YESIM SAGLAM:

Good morning, good afternoon, good evening to everyone. Welcome to the ALAC Subcommittee on Outreach and Engagement call taking place on Wednesday, 3rd of August 2022 at 17:00 UTC.

On our call today we have Daniel Nanghaka, Natalia Filina, Maureen Hilyard, Aris Ignacio, Frank Anati, Priyatosh Jana, Marita Moll, Cheryl Langdon-Orr, Vanda Scartezini, Sarah Kiden, Bram Fudzulani, Roberto Gaetano, Eduardo Diaz, Shah Rahman, Hadia Elminiawi, Joan Katambi, Laura Margolis, Raymond Mamattah, Laxmi Prasad Yadav, Lilian Ivette De Luque, Naveed Bin Rais, Shreedeep Rayamajhi.

Currently, we don't have anyone on the Spanish channel and no one on the French channel either.

We have received apologies from Alberto Soto.

From staff, we have Heidi Ullrich, Gisella Gruber, Silvia Vivanco, Sally Costerton, Adam Peake, Melissa Peters Allgood, Siranush Vardanyan, Deborah Escalera, and myself, Yeşim Sağlam. I'll be doing call management for today's call.

As usual, we do have Spanish and French interpretation. And our interpreters are Marina and Veronica on the Spanish channel, and Aurélie and Camilla on the French channel.

And before we get started, just a kind of reminder to please state your names before speaking, not only for the transcriptions, but also for the interpretation purposes as well, please.

And with this, I would like to leave the floor back over to you, Daniel. Thank you very much.

DANIEL NANGHAKA:

Thank you very much, Yesim. Good morning, good afternoon, good evening, all the members of this call. I'd like to give a special thanks to staff and to the outreach and engagement team, who have been patiently waiting for this to start. This is going to be giving outreach and engagement the first step. And the main purpose of this call is to give at least a new way, a new thought, a new breath into how outreach and engagement is going to be done starting from today.

And we shall also be resuming our respective monthly meetings and also shall be getting updates. I believe by now, the regions have been working on their strategies. And at least this is going to at least give a gist of why you will need to adjust your strategies respectively so that they match the new aims and the new ideologies that are to be implemented in reference to outreach and engagement.

Since this is a very short meeting, allow me to proceed with the agenda item number three, give the floor to Maureen who will give us a briefing. Then after that, we'll be able to hear from Sally. And let me give the floor to Maureen. Maureen, please.

MAUREEN HILYARD:

Thank you, Daniel. And welcome, everyone. It's great to see such a great team here this morning. And I really do appreciate it. Really, what we'll be doing today is just to look at what I actually planned to do, over a

year ago, when things just got in the way and we weren't able to start it up as I had hoped.

But what we're going to do is we're using this as a new fresh start approach to a different way of working within outreach and engagement and putting more of a focus on the policy side of the outreach which we do. So this is looking at what we can do to improve the way we actually do outreach and engagement within At-Large.

And, of course, this involves all our RALOs. This is an important part because the RALOs are the ones who do the legwork when it comes to outreach and engagement and getting those important messages about ICANN out into the community. Next slide, please.

Okay, one of the things that I wanted to do with everyone was to have a look at what is actually in the ICANN bylaws about the role of At-Large, and this really does impact very much on outreach and engagement. Outreach and engagement has always been an interest area for me. I didn't get much of an opportunity to participate, earlier in my term. And then of course, we had COVID. So in an attempt to improve things as we were going along, other complications came into the process.

So what I wanted to do with this new fresh start was to actually look at what our obligations are as a community to ICANN with regards to what we do and how we do it. And I think the first line of this in the bylaws, it does give the responsibility to the ALAC. But it's working in conjunction with the RALOs. And that's where the RALOs are really, really important. And you as representatives of the RALOs are very important to our role and what we do within it.

I'm hoping that you're also perusing this slide, because it basically outlines exactly what we have been hoping to be doing with an At-Large anyway. And I think that one of the key things is keeping a community of individual Internet users informed. And I think that's basically it in a nutshell, but it's the how we do it, and also how we inform our own At-Large community to make sure that the messages and the news about ICANN are actually appropriate, correct and really expressing what is actually happening within ICANN that we really need to get out to the communities.

