YESIM NAZLAR: Good morning, good afternoon, good evening to everyone. Welcome to the ALAC subcommittee on outreach and engagement fiscal year 21 draft strategy review call taking place on Thursday 21st of May 2020 at 13:30 UTC.

On our call today on the English channel, we have Daniel Nanghaka, Cheryl Langdon-Orr, Joan Katambi, Vernatius Ezeama, Fouad Bajwa, Jianne Soriano, Dave Kissoondoyal, Ali AlMeshal, Abdeldjalil Bachar Bong, Anne-Marie Joly-Bachollet, Robert Jacobi, an d Roberto Gaetano.

On the Spanish channel, we have Lilian Ivette De Luque.

We have received apologies from Alberto Soto, Judith Hellerstein, Maureen Hilyard, and from Olivier Crépin-Leblond.

Natalia Filian has just joined us.

From staff's side, we have Heidi Ullrich, Adam Peake, Siranush Vardanyan, and myself, Yesim Nazlar. I'll also be doing call might on today's call.

Our Spanish interpreters are Claudia and Marian.

And just one final reminder to please state your names before speaking, not only for the transcription but also for the interpretation purposes as well, please.

And now I would like to leave the floor back to you, Daniel. Thanks so much.

DANIEL NANGHAKA: Thank you very much, Yesim. Good morning, good afternoon, good evening. I'd like to welcome you to this call, and the main purpose of this call is that we shall be reviewing the draft strategy for the next FY.

I'll begin by giving a brief background of how this strategy came into place. Following previous, every year, our co-chairs [inaudible] to draft RALO strategies. And starting from the previous FY, we had draft strategy that led us through the FY. And now, we get to this year where we have drafted the strategy to guide us, especially through these COVID times.

Following the challenges that come up also, starting from the report of the ARIWG, that is the At-Large review implementation proposals that came in, there was a need for collaboration. That is with staff, different working groups, GSE. And I'm happy to share that we got appropriate support from GSE whereby Adam Peake was designated as a liaison to outreach and engagement, and there's been a lot of updates, cooperation going into the works of outreach and engagement.

And also, following up on ATLAS III recommendations, a lot of work was done, and there was a need to highlight the appropriate ways in which ATLAS III leadership was going to be able to feed into the work of outreach and engagement.

Through all this, the works of outreach and engagement were going on so well, until one interesting monster came our way, and that is the COVID monster. And through all this, there was a need to rapidly switch our strategy on how we can enhance outreach and engagement since

most of the events were being cancelled and not only were they canceled but we started to adopt a virtual mechanism of doing things, of meeting. And all these come with their respective bottlenecks, challenges, but [inaudible] how are we going to work effectively to be able to achieve milestones, and then make sure that we do not just simply get lost with the virus but also continue to promote the goals that we are set to achieve within outreach and engagement and ICANN At-Large representing the views of the end users and improving on participation online.

With that brief introduction, this call is going to be different of a kind in that we are going to be dialoging, and making adjustments and gaining consensus. And where there is need to have appropriate discussions, you feel free to raise your hands. And for those who are not on the Zoom, are only on the phone bridge, you'll be required at least to [inaudible] you'll be given the floor to speak.

I'd like to say that this strategy was open for comments, and some comments came in directly into the document, and others were amended on the fly and others were not. And also, some of these sections are going to be discussed by some of the co-chairs who are on this call, respectively, also be discussing issues.

I'm happy to mention that we have Glenn on the call who is one of the co-chairs. We have Ali AlMeshal, we have Natalia on the call. All these will be giving input into this strategy.

I'll start by asking Glenn to go through the introduction of this strategy, and then we shall go on to discuss the deliberations and make any respective adjustments. Glenn, are you on the call?

GLENN MCKNIGHT: Hello. Okay, so what we tried to do in this document, and as Daniel has indicated, we have to have a completely different approach to looking at a virtual outreach and engagement. In many cases, in our position NARALO, we've emphasized again and again that we're going to have huge challenges doing outreach. It's more of an engagement strategy that we're suggesting in the case of NARALO, and that's why we did a survey recently of our membership to find out what their interests are and how it ties in with the core policy statements that ICANN has, and then come up with a strategy working with content development, whether it be the webinars that are existing or planned.

But the key idea, I believe, in our approach, is to build capacity within our organization. We're going to probably have very little opportunity—well, no opportunity for face-to-face probably the rest of this year, and if the pandemic has a history as it did in 1918 and people don't exercise social distancing and this pandemic will have a second and a third wave—and no one has a crystal ball, but I would say that this fall, all the CROP trips would not happen. But there's a good chance in the next year as well.

So I think what Daniel has done here is saying we have to grab the bull by the horns and say a virtual strategy has to be created. And the

biggest challenge in addition to coming up with a strategy is what resources do we have to be able to do this?

I just came off another call this morning, and many of you, as I am, I'm tired of this. I'm tired of all these calls. I think people are having fatigue. I think if we do virtual meetings, we better not overdose the people. So the introduction I'm trying to say is I think we're forced to do the virtual meetings, and I think there's a right and a wrong way, but I think we've got to be careful of not overdoing it. So that's my general comment.

DANIEL NANGHAKA: Thank you very much, Glenn, for that general comment and introduction. So I'll walk through the introduction line by line. In case there's a need for interjection, please, you'll be required to just simply interject or raise your hand and you'll be given the floor.

So along with the world, At-Large is facing unprecedented challenges in the age of COVID-19. At-Large has identified its 2020 priorities, which include activities being led by a subcommittee on outreach and engagement.

All the same, the subcommittee on outreach and engagement has identified a set of activities for the remainder of the FY20-21. Therefore, we need to look at the ways and means of maintaining the goals of the subcommittee, implementing the At-Large 2020 priorities, and the subcommittee proposed activities in order to ensure continued interest and involvement of our community.

