are the types of things, generally, that we'll continue. There are two outreach events in Brussels that At-Large members are involved with. One – and this is the reason I sent a link to some registrar training – what we're trying to do – and this type of information is the type of thing I would generally like to share with you from all regions.

So one of the things that we have as part of our European strategy is to have more in-depth outreach and engagement in stakeholder groups. The link I sent was to some training that we did for registrars, and this is the second training session that we've done for registrars in the region.

We've also held a session in Paris. It was held in French for French businesses, and the idea is a session of a day, usually, running through

ICANN, what's it do, how is policy made and how people can get involved. It's much more than the usual, typical outreach session, a much longer session.

I also trialed a session for civil society at the recent freedom online coalition meeting in Berlin. I've tried very hard to involve Annette Muhlberg, but [having known each other] for many years, we still [didn't manage to communicate clearly.] But it was an interesting session, and we're going to follow up with this with a session on January the 29th at the ICANN Brussels office.

And I'd invited Olivier to join – I hope you'll be able to join, Olivier – and Lousewies van der Laan, who you'll remember as the former board member, will join from the community. And I hope Tatiana Tropina. So that would be reuniting this successful outreach team there, and then staff will be there and we're looking to invite 15 to 18 people from the Brussels area to the meeting.

We don't have the ability to support travel and accommodation for people to join these sessions, and that's across the board for all of the trainings we're doing. Training and capacity building, we're not entirely sure what the correct terminology is for these activities.

Then after that, starting on January the 30th to February the 1st is computers, privacy and data protection conference, which is one of the largest data protection privacy-related conferences that takes place in Europe. Joanna Kulesza has been extremely helpful in arranging a session for us there. It will be about GDPR and GDPR as an example of regional, national regulation that is affecting some of the traditional

ways in which Internet policy is made. So of course, we will discuss WHOIS, and it's a quite balanced set of panel with law enforcement, ICANN staff, Joanna will be moderating and so on.

So as well as starting to include At-Large in these events, as I hope is clear we're trying to do, I will also on these calls and in e-mails try to give you regular e-mails from across all the regions on what's happening, and I hope that you will send your questions and information to me so that the conversation will be two-way between GSE and At-Large.

I think I've spoken quite enough, thank you very much, but I think the main thing is, what do you want, and how can we make this relationship work better? So, thank you. Thanks for listening.

DANIEL NANGHAKA:

Thank you very much, Adam, for that. At least that shows a lot of work that is going on, and also, [inaudible] strong collaboration between the GSE and outreach and engagement team. I'm looking forward to at least the potential working relationship. On the queue, I have Dev and then Sébastien. Dev, you have the floor.

DEV ANAND TEELUCKSINGH:

Thank you, Daniel. And thanks, Adam, for this. I just [inaudible] I think a good request [inaudible] how we can work better. Is there a GSE outreach calendar where you have these events published on a calendar so that if we are subscribed to the calendar, then we will know immediately about these upcoming events that ICANN is directly involved in, or doing a presentation? And then maybe At-Large persons

within the [set] region can assist with that outreach event, or at least attend it, and that type of thing. So I think that's probably one thing, is there a sort of public GSE calendar that shows where ICANN is involved in these various events, rather than you e-mailing us, which might be tedious and so forth?

There are three things. The second thing, a lot of presentations have been done by the ICANN GSE staff about various things. I know that there used to be a Wiki space that the GSE was using to publish its materials. Is this still being used? And if not, is there a place where all of this stuff is published so that we could also look at these materials and use that in our outreach and engagement efforts, and suggest additions or corrections to those materials?

And thirdly, regarding the stakeholder tool, as a maintainer, I'm happy to hear any comments or suggestions how to improve the tool to make it more useful for everyone in ICANN. So that's it.

ADAM PEAKE:

Thanks, Dev. On the calendar, yes, there is a calendar, and I think unfortunately, like a lot of calendars, it isn't kept up to date very well, and often, entries come in late. So I know it's something that we're working on. We're trying to integrate a salesforce system that we have internally so that it will publish externally, but these IT things always take time. But you're absolutely right, it's a priority, and I will try to find an update on what our plans are for this so that it will be a formal [inaudible] announcement [but it started as GSE strategy,] but I better make sure I get this right.

[We keep] publishing material. There certainly was one, and it hasn't been updated for some time. What we have been very much is a standard slide deck which we get from the Comms division, and that doesn't always include some of the slides. So again, it tends to be ad hoc, and ad hoc tends to lead to things not being shared in the way that it's planned to be shared. But you're absolutely right, it would be very useful to have, and it would be very useful for us to work with you, actually, to develop decks that describe the At-Large in ways that you feel is appropriate, the way that you feel about the At-Large.

We try, and I can certainly share informally – I wouldn't want to say that this is a GSE deck, but I can certainly share some slides that I used to display what At-Large is, and that may be helpful. And we can take [inaudible] beginning from there, and I will also talk to Heidi about that, because there will be coordination between Heidi's group and the policy group and our comms division.

On the tool, again, all I can say is thank you. It's really useful. If you see gaps that we can try to help with, then we'll try and do that. I notice we received [inaudible] update with the NPOC information, and that's something that is very good to see. And those are the sorts of things, but we use that quite a lot.

