

# **Multilingualism - Recommendation 8**

Implementation Briefing for the Third Accountability &  
Transparency Review Team (ATRT3)

# Recommendation 8

*To support public participation, the Board should review the capacity of the language services department versus the community need for the service using Key Performance Indicators (KPIs) and make relevant adjustments such as improving translation quality and timeliness and interpretation quality. ICANN should implement continuous improvement of translation and interpretation services including benchmarking of procedures used by international organizations such as the United Nations.*

## Implementation Status

Two outstanding items - see details below. Executive summary and archives available at: <https://community.icann.org/display/atrt/Rec+%238>.

## Deliverables

Deliverable	Responsible	Status
Create a Language Services Department	ICANN org	✓
Conduct focus groups with community for feedback on improving the Glossary and Terminology Database	ICANN org / Community	✓
Create a summary report detailing what content types will be translated on icann.org – to be updated in Q2FY17	ICANN org	✓
Set a process for translation/localization of icann.org	ICANN org	Dependent on completion of cross functional work tied to Information Transparency Initiative (ITI)
Build an internal language portal	ICANN org	✓
Update ICANN Languages Services Policies and Procedures (will be updated in Q2FY17)	ICANN org	Estimated completion

		date: May 2019
Develop standard tracking and reporting mechanisms	ICANN org	✓

## Results and Implementation Details

### *Language Services Department*

Language support at ICANN began as a mere function, when back in October 2008 a coordinator was hired under the Corporate Affairs Department to oversee the management of translations and a few interpretation projects.

As the demand and project volume increased, the workload to be handled by one person was reaching its maximum. In May 2010, a junior project manager, was contracted through one of the ICANN organization's (ICANN org) vendors as a subcontracted aid, to assist on a part-time basis.

By December of 2010, during ICANN39 in Cartagena de Indias, the first eight contracted interpreters joined ICANN and the ICANN org Interpreters Team was created. The volume of projects and tasks kept increasing and the junior project manager began working full-time by the second half of 2011. By September of 2011, during ICANN42 in Dakar, another seven contracted interpreters joined the ICANN org Interpreters Team.

In September of 2012, during ICANN43 Costa Rica, five interpreters were added, and in October 2012 for ICANN45 Toronto, twelve additional interpreters joined the ICANN org interpreters team. During this meeting, the language services policy and procedures was approved during the ICANN Board session.

In April 2013, what was until then a function became the ICANN org Language Services Department. The second contracted staff hired was the Spanish language service expert and head-interpreter. Soon after, in July 2013, the language service expert and head-interpreters for French, Russian and Chinese were hired. The last language service expert and head-interpreter to be hired was in January 2014 to support the English/Arabic language pair.

Additional contracted interpreters joined the team to support the growing needs during ICANN meetings as well as the service of teleconference interpretation. In March 2015 a localization manager was hired to join the ICANN org Language Services.

The ICANN org Language Services was then comprised of eight members and 45 contracted interpreters who are booked depending on the need and region of the meeting where the ICANN org provides the support.

By January 2016, the ICANN org Language Services was moved under the direction of Global Communications.

The ICANN org Language Services has gone through a rollercoaster of growth and changes since it was first conceived as a mere function in 2008, always growing stronger and as a unified group.

### ***Size and Functions***

Size and functions of the ICANN org Language Services were determined by assessing the work volume, services being supported and especially taking into consideration the need to have a head interpreter/language expert for each of the five non-English UN languages. The ICANN org was able to hire from within the team that was already providing language services, providing expertise and familiarity with the work of ICANN.

The team of head interpreters/language experts' main tasks are related to interpretation, as well as the management of terminology, maintenance and distribution of translation memories (TMs) and glossaries, quality assurance process and review, and validation of translated material. Head language experts also support their corresponding language by answering queries from vendors, community members, and the ICANN org, as well as providing notifications of glossary updates.

Localization management entails a technical role. The work includes related duties and responsibilities in the following areas, but not limited to:

- Overseeing and supporting the services managed by the ICANN org Language Services, namely translations and more specifically localization services, in accordance with the policies set by the ICANN org Language Services policy and procedures document;
- Representing the ICANN org Language Services before other ICANN departments. This includes participation in IT, Digital Services, and Web Content Operations teams' work, as required, in an effort to enable ICANN's enterprise content management system (CMS)/document management system (DMS) architecture, design and implantation that would support cultural and language capability for icann.org and other SO/AC websites, as needed.

The senior localization program manager is also the person in charge of the language services platform updates and training. This person acts as the main language services technical liaison for the ITI project and works with IT, Web Admin and Comms providing support on complex technical issues related to language services.

### ***Going Beyond the Six UN Language Rationale***

On June 2015, the ICANN org Language Services Department took over the localization toolkit project from ICANN APAC Region. The original localization toolkit was created by the ICANN APAC regional office and implemented with the Korean Internet & Security Agency (KISA). This project was created to provide a set of tools and materials for translating ICANN outreach materials outside of the six ICANN languages. Entities of regions with whom we have a Memorandum of Understanding (MoU) will translate materials with support from the ICANN org Language Services, including language glossary, collection and dissemination of materials and best-practices.

The ICANN org has signed a MoU with Japan Network Information Center (JPNIC) and Japan Registry Services Co., Ltd. (JPRS) and also one with Thailand's Electronic Transactions Development Agency (ETDA). Under these MoU, the ICANN org and the parties mentioned above will coordinate and collaborate to identify and translate ICANN materials into Korean, Japanese and Thai for the local communities. Those MoUs remain in force and are a good first step to provide support to all the other languages we do not support within the six UN languages the ICANN org supports as a policy and following the example of other organizations (e.g. United Nations (UN/ONU), International Criminal Court (ICC), World Bank (WB), etc.).