This includes our mandated work of engaging the wider community in At-Large policy advice development and outreach to potential new At-Large members. So a viable alternative approach is to create a virtual strategy which supports At-Large efforts to engage the community to be more effective by supplementing face-to-face information sharing with technology. And this document will detail the various elements of the strategy so as to achieve success and increase engagement and expanding our community base despite the challenges facing us and without the benefit of face-to-face meetings.

Following this introduction, is here any reactions from any member on the call on what can be adjusted or what may not have to be adjusted? Yes, Natalia.

NATALIA FILINA: Thank you very much, Daniel. We have a lot of discussion in our [inaudible] chat, but I can repeat after Glenn that we have some problems, and when we are talking about resources, we are talking a lot about people. I think it's a great strategy, and in situation where we are not sure that we will have the possibility of face-to-face meetings this year or in the future, I agree, we will always have it on the table, and I think we can develop virtual booth solutions too.

For example, now I'm looking how my colleagues in Russia do it during big virtual conferences, and I can say that I think we can use these solutions as examples and we will try to find some way to meet virtual guests and answer questions and tell about At-Large, etc.

So Daniel, as we discussed before, I think we should look at our processes of building documents. And as I suggested before, we may have a basic strategy like framework for for example a few—I don't know, maybe five future years, and we may add annexes to define a strategy for every year and for every RALO too.

And I think for example if the situation will change and our face-to-face meetings will be cancelled, we can take for example this virtual strategy and implement all of these tools without a lot of effectiveness of our work.

And if I may say about my other suggestion, I can say now that I suggest during this year or maybe future years too, we may hold outreach and engagement webinars and we may do it regularly and explain to the community how to use the strategy, how to help us to develop it, how to implement our decision and how to use this tool.

And I think it allows us to attract attention of our members again and to engage people in our work too. And if we're talking about the role of social media work and we are waiting for the new Social Media Working Group call and meeting, I would like to say my idea, maybe.

So it sems to me that the creation of working groups is not always a solution to activate participation of our members. And I suggest now that the work of social media, we may do within our subcommittee with the appointment of a responsible person from each RALO for example, I don't know, maybe ATLAS III ambassadors or leadership of each RALO to coordinate this work.

	And maybe they will be our co-chairs, all of you, [inaudible] I think we must understand that the work in social media is very serious, not so easy, because that means a lot of time. And I think we should involve more people in the discussion and in our community and engage in this work too. Thank you very much.
DANIEL NANGHAKA:	Thank you very much, Natalia, for those remarks. Looking at the chat, Marita mentions that there's a new terminology that is coming on the block, which is Zoom fatigue that comes up. And one of my hopes is that we do not fall victim of Zoom fatigue. Just to go back to review on some of the activities that we've been holding.

DANIEL NANGHAKA:

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Thank you very much, Natalia, for those remarks. Looking at the chat, Marita mentions that there's a new terminology that is coming on the block, which is Zoom fatigue that comes up. And one of my hopes is that we do not fall victim of Zoom fatigue. Just to go back to review on some of the activities that we've been holding.

Let's look at the section of values and pasts. Could you please scroll down? Seeing that there's not much reaction or any changes on the introduction, let's go to the next section, of values and past activities, of the document. I'm also still taking note of the chat. Fouad is mentioning that people tend to make Zoom meetings painfully long, meeting efficiency and optimization is now a real thing and very few people know how to achieve it. Trying to achieve fixing time slots can be highly inefficient. I think that's a challenge.

Yeah. So looking at the values and past activities, the word "crisis" in Chinese characters means danger and opportunity. This is what summarizes our situation as we start exploring the tools that we can implement to create a virtual strategy.

The presence of virtual communities isn't new. One of the way past virtual communities was created, The WELL, established in 1985 in California. I think this is more of an introduction. I'll skip a few things.

So regardless of the topic, members engage with each other online because of a set of shared values and norms. What are the shared values of the outreach and engagement?

Commitment to a positive role of At-Large in the ICANN ecosystem, dedication to supporting capacity building leading to greater engagement in At-Large policy advice development, outreach to Fellows, NextGen and interested members of the public at ICANN meetings and other Internet Governance meetings, sharing best practices of techniques and tactics of outreach and engagement strategies, the need to spread the word of the importance of At-Large policy advice, and then mutual respect for all members of the ICANN community.

This is the point where I'm going to open up the discussion about some of the shared values. When you come to the point of outreach at ICANN and Internet governance meetings, At-Large and ICANN O/E activities during ICANN Meetings, including at the ICANN booth; there's been also an activity including hosting workshops and a booth at the global and regional IGF meetings, African Internet Summit, Canadian Internet Forum, etc., RALO networking and showcases, At-Large and NCUC/NPOC information sessions. This has been happening at ICANN meetings. And then the presentation at various Internet Governance events, including Schools of IG. And then there's another point that was added, further to the development of the Stakeholder Tool, RALOs can

still use the Stakeholder Tool to see where there are territories without At-Large and do virtual outreach to find suitable organizations.

I think that is an action point that we can ship to the implementation of this. I think this came as a suggestion from Dev. Dev did very great work in building this tool, and this tool has been used so much ever since its creation to identify gaps where the reach of the end users in ICANN is not available. So we've been using it so much to identify where new ALSes can come from, and then also where individual members can be scoped or outreached to such that they can come and join the ICANN ecosystem and get involved.

So opening up the floor, this is the suggestion that I'm going to put forward, that we accept this as one of the outreaches that has been happening, because accessing this tool has been done online or virtually by various members, especially when they are drafting the strategies that identify their meetings they'll be going to during the face-to-face.

And so still, during the COVID time, or the virtual period I'll call it, because we can still continue to adopt the feasibility of this tool, looking at the comment suggestion, RALOs can still use the stakeholder tool to see where there are territories without At-Large and do virtual outreach to find suitable organizations and individuals. I think this is something that we can accept into the document. Is there anyone who has any input or disagreement on this? In case you all go to this document, you can simply put a checkmark, yes, and then we can continue such that we do not spend a lot of time going through this.