I know that Jia-Rong in APRALO, when discussing – I think the CROP outreach there where they were targeting countries that were particularly underserved and the goal is to create ALSes or at least some representation in those countries. So that can be very useful [when actually doing this sort] of thing, thinking about how to improve

engagement in Hungary at the moment, and I'll have some more information on that soon, I hope, for EURALO.

So yeah, thank you, and I'm sorry, we should be doing better with the information that we share, but it tends to be the nature of the organization that we don't. But thanks.

DANIEL NANGHAKA: Thank you very much for that, Adam. Let's hear from Sébastien. Sébastien, you have the floor.

SÉBASTIEN BACHOLLET: Thank you. Thank you, Adam, for your presentation. Just to say that it's important for my colleague from At-Large to be involved in any events going on in the country, including the training of [inaudible] happens to be in Paris during this [summer meeting of this summer,] I was involved to present ALAC, but it was also useful for more general presentation and discussion about ICANN [inaudible] therefore, it was both GAC side, ALAC side, and businesses and other stakeholder. It was a good event, I think, and I guess if you are doing the same [inaudible] I urge you to involve At-Large people systemically. It's a good way to have crosspollination of what is going on in ICANN. Thank you very much.

DANIEL NANGHAKA: Thank you very much, Sébastien, for that. Adam, please.

ADAM PEAKE:

Thank you. Quick follow-up on Sébastien's comment. This idea of the training is at the moment something that we're looking at and working on in Europe, and we hope to extend it if other regions think it's a good idea, because, well, then we will probably extend [inaudible] other regions as well.

One opportunity that I didn't mention [inaudible] is RightsCon, which will be held in Tunis, and we're beginning to think that the training activity could be held on the site of the RightsCon event, which is in June. Very busy June we will have with the meeting in Marrakech and EuroDIG and RightsCon and so on.

ICANN will continue to sponsor RightsCon. That's an event we think is important. We may put in a session proposal. We're discussing that at the moment, and I'd be interested to know if the At-Large is going to put a proposal for RightsCon or any other meeting, and that's the kind of information that you can share, because we can then look at how we can all get involved. Thank you.

DANIEL NANGHAKA:

Thank you very much, Adam, for that. [inaudible] big opportunity for having At-Large getting involved in more of this. Probably, we can put down an action item that At-Large to develop a proposal for RightsCon, which I as the co-chair can be able to follow up. And also [probably] mention that we started working on a 2018 report for outreach and engagement, and then also another outreach and engagement workplan for 2019, which [we shall be using to drive] throughout the year. This is work that is being done by the co-chairs. I'm just sharing

that in brief. For those who are interested in being part of drafting of the respective workplan and contributing to the outreach report, please, [if I'm able to send in to volunteer or send in the request.]

Okay, yeah, I'm seeing a message that At-Large members cannot attend the RightsCon through CROP. I think that is one thing. One thing is that from the presentation from Adam means that [we noted that] all these activities are including capacity building, and the next item on our agenda is capacity building. I'm going to give the floor to Tijani to simply highlight [us on] what are the plans for capacity building in 2019. Tijani, you have the floor.

TIJANI BEN JEMAA:

Thank you very much, Daniel. We had just finished the program for 2018 of capacity building working group, a program of webinars. 12 webinars have been conducted. The last one was yesterday about At-Large review. Now, we are planning to prepare for 2019 program, and we are about to launch a survey from our community asking them what are the topics you want us to address.

The program of 2017 showed several things. First of all, the attendance didn't evolve a lot. We still have some issue about the attendance. And I understand that it is done in a day of the week so people are working, they are not able to attend. Also, we are alternating the timing between 21:00 and 13:00, and we know that those two timing are perhaps good for some regions, but both are not very good for other regions. So this is also another barrier for people to attend our webinars.

I think that with our webinars that we choose for them, the best speakers for the topic, knowing that all topics have been proposed by the community, they are not topics that we put there. They are proposed by the community, and every year, we make a survey and we collect the preferable topics for the community and make compilation also.

We are collecting at the end of each webinar the topics that the participants wish us to address in the future. So we have a list of topics and we prepare the program according to that. This year, for 2019, we didn't start, but we are about to launch the survey, and also, we are about to have a meeting of the working group to do all this, to prepare for the next year.

How to address the issue of attendance, this is the big problem. There are a lot of solutions, but they are not easy to implement. We have not solved definitely the problem of timing. We know that. We cannot make webinars during weekend, because during the week, people are working, and not everyone can have time and come to the webinar.

So those are the main two barriers, if you want. Also, we can notice that especially one region is not interested in our webinars. It is Europe, unfortunately. Very few participate in our webinars from Europe. I don't think this is because the timing, because when we do it at 21:00 UTC, people are not at work, so they can participate. But it seems that they are not interested at all.

Anyway, we noticed that last years, and we tried to find why. We worked a little bit with the RALO ,but we didn't have real response, a real answer to this question. What else?

Regarding the evaluation, we have evaluation questions at the end of each webinar, and I will send you – unfortunately, we couldn't prepare that before this call. I will send you the report about that showing what are the impression or the evaluation of the participants about the webinar, about the quality of the speakers, about the timing, about everything. We ask six questions that they answer, and we will send you a compilation of this questionnaire.