I suppose that this is very timely, because we're actually starting to—the borders are opening, the opportunities to make that contact with our communities to support the work that—we've got people within our community working very hard on behalf of At-Large within the ICANN system. So it is important that we actually support what is actually being done.

So those are the activities. And as you're reading through, I'm hoping that you can say, "Yes, we do do those things, we do provide information education programs, where we have got our regional outreach strategies organized."

But I think that one of the things that we need to do is to make sure that the sorts of programs that we are presenting actually add value to our work, and that the regional outreach strategies also support the messaging that is important to us to get out to the community. Next slide, please.

So what we're looking at is these are the ways in which we are actually sort of doing work within our communities and there's been some brilliant work happening. Regional newsletters, of course, I don't know all the regions are providing newsletters, but the ones that are are really—these are three goals that are in the bylaws, and that's more than meeting that need.

I also wanted to mention too that the work that AFRALO does in producing a policy statement for each of the ICANN meetings is also another great way of making sure that the RALO itself is informed and that there's a collectively agreed upon statement coming from that community that can be distributed to the region, regional community, activities that take place.

And of course, the outreach strategies that Daniel mentioned that the RALOs are actually putting together at the moment. The things that they're doing, focusing on membership, involving the GSE, which is why we had our special guest speaker today to just to remind us of how ICANN support the work that we do within At-Large and the great work being done in capacity building within the RALOs, as well as, as you see, for the working group, the Capacity building Working group that does under the leadership of Hadia. And so what we're actually looking at, in outreach engagement, is probably another sort of perspective to the production of those strategies with greater support from the GSE team.

Then we get back to this group, which is the one that we're going to be focusing on. And we have really relied, even though we haven't been able to meet as a working group, we have still relied, and they have done an amazing job for us, Hadia and the Capacity Building Working

Group, continued on with the policy webinars, and of course, introduced a new "The art of" series of webinars, which have been quite interesting. But I think this has been really great for continuing the work that we actually wanted to do and just making sure that our capacity building within the At-Large community continued.

And of course, Social Media Working Group, that has been just awesome with each RALO taking the responsibility in promoting the event as we lead up to each of the ICANN meetings, even though they were virtual. So now we've got an opportunity to make things a little bit different with the hybrid approach, of course, with people being able to attend in person as well as virtually.

But the things we've got here in red are the things that I really want to focus on for outreach and engagement. We're going to put a lot of emphasis—and this was, again, planned a year ago, when we changed— the 2022 year was to start with the cochairs, with Daniel and Natalia working in collaboration with the regional outreach leaders, here, they've been given some special attention to ensure that what is actually being done within the workgroup was relevant to and related to the outreach expectations of the RALOs. Very important. and then ensuring too that there were strategies that we could use and be developed from within the Outreach and Engagement Working Group to help them implement these strategies. And also, then making sure that our community, and especially this working group, is really more aware of what the policy issues are, and the messaging that we actually get out.

So that is the focus of this sort of like new start, this was where for me personally, because I'm using a model that—I'm focusing the model on what I think has been a successful model within CPWG, of focusing on policy, focusing on looking at how we get more interaction from our members, and looking more at small groups and how we can actually sort of get everyone engaged at this level.

And now I'd like to introduce you to Sally Costerton. For those who don't know Sally, she's the head honcho of the Global Stakeholder Engagement team. And of course, we've got Adam here as well who has been a real supporter of At-Large activities and outreach engagement and across the board.

But Sally, I'd like you to sort of do your presentation with regards to how the Global Stakeholder Engagement team will be supporting us in this work. Thank you.

SALLY COSTERTON: Thank you very much, Maureen. And good to see everybody. Could we just go back to the previous slide for a minute? Because I just wanted to comment on a few things that Maureen said. Thank you, we'll come back to the PDF in a second.

So it's great to be with you. And I know Adam is part of this group. And thank you very much for including us. And he does a wonderful job as our staff liaison coming into this group.

What I've been spending some time on with Maureen and also David Oliva and Heidi over the summer, is a little bit of a more a step back so

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that we can move forward, basically. And what we've been trying to do is to think about how best can we make sure that the At-Large and At-Large individual members and structures around the world can access the resources that they need that in many cases the Org has in the most efficient way in order to achieve the goals that Maureen has shared with you that are in the bylaws.