Okay. Thank you, Cheryl, for your tick. Thank you, Ali. I'm seeing only two responses of acceptance. Are there any other members who object to this? In case you object to this addition, please raise your hand. Thank you, Natalia. You can put a cross mark and then we can hear what your suggestions are. Thank you, Lilian.

Okay, seeing as there are green check marks, I'm going to say that we [inaudible] this section and we are going to proceed to the next section of information exchange.

I'm going to ask Natalia to speak about the information exchange that is regarding to the CMSes and the WordPress.

NATALIA FILINA: Daniel, thank you very much. So I think we already have a very great tool, our communication strategy, and we have a great [inaudible] previous version of this document when we defined our metrics, our ways to exchange information inside and outside of our community, and we may follow this document. and I think we may modify some tools maybe or some solution if we can see that—I don't know how can I say it, if we can see that some tools may be not so effective or not allows us to be closer to our community, to our ALSes and, as I can see in for example our communications channels on social media for example, we should understand that we cannot just give them information. More important to give feedback, and I think we maybe need to modify something in our strategy and we should have this opportunity to be more flexible during current year, for example, too, and check our gaps

or our achievements for development for much more effective strategy for the future. Thank you.

DANIEL NANGHAKA: Thank you very much, Natalia, for that. Let me hear from Cheryl. Cheryl, you have the floor.

CHERYL LANGDON-ORR: Thank you very much, Daniel. Couldn't agree with you more, Natalia, but of course, we do need to—constantly perhaps in some cases—remind people that strategies are plans and living documents. They are not some [terms] cast in stone which exist without—what is it called? [inaudible].

DANIEL NANGHAKA: Thank you very much, Cheryl. I'll proceed to look at the comments. One of the comments that came in from Patricia, she mentioned that we should write CMS in content management systems, so probably, we should accept that suggestion everywhere where there is CMS, we put it as content management system. And then also, there was a suggestion from Dev who mentioned also using the concept of the CMS like WordPress blogs to automatically share the content to newsletters and social media without copy and pasting.

Sarah agreed with this suggestion, and I think this is an interesting way we can automate all this, because we understand our communities so well that there are some who have strength in reading blogs, there are

others who have strengths in tweeting, and then there are others who have strength in watching videos and so forth.

So this section clearly brings this out well. I'll simply go through it again. Information sharing, Content Management Systems like WordPress to automatically share content to newsletters and social media without copy pasting repeatedly. This is—RALO newsletters. I think all those should be on one [inaudible] because I can see they are independently bulleted within information sharing.

Then there's video summaries, At-Large policy video and NARALO insights, short webinars at RALO monthly calls, and then the publication of the welcome package as the O&E tool.

So I'm going to say that we should accept these suggestions, and then the last one was promotion and encouragement of information access through the ICANN Wiki. I think all that is valid.

Is there anyone who'd like to make changes to this section of the document? Kindly accept the CMS. Okay. Then the agreement to the suggestion. Yes, Heidi.

HEIDI ULLRICH: Hi, Daniel. Hi everyone. I'm wondering—this is not for the CMS item, this is just for information exchange and coming down to the area of videos, etc. Siranush and I have just been chatting behind the scenes and wondering if there might be one way where the growing focus on youth within At-Large might coincide or coexist with the NextGen by having like an open house, a webinar. I know that were busy coming up

to 68, but perhaps sometime after ICANN 68, this group might host an open house on At-Large and invite the fellows that have been identified and any NextGen people that you could talk a little bit about At-Large and answer questions. So just a suggestion there, trying to bring that youth element in. Thank you.

DANIEL NANGHAKA: Thank you very much, Heidi, for that. Any yeah, Siranush at least has done some good work with the fellows and NextGens. I think that's a good suggestion. Probably, we have to think of how we can be able to press this issue over information exchange.

Siranush, sorry to put you on the spot. During this time that ICANN face-to-face meetings have been canceled, how have you been engaging with the fellows and how are you building information exchange? Probably your ideas could be able to contribute directly to this strategy.

SIRANUSH VARDANYAN: Hi, Daniel. Thank you for your question. Actually, we cancelled only at this stage ICANN 67, but for ICANN 67 as it was cancelled only ten days prior to the meeting itself, we conducted a lot of activities with them due to the fellowship process and all of them had been engaged in their mentoring processes. They were taking their ICANN Learn courses.

As for now, as you know, we have deferred ICANN 67 to ICANN 69 and ICANN 68 to ICANN 70 meeting. We are planning to have a special session with the fellows only within the framework of ICANN 68 prep week, and as this is a policy forum, the idea is to pilot so-called PDP

working group roleplay session where everybody will be a part of the community they are representing or they review team interested in, so we will be dividing them into working groups, and they will come back with the idea how they suggest the process for that or their statement for that particular PDP idea.

And we are working with the policy team and our Asia Pacific colleagues, GSE team, but at this stage, this will be limited only to fellows as we are piloting, this is first time only. And we had a discussion actually with Shreedeep who is part of this call as well and there are a couple of suggestions might come up for future, like for engaging more youth, we might have some specific outreach and engagement activities in the region.

So the idea which Heidi is providing to have a call with fellows, I think this is a great idea to move forward, and particularly, we have a lot of fellows who are part of At-Large. So we may plan a call with them, and you as a strategic outreach and engagement committee may come up with the idea how fellows can help you in identifying the new blood, the youth, and share the information with those groups.

And I think Shreedeep as well had a lot of nice ideas and he had already the experience of talking to NextGen during couple of ICANN meetings. And this is something we can move forward with by engaging new people, and especially focusing on youth.

DANIEL NANGHAKA: Thank you very much, Siranush. Let's call it something like probably the youth in ICANN as a catchphrase, and I think that is something that we could include into the strategy. Shreedeep.