That's all for now, Daniel.

DANIEL NANGHAKA:

Thank you very much, Tijani. I'd like just to ask a few questions. We mentioned that there were only 12 webinars. Are we considering also the capacity building meetings [as well]? And regarding to the evaluation of the webinars, is it possible to be able to get the [inaudible] metrics of attendance of the webinars and the regional engagement of the webinars? As you mentioned that there have been low participation in the webinars from Europe. But if we can be able to get that, then we can be able to see how we can be able to come up with [inaudible] to enhance capacity development or capacity building of the respective individuals or members who come to these webinars. Because if the attendance is low, we need to rethink on the way capacity building has got to be done. Yes.

TIJANI BEN JEMAA:

Yes, indeed, Daniel. We did that last year, and the year before, and we know the barriers, more or less. We know what are the problems. The issue is to solve those problems. Regarding Europe, I think it is something special to this region, or perhaps to the north, if you want. They perhaps feel that they are not in need of capacity building. Perhaps. I don't know, but we tried to work with Olivier about that, and so far, we don't have a real answer, a real reason that we can work on, because if you don't know the reason, you cannot address the issue.

Regarding the other activities of the working group, unfortunately, when I began working on capacity building in this working group, I had several programs in my hand, and not in my head only. We put it in written. And we asked Jean-Jacques Sahel to help us about that. We wanted to make, for example, face-to-face capacity building in the regions or in the small islands where ICANN never go and we never go. And those people, if you don't go to them, they will never be involved.

So it was an idea to make at least a pilot program and try to address – to go to those regions for some regions in Africa or some regions in Iceland and Pacific, etc., the regions where we cannot go, ICANN cannot go, and regions that are really underserved. But we couldn't have funding for that. So the funding is the most important point.

We also proposed at the time that we will minimize the cost, of course. We'll try to find trainers from neighbor regions so that the travel will not be costly. We proposed that only one or two persons try to do that on site. But even like this, we couldn't find the funding for such actions.

For the record, we did face-to-face capacity building [inaudible]. For example, every time we have a general assembly in Africa, we make capacity building face-to-face. We are told – and I am told – that I don't have to try to do that in Marrakech because there is no money for it. But this is another issue.

So [if you want,] the ideas are there, but we need to have the means to implement them. Thank you, Daniel. Daniel? It seems that Daniel is gone.

CHERYL LANGDON-ORR: All right. Let's go to the next [inaudible] your hand up.

DANIEL NANGHAKA: Sorry. I think I was on mute. I was mentioning that Tijani brought up a very interesting idea about reaching to the underserved regions. So probably, we could consider that as an ABR request if we can come up with a [proper] recommendation to conduct a face-to-face capacity building or a pilot program to reach out to the underserved regions. I think this is viable to be able to reach out and get more engagement.

Let me take on the queue. Tijani, you want to react?

TIJANI BEN JEMAA: Yes. I can prepare a pilot program.

DANIEL NANGHAKA: Okay. What I'm saying is that we can come up with at least an ABR proposal for this, and then also, I'm seeing that face-to-face capacity building is too expensive under the current budget, but we can always see what can be done. Adam, you have the floor.

ADAM PEAKE: Apologies, that's an old hand.

DANIEL NANGHAKA: Okay. Fine. Let's proceed to Dev. Dev?

DEV ANAND TEELUCKSINGH: Thanks, Daniel. And thanks, Tijani, for the summary. I think the current challenge with regarding to the webinars – and I've said this before, so I'm going to sound like a broken record, but I think the challenge is that the accessibility of the webinars is a critical problem in that for those who aren't able to attend the webinars, there is no easy way of getting the recording back easily, and that's because – especially if you're on mobile, you can't play back Adobe Connect recordings.

So I think we really do need to look at – and the TTF has proposed several ways of doing this, of live streaming these webinars to, say, something like YouTube, and then the YouTube link can be shared afterwards, so a person can then follow it. And given that YouTube has auto captioning – and it admittedly, it may not be perfect, it can go a long way of making these things more discoverable. But as it is right now, it is literally as it's done, as a capacity building webinar is done, that's it. It's very hard to get back to it.

We may also have to start looking a little bit – as opposed to [inaudible] doing webinars as a capacity building method but perhaps looking much more closely at things like the ICANN Learn, and maybe even shorter videos explaining the topic. And it could be [easily] like a weekly – not a whole hour, but breaking it up into chunks and, okay, so week one, you just talk about for five minutes this issue, and then go on and go on.

And perhaps this could be a very good thing for the proposed At-Large blog. That could be done very easily. Obviously, the challenge of course is producing it and doing it properly, but the mechanisms for publicizing it is there rather than the Adobe Connect webinars. That's it.

DANIEL NANGHAKA: Thank you very much, Dev. And let me give the floor to Olivier. Olivier, you have the floor. Olivier could be on mute. Olivier, are you there? Okay. Since probably Olivier is not [yet ready] [inaudible]

OLIVIER CRÉPIN-LEBLOND: Thank you very much, Daniel. Can you hear me now?

DANIEL NANGHAKA: Yes. We can hear you loud and clear, Olivier.