And we are very aware of the fact that during—this has always been a great working relationship. I mean, most all of you are very familiar with my colleagues in your region, you do a lot of work together. the work with the At-Large has been an incredibly important part of ICANN's mandate. And therefore it's a very high priority with the GSE team and it always has been. To some extent globally, but mostly through the regions.

And the reason for that is because stakeholders, all our stakeholders, all our volunteers live somewhere. Sounds obvious, doesn't it? But the At-Large is really the only structure in ICANN that has a very significant regionalized footprint. And it is also one of the only organizational structures inside ICANN where individuals can just join ICANN and start participating in policy work.

And when you look at the bylaws and the mandate, it is absolutely the responsibility of ICANN through the At-Large, and indeed through the organization—we have very shared goals in this area—to bring Internet users and people who are affected by ICANN's work in to understand more about what we do and how it affects them, to know that they can come here, that it's free, that there are no barriers to entry, that we want to hear from them, we want them to be able to feel that they can

participate in what we do, which is really making the rules, the policymaking, making the rules of how we use these assets, these technical assets, these identifiers, the heart of ICANN [inaudible].

So it couldn't be more important. And during COVID, it has been more difficult. Hasn't been impossible. There's been an enormous amount of work done on virtual engagement, virtual capacity building, which I'm very grateful to you all who have participated. And we've had some really impressive attendance figures. So in some ways, it's been an opportunity, because it's allowed us to build out our remote participation and webinar capability vastly greater than we probably ever had before COVID. And of course, our stakeholders have gotten used to dialing in from home and being part of a group on Zoom. So we've all learned a lot about how to work together virtually.

And I don't want to lose that as we go back into our hybrid world, partly because in a lot of cases with some parts of the world, actually coming face-to-face to an ICANN meeting is not easy. It might be expensive, you might have visa issues, you might not be able to get time off work. It is not a given. And we often find that—we have found over this pandemic during COVID that we've seen some very high levels of participation, virtual participation in some parts of the world where we might struggle to achieve the highest levels that we would want in face-to-face participation for some of those external reasons.

So we want to keep those going. We want to keep that virtual model working. And we will continue to resource that at the same level as we've been doing during the last two and a half years. But we also want to get more tightly involved [as Maureen set it up,] with her, with you,

to make sure that you have a better, more professional, more systematic way of accessing the resources that you need to fulfill that mandate.

So what we've come up with—and could I have the PDF up now, please—is a very simple model which is effectively what we're doing now. But we're typing this up, sort of formalizing it a bit more if you like. And you can see the names up here are the names of the people currently in these roles. Now, these are obviously going to change when we as people move into new roles.

But this is a model which is designed to recognize the fact that our stakeholders come to ICANN primarily through their regional structures. That means At-Large, that means the RALOs. And in ICANN, it means the Org, the GSE team, the regional teams on the ground.

So the first foundational point of this is a fairly formal, if you like, partnership of 10 people, five lots of two. So you have the RALO chair. And let's use the EURALO as an example. So the current RALO chair is Sebastien. And his partner is the regional vice president who runs the regional business, also the head of engagement for that region. In this case, some of you will know him, Chris Monday, some of you will know Chris. And Adam actually works in the same team as Chris in the European region by coincidence.

So Chris has access to a team of engagement specialists across the world, but also, he looks after the ones that live and work in EMEA. So he and Sebastien, who already work together informally and have done for a long time, will now have a more formalized partnership where we

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will ask each of those pairs to work together using the regional plans, which have existed for quite a long time but have gone a little bit moribund, a little bit—Maureen used a lovely word the other day, she said a little bit floppy, during the pandemic. And we want to give them a fresh lease of life.

And the guys on the Org side will have access now to a very up to date template which pulls together all the different kinds of activities which I'm going to go through now that you might want to do in terms of outreach and engagement, and that we can help you and support you in and sometimes we're partners, sometimes we'll provide you with resource. Sometimes you won't need [inaudible] it will vary depending on what the issue is.

So each one of these will be—we will ask and I will defer to Maureen to decide how the reporting structure works between the RALO chairs, this partnerships up here into the steering group that we're on today. But I think that can be quite easily done with regular reporting into this group as to what's going on. So you'll be able to see all the reports, we'll have them, they'll be standardized in the format. But obviously, there'll be a different kinds of activities depending on which region you're in, the right combination for each region is going to be a different level of emphasis depending on where you are.