SHREEDEEP RAYAMAJHI: So basically, when I talked about collaborating strategy, the first strategy which has been made with the individual groups, but what we lack is the collaboration. Social media is there, Social Media Working Group is there. We have outreach. So we have to collaborate, and we have to use the different groups. The Social Media Working Group is there, that is handling the events. They have the co-chairs. They can really work out their way to social media. Because a lot of the people are there.

So I need to say we need to work with proper information, proper coordination, and things can really work. During ICANN 67, it was the first virtual meeting, what we did was we kind of created a Facebook group, we started sharing sessions, we kind of helped people because people were having issues with connection, people were having a lot of issues.

So at those times, the community leaders, the fellows, they should come up and help in such a way. So I mean to say, in all the activities that are being done by different groups, we need to collaborate all of them in getting the information and the engagement out, because a lot of the times, what is happening is information is posted somewhere, and it's not getting out to the people. I mean to say it's just there. It's

not reaching the people, the channels. So we have to collaborate so that the people could come.

Because I remember this: back then, Jonathan said something that policy is not about big things, it's about individual stories, individuality, individual problems. So that is what we have to idealize, and we have to work from the community leaders, the fellows, we have to collaborate in the community so that we can bring in more people, you can utilize the different social media channels. You guys have created a strategy. So we have to collaborate in that. And we have to bring that to the social media platform, because that's the best way where we can collaborate. So we need to collaborate. Particularly focused on that, we can do a lot of things.

I mean to say, let's do webinars. That is the reason why I reached out to Samiran, Siranush, and Jia-Rong, about things like in this time, let's do webinars. And since this ICANN meeting is a policy forum, we are planning to do something like that in the next meeting. So I think there are resources, there are people, the community is there, the groups are there. So we just need to connect the dots and create a circle. Thank you, Daniel.

DANIEL NANGHAKA: Thank you very much, Shreedeep, for that. I was just trying to punch in something very fast regarding the youth at ICANN, and what I just typed is that there is need to collaborate and coordinate activities targeting the youth at ICANN, building their capacity to participate at ICANN

At-Large policy development process and activities aiming at engaging the end users.

I was going to add that this will be done in collaboration with Siranush and the fellowship program, and then also the NextGen program, and all such that we can maintain the knowledge flow within ICANN At-Large.

So before we come to that, let me seek consensus on the information exchange section. And also, reading the comments that were coming in, let me just simply resolve some of it. Resolving the comment that was given by Dev, can also use the concepts of CMSes. That one is going to be resolved. And then Patricia asked, is this different from O&E promotional materials? If it's the same, then I would suggest that we change welcome package as the O&E tool to publication of O&E materials. And then we need to be consistent with the abbreviation of outreach and engagement. I think consistency will come in the final document edits before we hand over the document to the ALAC. And then replace with the promotion, yeah, with promote and encourage information access through ICANN Wiki. I think that also would be accepted. Then she continues, "In addition to adopting the use of other technologies, O&E utilize existing technology on tools like ICANN Wiki." I think that's a repetition, and there should be [a strategy to] encourage and guide new members on how ICANN Wiki for information access can be used.

I think from there, there is need to leverage on current tools to develop ways in which members can learn how to navigate ICANN Wiki. So that seems to be a challenge. Could we please put that as also an action item

that we could strategize in this next FY? Following that adjustment, let me just seek consensus from the members on the call whether there is any addition that has got to be made or any subtractions to this section of information exchange, and the youth and ICANN. Yes, Cheryl.

CHERYL LANGDON-ORR: Thank you. As an incredibly non-youth and much closer to the point of death in my life than desire of life ahead of me, I'm highly and absolutely supportive of youth, but they are a target group in our very much important set of diversity desires. Could we, as Lilian put in chat, not only focus on youth [inaudible] cotton socks, with indigenous communities and other identified diversity target groups, all of which would benefit from a similar process and program. As I say, I know youth is important. I was once one. But it's not the only aspect of diversity. Thank you.

DANIEL NANGHAKA: Thank you very much, Cheryl. So probably, that means that we could put a section [inaudible] ICANN diversity within the strategy. Under ICANN diversity, youth at ICANN becomes a component of its own, and then the other component, we could look at probably the gender diversity within ICANN. Yes, Cheryl.

CHERYL LANGDON-ORR: This is where age and experience sometimes has a little bit of advantage over enthusiasm and youth. [And I'm at literally—] As soon as you start partitioning off, for example, Work Stream 2 work for increasing

diversity in ICANN, identified at least eight different target areas that within ICANN are desirable areas of diversity and inclusion improvement.

So I would refer to all of those as equally necessary to be targeted. As soon as you start saying, oh, we'll look at youth this week and women the next and indigenous communities a fortnight after that, you very rarely get through the full list, you very rarely get equitable treatment, and you usually stop somewhere [way too early] along a development program which is more generally looking at improving the mix. And that's what diversity is all about, improving the mix and getting more voice and experiences and skillsets muddled together to get a little bit perhaps more general and more representative outcomes. Thanks.

DANIEL NANGHAKA: Thank you very much, Cheryl, for that. I think we have to think how best to phrase this. I'm going to ask staff to put this as an action point to discuss about the diversity and include the diversity section within the strategy.

Looking at the comments on the document, I'm going to request staff to resolve a comment of Patricia. Yes, that one. And then also, I'm seeing a suggestion, perhaps Lilian can craft some suitable wording here. Lilian, would you like to take over that role to craft the wording for diversity? I would appreciate. Yes, Siranush.

SIRANUSH VARDANYAN: Just as a follow up, if you decide or plan to have any call with the fellows, which I think is a very good point to be followed up, please let me know. And I know that you are sending the invite to these calls to ALSes as well, but I will support spreading this word particularly among fellows who are part of At-Large and can participate and provide their input for the specific call. If you are going forward with that idea. So I'm happy to support.