OLIVIER CRÉPIN-LEBLOND: Thank you. it took a while to unmute with the star seven, so apologies for this. I just wanted to comment on the point that Tijani was making about the low attendance from EURALO. And I absolutely recognize this.

It's a very strange thing, because on the one hand, we have a lot of people that are responding by e-mail to request for providing details of what their competencies are, so there is an actual interest in taking part in some limited interaction and limited topics in At-Large with each one of our ALSes being quite focused on specific topics.

That being said, I'm not sure I understand why they don't actually go and attend the webinar. Is it because they think that they know it all already? Is it because they think that it's outside the scope of their interests? I really don't know. And I'd be really interested if anybody has an idea on how to promote these webinars better, because at the moment, the webinars do not seem to be catching the eye of anyone in EURALO. So if we can get them to – I don't know how we can redo this – then it would be more helpful. If anybody has got an idea, could they please let me know? Thank you.

DANIEL NANGHAKA: Thank you very much, Olivier. Probably, I'll [probably] skip that discussion about the hot topics. Can you hear me?

TIJANI BEN JEMAA: Yes, we hear you.

DANIEL NANGHAKA: Okay. Thank you. That discussion about the engagement of the EURALO into the [inaudible] webinars, according to what I'm seeing is that webinars may not be probably the best way to be able to engage, [but we can always come and see if we can be able to] strategize here or

carry out [inaudible] probably [cap] some of the webinars. That's something that we can probably discuss in the ways of how we can communicate and engage in the next call.

Let me give the floor to Fatimata.

FATIMATA SEYE SYLLA:

Yes. Thank you, Daniel. Thank you to Tijani for all the effort he's been deploying for the capacity building activities, for the webinars. I think I will echo Dev about using YouTube to feature some webinars so that people would use them whenever they can and whenever they want.

I would also like to ponder the fact that the face-to-face webinars during ICANN meetings or during any kind of meetings is one of the best ways of conducting outreach and engagement. We've seen it, we've seen how it worked perfectly in Africa, and I'm sure it [did do] the same in other regions. So my recommendation would be to find a way – if we're piloting something, I don't know what we're going to pilot, but at least we've seen what worked. Why don't we build on that and try to do something else instead of continuing to do the capacity building webinars as people are not attending it as much as we want? Thank you.

DANIEL NANGHAKA:

Thank you very much, Fatimata. Yes, give the floor to Judith, and then Cheryl. Judith, you have the floor.

JUDITH HELLERSTEIN:

Yes. So, one idea – I had a couple ideas on what [Joly] has done and what I think is very popular, is that he restreams events all the time, and he sends out notices that these events are going to be restreamed. And then he also does redo them as live events. So not live that they've gone on, but a restream with a live discussion at the same time. And that's also proving to be very popular.

So we have a whole collection of them, we could just run them at different times, and this is helpful if there's a tool within ICANN that, let's say, has a place to store them, and we could just restream them. And maybe that's another topic that we can discuss in the Technology Taskforce this year, of some kind of way of a tool – [ISOC uses] Livestream, but there's other ones that maybe ICANN has as a tool of other web conferencing ones that can be streamed. I know Zoom lets you record in the cloud, but I don't know how to watch it again. But YouTube is also another idea. But all these ideas are different ones.

Getting back to the captioning, Joly's been using – Google has an artificial intelligence captioning pod that is much better than YouTube, but is also – it's not bad. And you can attach that to anything. It doesn't always work with technology, but it's learning new every time. We used it on my promotion I did last week on Internet governance. So those are a couple of ideas that we want to look at, maybe talk to ICANN IT and see what technologies they own already that we could just use. So that's my idea.

DANIEL NANGHAKA: Thank you very much, Judith, for presenting your idea. Yeah, [inaudible]. Cheryl, you have the floor.

CHERYL LANGDON-ORR: Thank you so much. And if I may, what I'm hearing and listening to – and indeed reading in the chat – are a whole lot of really good ideas which need to be discussed, workshopped, developed, agreed to, disagreed with, written up, taken down, torn about, and eventually put into a plan. And that is the good work of the ALAC subcommittee that we're on right now, outreach and engagement.

What I'm not hearing any justification for, other than a radical review, and I would suggest [pause –] no, I'm actually going to say moratorium, and serious audit on the value of just running capacity building webinars as we are still doing. It served us well at a particular point in time. We [were in fact] one of the first communities in ICANN to make use of these webinar tools [and abilities] in Adobe Connect. We were one of the first to start promoting not only the capacity building webinar program that we run internally, but also the use of webinars for the type of information sharing that we now see as commonplace.

We don't have to run a RALO- or ALAC-based PDP infomercial in a webinar form now because the PDP or the [inaudible] subcommittee or Great Aunt Mary's [inaudible] club or whatever it is that ICANN is doing are running them themselves. So we need to recognize that part of it is what [inaudible] audience go to what we offer when they're being offered the same, if not better, thing somewhere else as well?