But the kinds of activities—this is on the bottom half of this chart—are very similar. So if we go back to the mission of At-Large, it is member recruitment, bringing new people into ICANN who can be better informed and hopefully participate in our policymaking process.

And as part of that, we want to go through a process with these 10 and with this group, depending on how we decide to finally do this, to have a bit more of a strategic look at how we're doing member recruitment today. So you're doing a lot of this in these groups we're working with here.

So who are the specific targets we want to recruit? So in other words, where are the gaps? Now, very difficult to do that globally, relatively easy to do it regionally. So we might have gaps by country, we might have gaps by background, we might have gaps by skill set, we might have gaps by subject matter. There are different types of gaps that we might identify.

And what do we need those members to do when they come in? Are there specific things we're looking for that we are missing at the moment? Where should we look? Well, we obviously have our newcomer programs and we've got Deborah and Siranush on the call today who you will know run NextGen and the Fellows program. And we will make sure that the fellows and NextGeners that are part of the regions, as they come out of the program, we use them as—they're not the only people we'd approach, but they are the obvious place to start, is, how do we make sure that they are sticky, that they stay inside the system?

And we know from research we've done this year with the fellows, detailed research with a lot of ex fellows, one of the things that they missed at the end of that program is they think we could do a better job of holding on to them and bringing them into those regional engagement programs in a much more structured way.

And the obvious way to do it—not for everybody, but for a lot of them—is going to be through the At-Large. So this is bringing together two major initiatives that we have.

And then somebody said in the chat, how do we attract them? You know, what's interesting for them? What is the proposition? What's in it for me in terms of how do we make sure we're appealing to them, we know what they're looking for and what might attract them?

We do a lot already, you do a lot already on mentoring and buddy and onboarding, making sure that we've got that really nailed. And then once they're here, how do we make sure that they participate actively and that they are not just drifting in and out of calls, maybe dropping in, dropping out, but they're becoming active and engaged members of our community and they in turn become people that will go out and recruit members as we go into the future?

[Those are] new members. Now obviously, we have a lot of members in the RALOs already. And there is a need—and the team do a lot of this already—to support RALO members in different activities you're doing. And there's a mixture there of communication needs and engagement and event needs that we will go on being able to support. Capacity development, we have particularly—during the pandemic, ICANN Learn has moved on leaps and bounds. We have a lot of courses, hundreds of courses now in ICANN Learn. And we want to make sure through the regional plans that the RVPs, the staff, Pierre and Naela and Chris and Jia-Rong and Rodrigo, they will be very well briefed on exactly what is available in ICANN Learn so they can help their RALO chairs really

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populate those regional plans with a lot of detail about the topics and the subject matter.

And of course, now thanks to the At-Large, we have a whole section on skill building courses, as well as knowledge building courses. And this is something that the At-Large created this request several years ago, and we went and we built a whole series of skill building courses off the back of that.

And we think this will also help with the pitch, with the proposition. So as we're bringing members into the At-Large in the region, they can learn really useful transferable skills, like facilitation and conflict resolution and running meetings and this kind of thing, as well as about ICANN and about the domain name system and about how the Internet ecosystem works.

Then finally, we have at the bottom here, well, what kind of resources do we have? The answer is we have a lot between us. We have big communications teams, as you know, we have communication function in each region. So that is a natural third partner, if you like, to these pairs that we're talking about leading the regional outreach and engagement. You have access to CROP slots, travel funding, which we've had in the past and will still be there. We have social media, which has dropped off my screen. And there's one more thing on the button. And then of course, most importantly, we have our staff, we have our time, our energy, our people, the staff and the team in the regions, and also our volunteers.

So the goal is that in summary, this is the restart, if you like, is that we will have a strategic look at this question of member recruitment to make sure that we're not missing anything. We will equip the staff leads here, the five regional leads, with a detailed regional plan so they can update on standardized format what they've already been working on, and make sure that everything that is needed to be resourced is prioritized effectively and can be resourced effectively, whether that's talking to NextGeners and fellows or putting together a newsletter or whatever it might be, and then we will use this mechanism to report back on progress. So I hope that's helpful, Maureen.

And the final thing I would say is that the plan is that we will get this group together, these ten together, somewhere in late August on a Zoom call to really formalize this and to look at the regional templates and so forth. But if we can do a face-to-face meeting—Heidi and I are talking about if we can do a face-to-face meeting in Kuala Lumpur, we may be able to do that instead of a Zoom. We're having a look at the scheduling. Laura, I see your hand up.