DANIEL NANGHAKA: Thank you very much, Siranush, for that. I'm going to request staff to set that as an action item. We can follow up this immediately after this call, because I would love to see the youths getting engaged, and also, I'll be very much interested to see the diversity improved within the strategy.

SIRANUSH VARDANYAN: Just a small addition. I'm not sure how many of them are youth or are still considered to be youth according to UN gradation of youth, but I'm sure that many of them are working directly with youth, like at the universities or somewhere which—or in their NGOs for example, like dealing with youth. So I assume that they might have good ideas on how to spread the word.

DANIEL NANGHAKA: Thank you, Siranush. I think that takes us to diversity. I believe Lilian would be able to at least come up with a script or a wording for that. That will be something that is going to be pending within the document.

So allow me to continue to the next section, which is ALS readout. This question, I'm going to leave it as it's not yet complete. So based on the discussion, it has not gained appropriate consensus, but it will be reworded.

So ALS activities and readouts have been happening. They've been happening locally by their respective members. Patricia suggests, let's change the title of the ALS activities, remove readout, otherwise, as it is, it makes the section feel like the ALS activities are readouts.

Is there any discussion on that or any opinions from the members on the call? I'm looking at it. I think Patricia makes a valid point because a readout can be a section or one ALS activity. So probably the suggestion would be local initiatives by ALSes to their members and communities, [inaudible] local initiatives, for example, readouts by ALSes to their communities can be considered as an activity. And so by that, this activity can also adopt the virtual way.

I don't know how we can best frame that. I think staff can action that, then we shall be able to get appropriate wording for it. So let's proceed to—we are going to agree with Patricia's suggestion on that because it makes sense.

I'll go to the issue of priorities. Yes, go ahead. Priorities and their implementation. The subheading to be refined. Okay. There are many different methods that can be used in planning an At-Large virtual outreach and engagement strategy that incorporates the SC on O&E priorities. However, what is being proposed is to develop and implement a systematic approach to virtual outreach and engagement

that incorporates the following: the 2020 At-Large priorities, post-ATLAS III activities, FY20 and FY21 regional strategies, coordination with the Capacity Building Working Group, policy working group and the Social Media Working Group, collaboration with the GSE regional VPs and their teams and the fellowships and NextGen support leads. All of these activities are noted on the SC table as that.

I think these are some of the activities that are coming as a result of the post-ATLAS III, and all these are being prioritized. I mentioned that there have been calls going on at different RALO levels regarding to their respective strategies and how they're being implemented.

And through this, these priorities have been clearly outlined and are going to be implemented in next FY. And timetable, virtual timetable has been created whereby RALOs can update their respective activities or events that they're going to be involved in.

So, what do we have here? The subheading needs to be refined. If Patricia was on the call, I'd ask her to explain more what she means by the heading being refined, because I personally don't understand that.

Despite activities that may transpire, physical meetings will be taken into consideration with reference to the outreach strategy. I think that is resolved, because virtual strategy does not say that we are going to simply [inaudible] face-to-face meetings. all the respective face-to-face meetings will take place as is, but where the activity goes virtual, there'll be still a virtual representation whereby members of the community can still participate in those activities.

So with this, I'm going to ask for consensus that we agree to this phrase regarding the various activities that are taking place. In case we all agree, let me hear a sign of agreement in the chat. In case there's disagreement, please, you can click the red mark.

[inaudible] I mentioned I was going to request for someone who has participated in the ATLAS III leadership, they could expound more on the ATLAS III activities and leadership and how we can leverage on that.

CHERYL LANGDON-ORR: Daniel, do you want me to just jump in?

DANIEL NANGHAKA: Yes, Cheryl.

CHERYL LANGDON-ORR: Okay. Let me know if my Internet gets sketchy again. I'm on satellite connection, so it waxes and wanes unfortunately in the times of great demand. There's only so much bandwidth to share across all of the users.

We are about, of course, to release in the not too distant future the report on the ATLAS III program, and as Maureen has said in a number of fora recently, it's a very exciting, fulsome and engaging report. I'm certainly exited, having read a draft about it. Most particularly is of course recommendations across all of the aspects of the At-Large and ALAC working world, and that means it is making recommendations into outreach and engagement into communications, capacity building, and

into other areas, even the operations and finance and budget area, and in general, that have come up from a bottom-up set of activities, which was of course the highly successful and very much reliant of course on face-to-face interaction that went on in ATLAS III.

So I would suggest one particular aspect of this strategy is that we have a placeholder put in it so that the very particular recommendations that are highlighted out of all of the survey work for example that are specified for outreach and engagement attention are picked up, considered, discussed and woven into this current strategy where practical.

That is part of what I think Shreedeep was also mentioning when he was talking about the importance of collaboration. The work and the reporting out of ATLAS III is overarching ATLAS III and indeed the ambassador program as it continues now has taken the first steps on a pathway of developing resources which will be useful not to just one aspect of ALAC and At-Large but across all of them, and so if I could seek that you put in a placeholder space where the nexus, the knotting in of the recommendations from the soon to be published report at this point in the document, if you can support that, I think you'll be moving along in a very wise manner. Thank you.

DANIEL NANGHAKA: Thank you very much, Cheryl. And [that's what I'm talking about,] and I think that would be a very good suggestion. So based on this, I'm going to leave this section for future review. We can always come back to this document and correct all this.

And that takes us to the next section—yes, Siranush.

SIRANUSH VARDANYAN: Daniel, for your action item related to the idea we have discussed, I'm thinking that as of now, we are in preparatory stage for ICANN 68 and we might think about planning this call after 68, maybe somewhere in July until September period. So it's not just we are going to do this immediately, because there are a couple of activities for the current selected fellows or being engaged in at ICANN 68 and prep work.

So just to make a correction here that the call might not be planned immediately, but the idea can be started to be discussed within your committee immediately or as you decide.