So it's [inaudible] natural evolution. We've got better ICANN Learn products and we've got more opportunities with ICANN Learn. There's lots happening. So what I'm going to suggest is we simply don't start to plan a capacity building webinar series for 2019. We do, as outreach and engagement, make sure that as the subcommittee of outreach and engagement, capacity building webinars are looked to during 2019 for strategically significant and [inaudible] purposes, and that we take some of our meeting time – heavens above, some of the 90 minutes per month I spend attending all of these bleedingly boring bloody capacity building webinars – I kind of know most of the stuff, by the way, I'm just there to bump the numbers, obviously, or occasionally present. Perhaps we can spend some of that volunteer time within O&E to put a smart – thanks, Glenn, I know you appreciate [inaudible] – program for engagement, [maybe inclusive of] webinars, going forward. And dare I say, that would also fit [inaudible] ARIWG work for implementation beyond the review. Thank you. No criticism meant [inaudible] where we are with capacity building webinars now, but they have [inaudible] [current course.] Thank you.

DANIEL NANGHAKA:

Okay. Thank you very much. We're at the top of the hour, but I'm happy to mention that they've granted us at least an extra 10 to 15 minutes to be able to complete this call. And [right from what I] understand is that, one, the webinars seem not to be working. Two, we're still having challenges in capacity building, and the best way forward right now is to come up with a capacity building implementation strategy.

From the chat, Joanna proposed to [inaudible] this strategy. Let me call upon volunteers who can be able to contribute to drafting this capacity building strategy, and maybe you can give it a respective timeframe. Probably before we can get the team, and then we start working on it such that we can have a comprehensive discussion of the strategy in Kobe. That gives us at least two months to have at least [inaudible] strategies. So, any members who are willing to join the –

TIJANI BEN JEMAA: Daniel –

DANIEL NANGHAKA: Yes, I'm going to grant you the floor, Tijani. Just hold on a second, please. Any members who would want to be part of the drafting of the capacity building strategy? Okay. I'm not seeing any members standing up, but I'll join Joanna in drafting that strategy. Let me give meanwhile the floor to Tijani. Tijani, please.

TIJANI BEN JEMAA: Thank you very much, Daniel, and thank you all for your proposals. I can hear very well Dev's proposals. And for our webinars, you can retrieve them from the ICANN Learn, because we are working with ICANN Learn and all our webinars are put there as a separate course. But I agree with you that it is better to make a shorter course, [educated] course. It could not be attended, it can be a course that someone that we try to find among the community or among the staff who has the knowledge

of the topic we are addressing, and we make a short course that everyone can retrieve on the ICANN Learn. This is a very good idea.

YouTube, it is a good idea too, but we already have ICANN Learn. What is the use of ICANN Learn? The last remark I want to give is that we have a capacity building working group, and any idea, any proposal, any evolution of the capacity building should be discussed in the capacity building working group. So please come to the capacity building working group. We will have a meeting early in January, and we will discuss all these things. We will decide inside the capacity building the capacity building, [inaudible] the capacity building working group. Thank you all for your help.

DANIEL NANGHAKA:

Thank you very much, Tijani. Let's proceed to the next item.

CHERYL LANGDON-ORR:

Hang on. Can I just [inaudible]? I thought under Maureen's Organogram – and she's on the call, isn't she? Or maybe not. Not anymore. [inaudible]. Oh, yes, she is still. I thought that capacity building now came under the umbrella of the O&E, and therefore this should not be a competition [of a] preexisting model of the capacity building work [being] standalone and the work that we do in O&E. It should in fact be a way of seeing how capacity building in all its ways, shapes and forms is an integral part of O&E. And I thought that is why Tijani's smiling face [inaudible] in that particular bubble.

Now, Maureen, correct me if I'm wrong, but what I thought we had the opportunity therefore to do as we move on into 2019 is to not have [subcommittees working against working groups,] impact study [inaudible] or whatever, but to take a fresh and holistic view, a coordinated, collaborative and cooperative view and start working smarter, not harder, to the betterment of the services we're supposed to be trying to provide. I would argue that it is not up to turning [inaudible] into Tijani's working group but rather getting all of that work done in the current working group [wrought] in effectively and efficiently under the [inaudible] of the O&E. How you manage that logistics, I don't particularly give a damn. [I think the potential moving forward that we do.] Thank you.

DANIEL NANGHAKA:

Thank you very much for that. We have Maureen's hand up. Maureen, you have the floor.

MAUREEN HILYARD:

Thank you, Daniel. Yes, I guess it's one of the things that I was going to raise when I had an opportunity, is that the outreach and engagement working group is the umbrella group for any outreach and engagement activities, which does include capacity building. And I'm listening to the discussions that we're having at the moment. I have to totally agree.

We can't just look at webinars as an "on its own" kind of activity, it has to fit in with the strategy that the outreach and engagement team work on in this environment that we've got at the moment. We're coming up with all sorts of ideas, and these ideas are excellent. But we need to put

it into a plan so that it's more coordinated and that everyone's not just rushing around like headless chickens to use a relevant [anomaly] for me, but that there is some coordination.

We've got outsiders coming in to help us with the GSE group and that, so we can't just haphazardly create a whole lot of different things happening at once. So I think that the start that we've got at the moment where you've got Joanna offering – with a small team, I'm sure – to put together a strategy based on some of the issues that have been raised here.