LAURA MARGOLIS: Yes. Thank you, Sally, for your presentation. I just wanted to make some comments about it. For example, I know that CROP is not available, at least for our region, LACRALO. I am from Latin America and the Caribbean. And yesterday, our chair, Dr. Augusto Ho is here in my place in Montevideo, so I had the opportunity to meet with him and we talked about that. And he told me that all the budget he requested for activities on outreach and engagement and for making different things

during the next period was all rejected, and also CROP and also budget for other activities.

So I would like to express this to you. I don't know if other regions are experiencing the same as our region. But that's what's happening now in LACRALO. So that doesn't match with what you're telling us now. So I just wanted to let you know that. And also, well, I am new. I am ALAC member. Now I have had a meeting with Daniel in Den Haag to try and get a little bit engaged in what was the strategies that we'll be using in the outreach on one side and engagement on the other side. So for now, that is my comment. Thank you.

SALLY COSTERTON: Thank you, Laura. On the question of budgets and resourcing, what I want to make sure we're doing is that each of these—so Augusto, Dr. Ho and Rodrigo will need to sit down together either before Org's meet at the end of the month in order to look at the plan they have and work out what resources they need.

You're talking about, I think, the additional budget request, I suspect. And one of the things I said to Maureen is I think there are lots of resources available that Org has access to that At-Large groups don't necessarily know about. And it's about being targeted and clear about what is needed in a planned and organized way.

So I hear what you say, I've taken it on Board. I want to make sure that we—I'm not saying that if we write a plan and we work in good partnership that money will fall from the sky. But what I am saying is that we need to be much more structured about the way we're planning

together. And I will rely on the inputs from my team here to make sure that the resources that are available are deployed effectively in the region. So I think, bear with me, but thank you for the feedback. And I will take that back to Rodrigo as well, Laura, after this call. Thank you.

LAURA MARGOLIS: Okay, thank you. I know Dr. Augusto Ho told me he spoke with Rodrigo already about that, and I guess he suggested four activities in our region. And all of the activities were regarding the topics that are now being managed in ICANN, like universal acceptance, DNS abuse. I don't remember now exactly, but all the four activities, the budget was rejected. And Rodrigo knows about that, because Augusto told me he already spoke with him, and with the staff about that, and he was waiting for a formal answer about that. Well, thank you for listening to me.

SALLY COSTERTON: Okay. [Leave that one with me. I'll follow it up. Thank you.]

LAURA MARGOLIS: Thank you.

SALLY COSTERTON: Thank you. Okay. Anybody else? Good discussion in the chat. Yes, measuring. Good question, Eduardo. Inside the Org, finally, the long awaited CRM system is about to be implemented. Well, it's been implemented in bits over the last two or three years. But this time, for

example, the template will be in the CRM system. So we will be able to put in specific KPIs that we can then measure.

So for example, if we're doing a social media campaign, we can set some targets and we can measure against them. I think the simple answer is we measure by setting clear targets in the first place. And that might sound like an obvious thing to say. But we often don't do that. We often just say, let's do the most we can and hope for the best. And we'll just hope that more is better.

But really, what we need to be doing is to be very focused and say, "How do we make sure that we are targeting the right people with the right message at the right time and we know what we're asking them to do? And how many do we want and where do we want them?" And then it's much easier to measure the extent to which we are being successful. But Eduardo, your point is well made about measurement. And I couldn't agree with you more. I think the more we can measure, the better. Within reason. I see some hands up in the queue. Natalia, I think you were first, and then Bram.

NATALIA FILINA: Thank you very much, Sally. Hello, everyone. And I'm happy so much to be with you again. And sorry, I missed some important time and things to do together.

So I have some comments from my side. We all understand that now we are affected of general situation in our world and we are living in very interesting time. Not easy time for the At-Large community, volunteer community. And that is the reason that we are discussing, ICANN

support and CROP and different opportunity to help people to meet each other in person for work.

And I can say that more difficult situation, we have in some RALOs to continue effectively our general work in At-Large and our outreach and engagement work too. And we know that. But great that we come back and we are going to refresh our outreach and engagement work and feed into our community new structures, experts, keep current members active and keep busy time to time.