DANIEL NANGHAKA: Yes. Thank you very much, Siranush. This is something that we're going to be taking on, and we shall be discussing these things as they come in, because since the implementation of this strategy will be taking place in the next FY, that would be one of the key actionable items in the next FY, because it is measurable, specific, we have the target group, and we can achieve this in strong collaboration. I think that is a very interesting thing that we [inaudible].

regarding the priorities [still,] coming from the ATLAS III priorities, there was the At-Large participation toolkit that was to be developed, and following still on the comments that were coming in, please note that some of this [inaudible].

They may transpire in physical meetings which will be taking into consideration in reference to the outreach strategy. And then still on this priority, there is a suggestion here. The FY20 At-Large priorities for outreach and engagement are post-ATLAS III activities that were assigned to the group. These activities include the following. Kindly note that all these are in reference to ATLAS III that took place, and these recommendations were specifically directed to outreach and engagement and some of the implementation has started, discussions are taking place with different working groups, and also, there is collaboration with the different working groups which include capacity building, an then also social media is being taken [inaudible]. Cheryl, you have the floor.

CHERYL LANGDON-ORR: Thank you, Daniel. Perhaps I wasn't clear. This list, which in general, yes, I would suggest there is assignments of these types of activities, I don't want it to be seen as some shopping list [inaudible] pick up and do. There are aspects of each of these proposed tools, some of which are already in existing programs or developing programs from other subparts of outreach and engagement, capacity building for example group is looking at the onboarding materials past, present and future in great detail right now.

Other things, such as my much concern about appropriate terminologies with peer support are listed under two, but they go way beyond just outreach and engagement.

So the very careful wording that is in each of the sections in the soon to be published ATLAS III report is what I would be referring to here, not this somewhat high-level and easily misunderstood and misdirected set of four points. Am I clearer now?

DANIEL NANGHAKA: Thank you very much, Cheryl. I get you very much clearly. So we could add that to the statement that all these are in the soon to be published report of the ATLAS III recommendations. Does that make sense?

CHERYL LANGDON-ORR: Yeah, there's [inaudible] more, because there's a great deal more. I wouldn't want this group to think this is all that's going on, nor do I want this group to think that this is the only place and space some of these things are being addressed. So there's really well-crafted words coming out in the report, have a placeholder in this section of this strategy that clearly links to those outcomes and we will be right and not able to be misinterpreted. Thank you.

DANIEL NANGHAKA: Thank you very much, Cheryl. So I'm going to request staff to take note of that, that we shall place a placeholder in this respective section. So that is going to cover all the activities that are listed after the post-ATLAS III. That means that you're looking at this whole section of general assemblies.

Whoever is controlling the document, please scroll down. All that section that we have scrolled through comes in directly from ATLAS III

recommendations. So that will be a placeholder and we shall be able to refer to the report that will get published under the ATLAS III team that is working on that report. So that should be an action. So let's proceed to engagement strategies. I'm going to request Glenn, if he's still on the call, to go through this section.

It seems Glenn could have dropped. I'll walk through this section. Okay, in reference to this section of engagement strategies, in collaboration with the RALOs, the key At-Large policy issues were identified during ICANN63 in Barcelona through a bottom up process. These issues are noted in the At-Large Policy Platform. They are cornerstone themes for engagement with the community. The top 10 At-Large Policy issues are DNS abuse, cybersecurity, and so forth.

The fact that these are some of the issues that tackle directly the issue of capacity building [and knowledge,] I'm going to request Joanna, who is in charge of capacity building, to speak briefly about her engagement strategies regarding to building the capacity.

JOANNA KULESZA: Thank you very much, Daniel. Indeed, we have refrained from framing a strategy. We just discussed this during our last meeting, and we decided together with the group, Alfredo and myself, that we would like to test those options we're exploring now and see how effective they prove. Once we know what works and what doesn't in these challenging times, we would focus on a strategy, the role model for which would be this one. So thank you for thinking of us and for including the subgroup in those activities in this overall document. This is most welcome.

The instruments or the focus areas you have here are clearly reflected in the capacity building work that's being done. [As you, I'm certain, follow,] the work is now focused along three narratives. We're working on a series of webinars and Hadia Elminiawi has been doing a wonderful job leading those. There's a devoted website, our staff have been very supportive for this, ensuring that all those documents are freely available.

And those three [axes,] should I say, that we're pursuing, focus on that extensive curriculum of webinars that will be available also online once they are finished, they are done. But we are following an interactive formula for those webinars. We're introducing interactive quizzes for the participants, we're requesting our presenters to provide questions that will test the knowledge we hope is being shared during the webinars.

The second tool is fueling the ICANN Learn platform. We are in the midst of creating, setting up. The content is ready, we're just waiting for the ICANN Learn team to do their magic and get the course online. The first course is going to focus on introduction to At-Large policy development and advice. Thank you, Heidi, for posting in the chat the links to the dashboards that I was referring to.

So we're looking to fuel ICANN Learn with courses. The one that is almost finished is the one that will reflect on a session we had a while back discussing the policy development process.

We're also working, Maureen and myself, on an overall introduction course to At-Large explaining what the group is, how it works, what it

represents. There are other constituencies within ICANN that already have provided the ICANN Learn platform with those. Thank you very much, Heidi, for sending in the correct link. If you just click it, you'll be able to also look at the capacity building resources, and right next to the outreach and engagement resources that have been so wonderfully reorganized on the Wiki.

So there's another course in development that will focus on the At-Large as it is, as it stands in the community. There is a request from yourself, Daniel, on a course that would focus on the way we do outreach and engagement. I'm really looking forward to working on that one.

We've discussed a course on DNS abuse from an end user perspective. So those would be our long-term objectives. But to be quite honest, we're trying to find a relatively quick path to get those going. As already said, the technical process is somewhat lengthy. Jonathan Zuck who has taken on the role of leading this initial policy development course is trying to explore new avenues. It is likely that we will be granted a special place in the ICANN Learn platform sandbox for us to test our solutions, our content, our courses, etc.