But more importantly, it's really important for me personally to be making sure that what we do also fits in with the At-Large review implementation plan which I mentioned earlier. It's really important that we are seen by the board and the community to be actually implementing what it is we said. So that has to be a priority.

But also, the skills development and capacity building which we are really keen on focusing on that will actually engage people and into the work that we're doing. The fact that we have webinars that aren't attracting pl and who know if anyone's actually getting back into looking at those webinars, but we need to make sure that – the content of the webinars is excellent. It's really excellent. We need to put it in some other format that other people can access that information.

So we can't put all our eggs in one basket, we've got to make sure that we're giving our community a wide range of ways in which they can be actively participating in what we're doing. First of all, getting the right information, developing the right – the information that they need to

know in order to participate. So as I said, our focus this year in the leadup to ATLAS III is looking at skills development, capacity building that is actually going to be meaningful and relevant to the members of our community.

But remembering too that the outreach and engagement working group – and this is why we have co-chairs from across the regions, because they need to be feeding back what it is that the regions require in regards to capacity building and skills development, and [inaudible] within this venue so that it actually incorporates – we get the strategy done, that’s sent out to the RALOs so everyone’s onboard with it, and then come back to develop something that is really strong and meaningful to our community. And I think that we’re very lucky to have someone like Dev onboard that he can actually support and provide us with some good ideas as well.

But one of the things too that I did want to mention in the time that I was going to be allocated is that it’s not just us. It’s not just our community that is asking for this kind of information, and that we’re working in collaboration with the GAC who also are asking ICANN if the information that they release to the communities is – as [Marita] says, it needs to be brief and simplified, and user-friendly language so that they can understand what the issues are, because for them, the sorts of things that – not everyone within the GAC, like ourselves, lives and breathes this sort of work every day, unlike the GNSO or the ccNSO.

So we do need to have information that is actually meaningful for us in order to be able to participate. So that’s where I see the job of the

outreach and engagement, is to try and build capacity so that they can move to the CPWG and participate in a more meaningful way.

And the third arm, of course, in our work stream is to ensure that the other organizational sides, like ensuring that the ATLAS III happens and that the implementation plan – that’s a separate sort of supporting agency to make sure that our policy and our outreach and engagement activities are implemented in a way that’s going to really build At-Large and make our membership – to grow our members as active participants. I'll stop there because I know that we’re running out of time here, but if there are any questions – I see Tijani’s got his hand up.

TIJANI BEN JEMAA:

Yes. Thank you very much, Maureen. I think it is against the efficiency and effectiveness to put a working group under another working group. It is a way to dilute the work and to disperse the management of the group, of the capacity building. No problem for me. You know that last year, I asked people to volunteer to take over. I'm not the upcoming chair of the capacity building working group. I will resign this year. But it is not effective, it is not efficient to put a working group under another working group. There is no reason for that. Thank you.

DANIEL NANGHAKA:

Thank you very much, Tijani.

MAUREEN HILYARD:

[If I might respond to that,] Daniel.

DANIEL NANGHAKA: Maureen, are you reacting to that?

MAUREEN HILYARD: Yes. I just wanted to respond to Tijani on that, and I'm just reading in the chat, because what Cheryl says is exactly what I was going to say, is that we have the outreach and engagement – it's a work stream, but it's a subcommittee, and therefore it is the umbrella group for all outreach and engagement subgroups.

And I think that this is what we aim to do. So if we have anyone – rather than have a whole stream of working groups working in silos, the whole point is to put it under an umbrella group so that there is reporting and people know where to go to if they want to join a working group. They only have to ask a co-chair within their RALO about what working groups are available that they can join. It makes it a one-stop shop. Anything that's outreach and engagement.

So as you say, it's not just having a working group under a working group, it's having a subgroup under the working group. Thank you.

TIJANI BEN JEMAA: Sorry. [inaudible]

DANIEL NANGHAKA: Thank you very much, Maureen. We're actually at the top of the hour. Can we [request staff to allow us to work through the remaining two

items of this agenda?] Actually, the review of the potential FY budget requests, and then the updates on outreach and engagement which [we'll do it] probably on the next call, and then the last one is probably a quick update from Ali Almeshal, and then we shall call that. Is that possible with staff? [inaudible]

HEIDI ULLRICH: Daniel, yes. Thank you.

DANIEL NANGHAKA: Okay. Thank you. Since Maureen has been [speaking] so much on the respective capacity building [inaudible] program, could you simply continue with increasing effectiveness of [inaudible] development with At-Large review? Then [we'll go straight on into the] FY20 budget requests. I think that would work. Maureen, please. You have the floor.

MAUREEN HILYARD: Yes. Sorry, Daniel, can you still hear me? I can't remember if I've muted myself or something. Can you still hear me?

DANIEL NANGHAKA: Yeah, we can hear you loud and clear.

MAUREEN HILYARD: Okay. Thank you. Well, I think we've mentioned enough about the outreach and engagement side of things, but perhaps Heidi can just give people – I think we've actually spoken a bit about the ABRs, but perhaps

Heidi can give just an update on outreach and engagement about what might be appropriate requests to make in relation to outreach and engagement. Heidi?

HEIDI ULLRICH: Yes. Thank you very much. Can you hear me?

MAUREEN HILYARD: Yes.