And as Daniel said, as Maureen said, we should to create new set of approaches to attract attention, to engage, to educate, to increase the number of new expert and to support current members. Because time to time, ICANN, we all can see that we should rebuild our community communications too, because our communications can be broken and time to time, it breaks our work, our outreach and engagement work too.

And I have just three additional points about this time. So maybe I say now a very strange thing. But sometimes we know difficulties help us to understand that things that we are used to can disappear in our life. A simple example for our outreach and engagement work is social media. You know that in some countries, the current geopolitical situation blocks accessibility to social media. And this problem can bring us back to problems of rights and interests of end users. And we know that, for example, it concerns our outreach and engagement work directly.

So second point is this not so easy time for, for example, EURALO. These difficulties help us to find new solutions. This is good side of the

situation. And I see our At-Large and outreach and engagement mission is very important even now. And I see it's my personal happiness, our team is highly professional.

We see now that we already don't see that time to time people, in forums or in social media called At-Large the club of travelers. We remember it. Now we aren't. It is a good time maybe for our outreach, for our reputation, engage people to our work, because people can see now that for several years, we have proved that our people, our experts, work on their tasks virtually. So I'm happy so we can see in detail our work, we can build our new plan. And we go ahead [with optimism.] Thank you very much.

SALLY COSTERTON: Thank you. Thank you very much. Next, I have Bram.

BRAM FUDZULANI: I want to just give a comment. But then [inaudible]. So I think the new strategy that has been presented and projected on the screen really brings a new chapter into the whole outreach and engagement in various silos. I'm just wondering if there's going to be—because as [inaudible] earlier already alluded to, during the past years, we have learned something that has never been done in terms of the outreach and engagement. We were forced to work with the tools that were available. And that is, obviously, to use the [inaudible]. And those came with a number of challenges.

I'm wondering if there's going to be sort of a session where we come together from the regional point of view and then share experiences and [understand what worked in NARALO, what worked in AFRALO,] and what can we combine [inaudible] these RALOs [inaudible] new model going forward.

The second thing is, I wanted to find out if there's going to be close cooperation from your office when we're drafting the regional strategy, especially for the FY23, seeing that it needs to speak to the new study, and also, it needs to speak to the aspirations that have been set out in this [new presentation.] Those were just my intervention. Thank you.

SALLY COSTERTON: Thank you. Excellent points. One of the things that's key—and this is partly to do with the timing of doing this now, it's partly because we're going back now to hybrid meetings, we hope that will be sustained. But also because we're entering the budgeting period now.

And to your point, which I think is what you're referring to, we need to make sure that there is alignment between these partnerships between the RALO structures, At-Large structures and the staff, if you want to call it that.

I don't want to overuse the word partnership, because that takes us towards MoUs. And we're not in that sort of territory, we're talking about working partnerships, to make sure that we are planning ahead in the right timeframe so that as the regional plans are updated and put together and prioritized, that we have access to the resourcing at the right time of the year.

Now, obviously, we don't know a year ahead everything we're going to need. But at least it's better to be starting that process now as we go into that cycle than later in the year. And that was one of the reason that I wanted to work with Maureen to kick this process off sooner rather than later.

The other thing we need to do—and this is probably not necessarily very visible to many of you on this call, but it's important that we don't have silos inside the Org either. Heidi and Melissa who are on the call today, along with the other staff members, we are staying very close knit together inside the Org to make sure that we don't get operational silos where different members of staff are having different conversations with different members of the At-Large for slightly different reasons. But to you, they might feel like they're a little bit duplicative and crossing over a bit.

And I'm aware that that's not as easy as it might sound, because the structures have been built up over a long time. And At-Large itself has evolved a lot even in the time I've been at ICANN 10 years. And in that time, there's been a lot of change and a lot of things have stayed the same. You've added new groups, new working groups and structures, you've moved things around. ICANN [continues to put] its regional engagement resources into the regions, into the regional offices, it's become less US centric and more regionally focused. We've created new planning processes and budget cycles and all sorts of other things that come along.

So we have to make sure that we stay strategic, we stay above the issue and say, how do we use those processes effectively to get to where we

need to get to, not, how do we necessarily go up and down the silos and follow that? You know what I mean? It sounds like—Cheryl's nodding her head, she's been doing this a long time too.