So that would be an element that we're exploring. And the third element is something that Dev has been tirelessly working on, and a part of agenda item or plan that Cheryl mentioned, which is updating the resources that are already available.

There is an introduction to At-Large, a document that dates back to 2017. We will be using it for reference, but it does need updating. So in

that sense, that will be part of that work. All of those initiatives have enjoyed certain popularity among our members. We have small subgroups working on each of those tasks.

As you are well aware, because you participate in those meetings, we have certain technical challenges. As already said, the ICANN Learn team is relatively small, trying to get that work going takes time. We're trying to facilitate those efforts with our own work.

Similarly, Dev and Glenn have been wonderful trying to create a platform that will take the workload off staff in terms of updating or completing certain sections of the Wiki. And with Jonathan, we have discussed a way to propagate our materials, both capacity building, learning materials, as well as purely outreach materials.

So the big agenda item from all of those conversations that comes to the foreground is finding a location, a resource, a strategy, a plan to distribute information about the At-Large because it is such a comprehensive constituency, because we span across the globe, because we speak so many languages, because we do so many things. In that sense, we're trying to figure out a good place to put it.

All of this started off with a discussion we've had on the policy platform. We just wanted this to be an interactive website that would be easy to update, and this has proven to be quite challenging. We were looking forward to the ITI project, which combs over all the content you will find in the Wiki. It's absolutely brilliant and the first results are already visible. The challenge is, however, that we might need to wait a while

until that comb comes to the resources we have on the Wiki, and those are quite rich resources that have been produced.

So in that sense, the key challenge that Alfredo and myself are still trying to tackle together with the wonderful volunteers that meet for the Capacity Building Working Group meetings, is a technical issue of where to put it. I'm certain we have Dev on the call. I'm certain he has observations. Glenn has been instrumental in trying to find a location, but that seems to be a pertaining challenge. So in that sense, I welcome the opportunity to have capacity building referenced in the overall document while at the same time, we have decided as a group, as a subgroup, to give ourselves a little bit more time before we come up with specific wording of what is expected, what is recommended, what is possible in these challenging online capacity building times.

I'm going to stop here and hope that answers your questions, but I'm happy to tackle specific issues if I have not been detailed enough. Thank you very much, Daniel.

DANIEL NANGHAKA: Thank you very much, Joanna, for that. That gives us at least a gist of how the strategy and the tools are going to be implemented. [I'll walk through this.] As noted above, the key to any engagement strategy, both face-to-face or virtual, is that the activities are developed and implemented in collaboration with Capacity Building Working Group, Consolidated Policy Working Group, and the Social Media Working Group.

[inaudible] regional strategies should also inform At-Large engagement activities. It is also essential that At-Large communication strategy is considered during the implementation of engagement activities.

This will ensure that At-Large engagement strategies are effective and carried out in an efficient manner. Already, we are having this collaboration that is moving forward and it is going on so well. And we are going to see these collaborations being strengthened in the next FY.

So the tools that can be used include Zoom meeting rooms, discussions on these themes in the regions, polls or surveys, RALO newsletter,s videos, blogging, multilingual blog posting, ICANN Learn courses, targeted events.

I'm seeing a comment. "Among the other tools, ICANN Wiki for outreach and engagement should be promoted as that is the central working space for all the various ICANN communities. I think that is one of the things that should be added in that document." Is there any reaction coming from the members here regarding this section?

I'm seeing silence in the room. I'll note the silence as a mode of agreement on this. So I'm going to request that staff add in that section such that we stress to promote ICANN Wiki for outreach and engagement. Thank you very much.

So I will [push us up to] add another extra bullet point, ICANN Wiki for outreach and engagement. I think that will be a good point. Then we can resolve that comment right there, on the tools that can be used, because ICANN Wiki hasn't been mentioned. Yes, okay.

So we will proceed to the next section of outreach strategies.

HEIDI ULLRICH: Daniel, sorry to interrupt here, I'm just wondering, what Maureen has found to be very effective is rather than just adding a Wiki page and then sort of having good luck to people finding it, for the really key pages that we've developed while she's been chair, we have placed them in what we call the gateway and that is the purple box in the upper left corner of most of the Wiki pages, particularly all the main workspaces. That's a really easy way for people to find documents on workspaces.

So one idea might be to create an outreach and engagement gateway link that then leads to all of these materials so it's easy for people to find the activities and strategies that this group is implementing. Thank you.

DANIEL NANGHAKA: Thank you very much, Heidi. That's a very great point that you expressed. I'd like to see that implemented. So, action item here to create that gateway for outreach and engagement. Thank you, Cheryl, for the thumbs up.

Let's proceed to the strategies. I'm going to consider this section complete as we proceed to the outreach strategies. So the outreach strategies, despite the inability to attend conferences in person, there are a growing number of conferences and meetings that are being held

online or virtually. These meetings represent an area of potential opportunity for At-Large outreach as well as engagement.

The activities that are suitable for virtual outreach are currently being populated on a Table of Virtual Events. The activities suggested vary from virtual conferences, virtual meetups, Twitter chats using specific hashtag, among others. These activities should contribute to engagement when outreach is done in a virtual environment. It may also be possible to engage in outreach through collaboration with GSE activities and those working with ICANN Fellows and NextGen.

This is a point we've already discussed earlier that Siranush also mentioned about. Since there is not much there, I'm going to just simply get consensus on this and we'll proceed to the last section, which is the promotional strategies.

Okay, seeing no reaction in the chat, I'm going to proceed to the last section. Looking at this section, I'm reading through, it highlights strategies and tools for implementation and then also, I see [inaudible]. I think this is a double [inaudible]. Probably, we could [pick] what is missing in the top section and then we pick from here. Then we shall have to clean this up and make the document valid. I'll proceed to the last paragraph.