### ***Glossary and Terminology***

Several focus groups were conducted to create a glossary and designated terminology. These focus groups were led by the ICANN org Language Services head and supported by the executive in charge of the department. Some of the recommendations led to implementation. In 2014-2015, the focus group for document translation on the new ICANN website led to a new focus group to discuss the glossary and terminology database (now being updated based on the ITI initiative) <https://www.icann.org/resources/pages/glossary-2014-02-03-en> – i.e. over 25,000 terms, all translated into the six UN languages and Portuguese – along with an interactive application for the community, [Quizlet](#). This project was called “ICANN In Your Language” and other languages are being added to support the regional offices and broaden the outreach towards non-English speakers (Korean, Japanese, Turkish). In June 2014, a second focus group was conducted where methods of translation for all material including the approach to localize icann.org was discussed. The focus group consisted of a diverse set of 27 participants from both the ICANN org and community, representing over 15 languages, and nearly 20 countries. Five virtual meetings were held to discuss current website translation approaches at ICANN, and to produce a set of recommendations.

In 2017, the focus group was extended and a session to debate and find consensus regarding the choice of some terms took place during ICANN51. During the same year, a focus group on terminology consensus was established.

### ***Summary of Content Types***

In 2016, the ICANN org started updating and sharing a translation projects master on ICANN's community wiki (<https://community.icann.org/display/ICANNLS/Translation+Master+File>) to

provide transparency into the work and output of the translations team as well as a source to quickly view what has or is in the process of being translated.

ICANN Language Services is now in the process of revamping the Language Services page of the ICANN community wiki, where the new tracking masters will be displayed. Language Services is planning a first beta launch the last week of September 2019. Full deployment, i.e. access to the new Language Services ICANN community wiki, is planned for the end of 2019.

### ***Process for Translation/Localization***

With respect to setting the process for translation/localization, the work entails a complete content strategy plan, new document management system (DMS), as well as a web content management system (WCMS) infrastructure underlying the future icann.org. This work is now folded into the ITI initiative. The ICANN org Language Services is leading the translations work with Communications, Web Ops, and the Digital Services Team, and defining the scope of the broader changes necessary to implement and incorporate full language enablement across icann.org and the GAC “beta” website.

### ***Internal Language Portal***

An internal language portal has been in place since April 2015 and is used by the ICANN org as a central platform for language services related requests.

### ***Policies and Procedures***

In October 2012, during the ICANN45 Toronto meeting, the ICANN Board of Directors approved the first language services policy and procedures. The copy of this document was published on 18 May of the same year (<https://www.icann.org/resources/files/policies-procedures-2012-05-18-en>). The ICANN Language Services Policy and Procedures has been updated and is now going through internal revision. Once this is completed it will be finalized and published. We expect this to be completed by May 2019.

### ***Key Performance Indicators***

While ICANN is working toward an improved understanding of community’s usage of language services resources based on data, various dashboards are already available providing initial measures and trends. Please visit <https://www.icann.org/accountability-indicators> for 1.1: Further globalize and regionalize ICANN functions. The dashboards include number of sessions with live interpretation at ICANN meetings and percent compliance with proactive translation policy. We hope to have more comprehensive reporting once ITI is in place.

With respect to benchmarking, a first assessment to begin the Language Services benchmark exercise was completed. Original targeted participants included two organizations within the

United Nations system, and one commercial enterprise organization. The benchmark was cancelled due to lack of response and interest from the other organizations. We hope to revisit this and try to accomplish the study in 2020.

Language Services is working on establishing a plan to improve usage of Language Services. Some of the objectives of this plan include:

- Staff awareness program
- Community awareness program
- The project trackers mentioned above
- Improve Language Services' department visibility
- Completion of the update for the LSPP
- The deployment of the advanced and updated Language Services platform and integration of new technologies
- The integration of new processes for the different services

Aside from the translation tracking master mentioned above, we are also implementing the same format for all the other services. There will be tracking masters to show the projects and work volume, in real time, for:

- Translations
- Transcriptions of teleconference and webinars
- Transcriptions of ICANN meeting sessions
- Teleconference interpretation
- ICANN meeting interpretation
- Regional meetings interpretation
- Real-time-transcription services (scribing)
- Video captioning and subtitling

In an effort to better understand the needs of the community around Language Services and make truly data driven decisions, the ICANN org Language Services team embarked on a fact-finding mission regarding the availability and use of currently translated materials. The project's objectives were to allow for the publication of translated materials on icann.org in a much more direct and systematic way. However, the project was cancelled and replaced with the ITI initiative.

We believe the ITI project will help address difficulties non-English speakers have in accessing documents. ITI will enable us to draw accurate statistics on access to translations and will be fully accessible in all six UN languages.

## Useful Links

Language-Services community wiki page - <https://community.icann.org/category/ls> (WILL BE UPDATED)

Localization toolkit - <https://community.icann.org/display/ICANNLSLT>

Glossary & Terminology Database - <https://www.icann.org/icann-acronyms-and-terms/icann-acronyms-and-terms/en/nav/A>

Quizlet - <https://quizlet.com/ICANNLangs>

Translation Master File - <https://community.icann.org/display/ICANNLS/Translation+Master+File>

Policies & Procedures - <https://www.icann.org/resources/files/policies-procedures-2012-05-18-en>

Dashboard - <https://www.icann.org/accountability-indicators>

Information on ITI - <https://www.icann.org/news/blog/the-information-transparency-initiative-iti-and-the-open-data-initiative-odi-similarities-differences-and-what-these-projects-mean-for-you>