HEIDI ULLRICH: Okay. Claudia, could you put the workspace up that I've just put into the chat? So I wanted to let everyone know about the fiscal year 20 budget development workspace. I think most of you do know that this is your one time of the year that you can plan, put in proposals for activities that benefit At-Large. And again, I mean At-Large, this time across the board, given that we are in the year of At-Large review implementation and the ATLAS III. So some big activities coming up that can possibly benefit from additional budget requests.

So there are now the criteria. Again, this approach is not only from the ICANN and from Finance, but also the Finance and Budget Subcommittee plays a big role in this. So Maureen is the chair of this Finance and Budget Subcommittee, and some of the criteria that she set out, number one, very important, is that all RALO requests need to be endorsed by their RALOs. And again, the deadline is the 4th of January, so that's coming up the end of the first week everyone is back.

In terms of other criteria, she would like to see ways that make the entire At-Large community more effective and develop the At-Large community rather than a single section of the At-Large community. Outreach should not be necessarily a major focus, but also, it should be included a little bit, but mostly for engagement opportunities. Existing members within the ALSes, the membership of those ALSes, as well as those over 100 individuals that At-Large now has. So those are some of the criteria. Please do look at all of them, both the At-Large criteria as well as the Finance-based criteria. They're all on that space.

Time timeline on that space, again, the key deadline coming up is the 4th of January. That is when all RALOs need to have their endorsed applications in to the FBSC, because the next week, there will be a meeting of the Finance and Budget Subcommittee to start looking at them. However, again, what that process is then is that the FBSC will review all of them and then send these requests back to the owner of them to review some more. So you have until, I believe, the 14th – 18th of January to then submit your reviewed or revised proposals. And then the official submission date is the 25th.

So there is time, we're just trying to allow enough time for a review process to occur. The envelope this year is the same as it was last year, \$300,000. So I would suggest that you're very careful on what kinds of requests you put in.

Just two more points. Some of the ABRs that are being considered for ALAC, including all of the RALOs, would be one on the skills development – a series of skills development session. So that would be, for example, something to continue with a leadership skill – continue or

start implementing capacity development skills or writing skills. I know, Glenn, that you've noticed that the NCSG has had a series of writing skills for proposals for statements, and that's something that would fit into this umbrella ABR.

The other ABR that is likely to be submitted again is for all the RALOs, that RALO discretionary funding that was discussed at the beginning of this call. So currently, it's 20,000, so 4000 for the five RALOs. What's going to be asked this year is 30,000, and as well, one cross-regional travel, one cross-regional activity. So this year, it's only regional travel. But again, requesting that cross-regional travel to allow at least one person to go to the IGF in Berlin next year. Maureen, anything else to add?

MAUREEN HILYARD: Sorry. [I forgot to] unmute myself.

DANIEL NANGHAKA: Maureen, [inaudible]

MAUREEN HILYARD: Yes, unmuting myself, sorry. No, I think you've covered everything. I think as long as people know that they've got until January the 4th to get as much of their request in as possible, because we can flick it back to you if there is information missing. So get those in, because we need to get an idea of what people are requesting from the FBSC. Thank you.

DANIEL NANGHAKA: Thank you very much, Maureen and Heidi, for that. With that, allow us to proceed to the next item from the agenda, which is an update from the outreach and engagement activities at ICANN 64. Ali, you have the floor.

CLAUDIA RUIZ: Hello, Daniel. Sorry for the interruption. It looks like Ali dropped. We're calling him back. One moment, please.

DANIEL NANGHAKA: Okay. Sure. [We're going to just wait for him a second.]

HEIDI ULLRICH: And Daniel, just very quickly, Matthias has had to leave, so perhaps we can have an update from him in the new year, or from Olivier.

DANIEL NANGHAKA: Oh, yeah. Okay.

ALI ALMESHAL: Hello.

DANIEL NANGHAKA: Yes, please. You have the floor.

ALI ALMESHAL: Okay. Sorry. I got dropped on the [phone] but I'm connecting through Adobe. So now we are on which point? Because I lost the connection.

DANIEL NANGHAKA: Yes, you're giving us an update on the outreach and engagement for Kobe.

ALI ALMESHAL: For Kobe? Okay, great. The last update is now we're getting attendees on the floor with us, so I was just wondering if this is going to be – shall we coordinate all these activities now through [all of them,] or shall continue doing that with Jia-Rong as we have started?

And the update from the last communication with Jia-Rong was about, again, following up on the activities that was initially discussed, which is a pre-event and meeting with Japan ALS and others from the region, as well as during ICANN meeting, which some of this activity -as well as the booth. So some of this activity has been arranged with Japan ISOC and the others are being arranged with DotAsia, like DotAsia is looking to bring some youth to the meeting, but this is still under the progress.

So I don't want to give that much details, but this is overall, it's just [for] items that have been discussed, a pre-meeting, a meeting with Japan and interested team or interested community, as well as – this is, again, being taken care of with ISOC Japan. And during the meeting where we [inaudible] sort of [a mentorship to the youth] once it's been confirmed where a program would be developed for them and we'll take them through the ICANN meeting sessions that has been already planned for,

and the booth as well that we'll be using for all the brochures and the one-stop shop for all the newcomers and all interested people there.