As noted above, a crisis can be both a danger and an opportunity. It is up to the members of the outreach and engagement and all of At-Large to ensure we use the current situation as an opportunity to strengthen our resources and tools, develop our regional strategies while

continuing to meet the goals and responsibilities of outreach and engagement.

So looking at the comments, create a Wiki page as a centralized space for all resources used for outreach. I think that point has already been noted. I keep bringing up the point of using ICANN Wiki because of the many benefits that come with making use of the existing technologies and available infrastructure before venturing into using different tools, some of which, one central point for all ICANN related information and activities, quick and easy reference, easy maintenance, etc.

thank you very much, Patricia, for this. I think that makes a very valid point, and that is something that is being taken up. I'll also mark this issue as resolved.

Following that, I'm going to just simply open up the discussion regarding this strategy. Is there anyone who would like to make any additions to the whole general strategy or any subtractions before we proceed to the next item on the agenda? I have the floor open.

Okay. Looking at the chat, "Perhaps Social Media Working Group could look at this during their next meeting to add promotional methods. "Thank you very much, Heidi, for that. I think we have Shreedeep on the call. Shreedeep is currently coordinating the Social Media Working Group since the Social Media Working Group changed onto a rotational basis based on where they hold their respective meetings.

Let me ask Shreedeep to simply give us an update on how Social Media Working Group is working on their new strategy.

HEIDI ULLRICH: Daniel, I don't see him in the chat. And again, he's just been given this role, so I think perhaps you could just reach out to him. I know that they're having a call next week, so maybe I can just send an e-mail to the two of you and you can discuss this. Okay?

DANIEL NANGHAKA: Okay. Thank you. I see in the chat that Glenn has looked at the document and he worked on the social media strategy. Glenn, could you please give us an insight into that document?

GLENN MCKNIGHT: Yeah. Hi. The document includes the original strategy that John Laprise actually set out, so it's in the appendix 1. Natalia and I are trying to set up, particularly that social media document is trying to ask the members—and this is a long list of members in this working group—to step forward and either be curators, posters, create some social media, Facebook or Pinterest, or Instagram, posters, but actually, as soon as we get the schedule for 68, we have in the document a table for people to put their names, what sessions they want to attend, and what tools they need in order to do it.

So whether using Canva or other things, they should be—and in the document itself, we capture a few examples of what they could actually do as a model to promote—obviously, some of the ideas in the past has been—a tweet storm as a model where people can take pictures of

them sitting in front of their computer. That's a nice idea. It's engaging. It's a prize. I believe Sarah won it the last time. That's one of the ideas.

But more important is looking at tweets like Samantha Dickinson's excellent work. She must be the best person I know that does stuff on social media. So please, take a look at the document. I think Natalia and I have worked on it. This is the first time I'm hearing Shreedeep is actually now in charge of it. I invite him to edit the document. But most important is reaching out to those people saying they're on this committee, saying, yeah, I will be at the ICANN 68, I will cover this session, and actually understand it.

So I think—and I can't speak for Shreedeep, but I think he needs to get those people rallied in a Zoom call and give examples. And Shreedeep knows how to do this. He was very responsible with the NASIG event back in November where he organized the social media strategy that we had. So he's more than capable of doing it, and he's also a journalist. So I'm really happy to see him involved. But my suggestion is read the document. It's very simple in terms of the strategy of how to do social media, and Natalia has been excellent in her additions as well.

DANIEL NANGHAKA: Thank you very much, Glenn, for that. Allow me to proceed to the next item on the agenda. One of the next steps that we are going to be having after this is that this strategy is going to go for endorsement to the ALAC, and after the endorsement, [inaudible] in collaboration with the different respective RALO leaders and the co-chairs, they will be implementing this strategy through their respective RALO strategies.

Following up on this, a document cleanup is going to be done, and then it will be shared on the mailing list and also online. You'll be able to have access and from there, we shall be able to close this chapter of the strategy and shall be moving towards implementation.

Besides that, we're still having discussions on next week's call for outreach and engagement, and we shall notify you through staff because we are still considering the fact that the co-chairs, since they're having a lot on their plate, to have an assessment of the co-chairs on how we're going to operate in implementing this strategy.

So just simply keep your ears to the ground, and with this, I would like to ask if there is Any Other Business. Yes, Glenn.

GLENN MCKNIGHT: I don't know if it's appropriate here, but on the outreach and engagement, a month or so ago, I did a survey of our At-Large members where I asked them what their Internet speeds were and their cost, and we have a massive digital divide. So I'm bringing this up again, and it's for consideration, but we have a digital divide within the At-Large community. If we're expecting people to be at these meetings and virtual meetings and being involved, and it's costing them money out of their own pocket, I do have a concern for that. It's fine for me, I have the luxury of high speed Internet and it's lumped together. I'm not asking for myself, but I think if you look at that survey, you'll see a real serious burden to many of our community members, and the COVID-19 has been a meat grinder.

So I'm not sure if this is something that you're considering, but if you're looking at virtual meetings and people don't have the means to be able to do it, I think this is a serious issue, and especially since we believe in a multi-stakeholder model. So that's just my observation, and I'm not sure how to do it, but I just brought it up.

DANIEL NANGHAKA: Thank you very much, Glenn. Yeah, I hear you, and that is a valid point. We shall discuss this further probably also in the co-chairs meeting whereby we have to come up with ways on possible recommendations on how we can enhance participation in this virtual environment putting all the considerations of the challenges here. Thank you very much for that.

With that, since we're coming to the end of our time, I'm going to close the call. We'll request staff to [inaudible]. Thank you all. Bye. And thank you to our interpreters, thank you to staff on the call, and thank you, everyone [for participating in this] call. Thank you all. Bye.

HEIDI ULLRICH: Thanks, everyone. Bye.

YESIM NAZLAR: Thank you all. This meeting is now adjourned. Have a great rest of the day. Bye.

[END OF TRANSCRIPTION]