It's quite an easy trap to get into. And I'm very aware that if you're in a RALO, in one region, you may not see this until it's sort of—you wonder why something hasn't happened. So we're trying to make sure that we avoid that to the best of our abilities by keeping a very open dialogue inside the Org, amongst the key staff that are working with the At-Large so that that doesn't happen, or it shouldn't happen. Cheryl.

CHERYL LANGDON-ORR: Thanks, Sally. Appreciate all of this effort and work that Maureen and you and the rest of the team are going through. I just wanted to note that there is an opportunity here, and I'm hoping that in a future discussion—not now—we might explore that opportunity, and it sits under resources. But it also works with the engagement and outreach opportunities.

Let me tell you why, as I put in chat, we also need to recognize the timing is very good on this, because we have new requirements that are yet to be implemented but must be implemented on certain metrics, certain requirements for both At-Large structures which affects the region, and also the individual members which affects every region.

So that's not the new blood coming in, that's not getting new people in, that's the membership we have already in place. And so as we see these things being implemented, we probably have some resourcing opportunities, that if we can get a little bit of generalized and cross

RALO needs analysis done for some—still communication, but communications that the ALSes and the members, the RALOs themselves, will need or want or wish to use.

And if they can be effectively and more holistically resourced, some of our problems that come up with what is or isn't an additional budget request and all those sorts of things might also go away as well. So as you said, Sally, that there's a lot of resources out there that we've already got that aren't being well used, and I certainly keep seeing out of date and inaccurate resources being used. And that's got to be better managed as well. Looking forward to playing in the bottom part of this tree. Thank you.

SALLY COSTERTON: Thanks, Cheryl. I'm looking forward to it too. You said it incredibly well. I think what I feel very optimistic about, quite often I'll get a question from somebody in the At-Large, "Can we have some of this?" And I'm like, "Well, we already have this, how come you don't know?" And you're right. Sometimes we see additional budget requests and we think, "Well, this is really duplicative. We can centralize this."

This is the flip side of the bottom up process where everything comes and—look, we would never change it. But we also have to recognize that it can be very duplicative. And you can see the same thing that's coming towards you over and over again, it can be very inefficient. And we want to be efficient, not for the sake of being efficient, but because we want to make those resources go as far as possible. We want to make sure they're being deployed where they're needed.

And yes, centralized toolkits, centralized messaging, centralized slide deck, a lot of the communication side of the house, which is a lot of that is the outreach side, can be centralized. And it is. But it can be pushed too much more assertively into those regional plans with a better leadership structure—small L—to do with these partnerships I've been talking about and better coordination in the regional engagement activities so that it's not just a question of, "Well, the At-Large puts its request in once a year for an additional budget request and if it doesn't get it, then it hasn't got anything." I mean, that's not literally what happens. But I think that we could do this so much better. And I hope—that's certainly where I'm coming from and I know my team are as well. So I hope that helps. But thank you, everybody. Great comments and thank you, Maureen for so much time on your call. I'm very grateful.

MAUREEN HILYARD: That's okay, Sally, because I think what you've done is you've raised some very important points. And they've all been taken on board obviously by those who actually commented already.

But this slide that we've got here at the moment is really important to us from my perspective within outreach and engagement, because the planning for each RALO's strategy has to be done within the RALO.

What we get with an outreach and engagement is the plan. And I see our role within outreach and engagement is how can we better implement, support the RALOs to implement it, and we would have across the community ideas, and this is where I'd really like the new approach to being more interactive, to have people inputting ideas that

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are actually going to make effective implementation of strategic plans that have been decided on by the RALOs.

So I've got seven minutes left. But what I want to do is just zoom through the other slides that I've got just to really give people an idea of what it is that we're actually looking at. And this slide deck is actually on the agenda, so you can look at it later in your own time.

But I really think that with this particular program, taking into account the sorts of things that Sally has explained, I think that if those issues that Sally—the points that are actually down as to what ICANN can do to support the planning of strategic plans, all the different ideas, if those are covered to some point—I mean, the discussion that's happening within LACRALO, as Laura has explained, both of these issues need to be discussed, and the GSE representative for that region takes it back to the big team and sort of says, "how can we support it?"

But it has to be done at RALO level and so that it's all resolved in some way before it comes to the working group. And really, I'm just saying that in this new approach to what happens within the group itself, is that we're just looking at support, that the working group is to support what is actually happening within the RALOs. And this is where that if— we go to the next slide, looking at what is expected of the liaisons.