So I can just read what – “Please continue with Jia-Rong, my role is not to replace the current –“ Okay. Great. So we'll continue that with Jia-Rong, and I will keep updating you as long as we get some more update. But I'm on continuous follow-up with Jia-Rong, and he's giving me an update on that as well. Back to you, Daniel.

DANIEL NANGHAKA: Okay.

ALI ALMESHAL: Because I know we're running out of time, so I'm trying to make it short.

DANIEL NANGHAKA: Thank you. There's a question here from Dev, is that, are there any potential At-Large organizations other than existing At-Large organizations in Japan that have been identified? And if yes, do GSE have the leads? Probably maybe – do you have an answer to that?

ALI ALMESHAL: What's it say again, Daniel? Can you just [inaudible]

DANIEL NANGHAKA: Are there any potential At-Large organizations other than the At-Large [inaudible]

ALI ALMESHAL: Today, we have one ALS in Japan, and that's what we are trying to look for now. And that's the arrangement that we are trying to do as well with the APRALO leadership team.

DANIEL NANGHAKA: Okay. [I think that is very good,] good work that has been going. I think we shall have a more detailed discussion about the outreach and engagement activities in Kobe during the next outreach and engagement meeting, and that's in January.

Just [inaudible] go to AOB, Any Other Business. [inaudible] kind of short. I'll begin by saying that in the plan for Kobe, I think there are table banners that have been submitted for production, and then also, Glenn has finished compiling, I think, pictures that are going to run on the television at the APRALO booth. Heidi, is there anything regarding any plans regarding to the APRALO booth in Kobe?

HEIDI ULLRICH: Hi, Daniel. I would assume so. You had one at the last several meetings. I have not heard back officially from Meetings, but again, I would think that you will have a table, yes.

DANIEL NANGHAKA: Okay. [inaudible] And then also the location of the booth is going to matter a lot since [this was a previous experience.] But I think I'll leave that for Meetings and Heidi to work on that.

Apart from that, is there anything else that has got to be [inaudible]? Oh, yes, and also for the different respective regions, there are some table [small] banners that I think are in production, and I think Glenn has ordered [for some,] and then APRALO has some, and then AFRALO [have just approved something.] Dev, you have your hand up. You have the floor.

DEV ANAND TEELUCKSINGH: Thanks. I just want something to raise under Any Other Business. I'll say last month, I suggested an idea about improving the text of our ALAC-At-Large sessions at ICANN face-to-face meetings, and there seemed to be broad support that we need to update this text to make it more friendly to newcomers and so forth.

[It seemed to involve the] description of what the ALAC is and having [inaudible] type of sessions instead of working sessions part one, two, three, four, etc. I just want to get [an idea, sense of] what's the approach for this. Should a Wiki page be created? Shall I make suggestions for the community to make suggestions? Will staff reach out to do this? I would like to see an improvement in time for Kobe.

DANIEL NANGHAKA: Thank you very much, Dev, for bringing that on the call. Apparently, there was an action item that came up from the Barcelona meeting, and I think Gisella [inaudible] wording of the description. Probably Heidi can be able to give highlights on that. Heidi?

HEIDI ULLRICH: Yes. Thank you, Daniel. Yes, Dev, during the development session in Barcelona, there was an action item that Yesim and Gisella would have much more descriptive titles for the sessions, so it'll not be At-Large leaders session one, two, three, four, five, we will have a description.

And also, as mentioned earlier, Maureen will be ensuring that the sessions are more of a workshop, interactive discussion going forward as well and bringing other people to speak with us and engage with you in your sessions. Thank you.

DANIEL NANGHAKA: Thank you very much, Heidi, for that. if there is nothing more to discuss, assuming, I'm going to mention that probably the next call will be on January 20th. Does that work better with staff? January 20th, I think it will be –

HEIDI ULLRICH: Daniel, I think the 20th is a Sunday, so ICANN offices are closed. Let me just double check. Yeah, it would be the 21st. So that's a Monday.

DANIEL NANGHAKA: Okay. [inaudible]

HEIDI ULLRICH: And keep in mind that that is the session where the Communications staff are going to be presenting on communication strategies and work with you on how to develop one that suits you. Thank you.

DANIEL NANGHAKA: Yeah. That's right. So I think we shall have another 90-minute call [just in case.] I think that is fine. So I think a Doodle will go out for the 21st of January. Apart from that, I'd like to wish you all happy holidays, merry Christmas, happy festive season, and enjoy your festive season. I'd like to adjourn the call. Thank you very much for the interpreters for going extra time and for staff for being [inaudible]. Bye. Thank you.

HEIDI ULLRICH: Thank you, Daniel. Thank you very much. Happy holidays. Thank you very much for all of your work. Thank you. Bye.

SILVIA VIVANCO: Thank you all. Bye. Happy holidays.

CHERYL LANGDON-ORR: [Bye, team.]

DEV ANAND TEELUCKSINGH: Thanks, everyone. [Take care.]

CLAUDIA RUIZ: Thank you, everyone, for joining the call. This meeting is now adjourned. Please remember to disconnect your lines. Thank you.

[END OF TRANSCRIPTION]