The liaisons are actually going to be a really important part of this working group, and which is why they are going to be given some special attention in regards to training so that when the RALO chairs are choosing the liaison, they have to choose someone that they believe effectively can convey to the working group exactly what support is

required so we can brainstorm ways in which the working group can actually assist.

So these are just the actual responsibilities. That was actually devised in 2019. And the only things that I've changed from that—because really, the expectations of our liaisons is no different except that we've got the Global Stakeholder Engagement team more engaged with the activities at planning level, and we've got the social media working group. So that's basically the only two additions to what we had originally planned all those years ago.

So the next slide, the first two columns are basically what I had actually planned would be happening over a year ago, and that we developed to co-chairs, because there are different sorts of roles and different sorts of attention that I wanted given to how we actually did the work.

And it means that it's, again, very much based on the model for CPWG where you have a meeting coordinator, and Daniel's always done that job really well. But his role, I sort of see as having that formal oversight from the working group, actually in the Capacity Building Working Group and Social Media Working Group, so that there is some leadership from from the outreach and engagement team in those subgroups. As I've mentioned before, they've actually been operating regardless, and I'm so pleased with that.

The meeting agenda will include feedback from these different areas and include small groups that are going to be working on specific activities, which we'll talk about later. But Natalia's role is really as a liaison, support and training person. And this is where the liaisons will

get the support that they need to be that go-between between what RALOs need and how the working group can actually support that. So that's basically the sort of operational side of the outreach and engagement team, as we're moving forward.

I have a third column here. And that is something that is outside of the Outreach and Engagement Working Group activities, is something that I'm still working on developing with Sally and the team. And that's a policy ambassador program.

Now, this is something that was initiated—I can't remember what number ICANN it was, but it was at the ATLAS. And we never really got that off of the ground. So this is a work in progress. And we will probably start like at the end of the year. But it's developing people, policy experts from within At-Large within the RALOs. So that's a work in progress, again, can have a look at that later. I know we're in the last minute.

And the last slide is really just a look at actually how I see the meeting going. And the outreach and engagement team meetings really can be one hour, except that as we develop, we might expand it depending on what activities are happening so that there'll be reports and updates as per like what is actually happening in the background anyway, doesn't necessarily have to take place at the outreach and engagement meeting. But there will be opportunity for lots of feedback and lots of interaction from the community about what they're hearing and how they might be able to support that.

So this is basically how I'm assuming, and I will have a lot of time when I'm no longer the chair to devote myself to something which has been important to me, and yet I haven't had an opportunity to be totally engaged with. And I'm so looking forward to spending my final year on the ALAC with Daniel and Natalia and working with them to get the show back on the road.

And I really do think Sally and her team for the support that they've given in the past, and which I think can be a little bit more focused, again, as you pointed out, so that we can actually get more collaboration between Org and At-Large, and then ultimately, down at RALO level.

So we're at the end. I'm glad we actually we were able to have some opportunity to have some questions from the floor. I had hoped we'd be able to get [inaudible], but doesn't matter. I think that we've just given you a bit of a taster about what the expectations are going to be for the—there'll be a meeting. I think there's one more meeting before the ICANN meeting.

And as Sally has mentioned, we're going to try and see if we can get a session where we can meet face-to-face with people from the team while we're in Kuala Lumpur.

So because we are at the end of our meeting, I just want to say thank you so much. We've had an excellent attendance. Take back to your RALOs some of the ideas that you might be able to bring to our next session, and particularly if we are able to have that face-to-face in KL.

So Sally, last words before we go?

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SALLY COSTERTON: Thank you all very much. [inaudible] potential. And I just wanted to note what Vanda was saying in the chat. Of course, she's absolutely right. It's not just about bringing new people in for policy work. It's also about the looking at the NomCom will benefit enormously from us—the better we do this, the more we have effective engaged participants, the better a pipeline we're going to have for future roles in the ICANN community. So that's another measurable outcome actually, Eduardo, NomCom participation. We'll put that on the dashboard. Okay, thank you all very much. Looking forward to more work over the summer to get this moving. And we'll hopefully see some of you in Kuala Lumpur. Thank you all.

DEVAN REED: Thank you all. This meeting is now adjourned. Have a great rest of the day.

[END OF TRANSCRIPTION]