

Dev Anand Teelucksingh: Good morning, good afternoon, good day to everyone. This is the first call of the Technology Taskforce Working Group. My name is Dev Anand Teelucksingh, the Chair of the Technology Taskforce and can I ask that you do a roll call Natalie?

Nathalie Peregrine: Of course Dev. On the Technology Taskforce call today on the 29th of May 2012 we have Gordon Chillcott, Dev Anand Teelucksingh, Sivasubramanian Muthusamy, Titi Akinsamni, Jose Arce, Fouad Bajwa, Bill Thanis, Olivier Crépin-Leblond, and Wilson Abigaba. We have an apology from Juan Rojas and from staff we have Heidi Ullrich, Matt Ashtiani and myself Nathalie Peregrine. I would like to remind you all to please state your names before speaking for transcription purposes. Thank you very much and over to you.

Dev Anand Teelucksingh: Thank you Nathalie. This is Dev Anand Teelucksingh. Okay so now – let me start that over again. The agenda has been posted in the AC room. So this being the first call I'll just go through an introduction of the Technology Taskforce Working Group and on the agenda is the development of an At-Large social media strategy; a look at updating the technology workspace; a review of the redesign of the At-Large website and any other business and the next meeting.

So I would like to go through just a brief introduction of what the Technology Taskforce is about. The creation of the Technology

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Taskforce was recommended by the At-Large Improvements Project Milestone Report and it contained two recommendations. One was to introduce to the ALSes selected information, dissemination, communication and collaboration tool and provide training. And the second recommendation was establish a Technology Taskforce of community members that would periodically review the appropriateness of the available technology and help RALO At-Large structures in new technologies introduce and possibly staff a help desk.

So what we're going to be looking at, we'll be looking at several tasks. Periodically review the appropriateness of the available technology, to help train RALOs in new technologies introduced and possibly operate a help desk, introduce to the At-Large structures selected information, dissemination, communication and collaboration tools and provide training.

Bill Thanis: Hello, this is Bill.

Dev Anand Teelucksingh: Hi Bill. Certainly please go ahead. Do you have a quick question?

Bill Thanis: No, I just got in so I thought I'd announce the fact that I did. I'm going to go to mute now because we don't want the background noise here.

Dev Anand Teelucksingh: Okay. So star 6 to mute and star 7 to unmute. As I was saying also to assist with the – one of the Technology Taskforces task that we will be working on is to assist with the development and the implementation of the At-Large social media outreach strategy. And also, finally, to assist the ICANN staff with the Technology Taskforce redesign of the At-Large website. So that's really the core ideas of what the Technology Taskforce will be responsible for. Any quick questions or perhaps any other comments on this?

Gordon Chillcott: Dev, it's Gordon Chillcott if I may?

Dev Anand Teelucksingh: Hi Gordon, please go ahead.

Gordon Chillcott: One of the things that I kind of want to issue as a cautionary note is during the At-Large Improvements Task Force meeting that we attended having to do with the technology effort, one of the things that kind of dismayed me was the time for sudden progression...

Titi Akinsamni: Sorry, this is Titi speaking. Can we have Gordon speak a bit louder please I can hardly hear him? Thank you.

Gordon Chillcott: Okay is that better?

Dev Anand Teelucksingh: Okay Gordon could you just start over and speak a little louder?

Gordon Chillcott: Okay. One of the things that dismayed me during the At-Large Improvements Task Force meeting was probably time forced efforts to start going in and looking immediately at products that we could use. And it became very much like a toy store. What bothered me more than a little was that we didn't really have a clear idea of what we were going to be using these products for. That became kind of clear when we presented to the staff our efforts to get Adobe Connect facilities for some of the ALSes.

The very first question that was asked of us was "what for." The answer that we gave them was a little less than coherent and it was because we really hadn't thought of it that much. It's something that I think we need to start bearing in mind. A good idea to come up with, for example, a social media strategy, but we need to know at the outset firstly what this is for and secondly, and this is important, what the constraints are. During the implementation meetings, which I audited I heard more than once the remark that some of the tools that we were looking at and trying out were all very well, but some of the people of who we were attempting to service had bandwidth constraints that hadn't been considered very much.

So I would really like us to keep this kind of thing in mind while we go forward, especially with the social media strategy.

Dev Anand Teelucksingh: Okay thank you Gordon; thanks for that. I think you're correct. I think we should try to at least make sure, that's why I probably want to focus more on the call regarding the social media strategy is what our key goals are, and then we look at how best do we implement that strategy. That comes after, once we find out what we want to achieve. I think that's obviously a very good point to make. Olivier, please go ahead.

Olivier Crépin-Leblond: Thanks very much Dev. It's Olivier Crépin-Leblond for the transcript. Just one small question, is this taskforce going to be testing products and making use of its worldwide spread to be able to see and basically find out what those very limits are with regards to bandwidth, with regards to maybe even the sort of platform one is using, this sort of stuff?

Dev Anand Teelucksingh: Thanks Olivier. I would say yes. I think we're going to have to rely on the members of the Technology Taskforce to give advice as to whether this particular tool worked in this circumstance but it did not work because of – you know, because of the diversity of At-Large, I would say that each person in the Technology Taskforce may have their own experiences to draw on in terms of whether how the technology worked or did not work. So I would say yes. I think the idea would be okay we have to accomplish this task and what are the various tools we can use and probably the pros and cons of the tool, of the various tools that we'll use to achieve what we're attempting to do, be it instant messaging or whatever the tool is, whatever the objective we're trying to achieve.

Gordon Chillcott: Dev, it's Gordon Chillcott again.

Dev Anand Teelucksingh: Gordon, okay, go ahead.

Gordon Chillcott: Just to mention this is part of the ambition that our particular ALS has in this taskforce. It's one of the reasons for example that Bill jumped in.

Dev Anand Teelucksingh: Thanks Gordon. Sorry I had a little noise on my phone there so I didn't quite catch that statement. Could you just quickly repeat it? Sorry.

Gordon Chillcott: Okay. No problem. This testing and verification is one of the ambitions that our ALS had to coming in and it's one of the reasons why Bill jumped on this one.

Dev Anand Teelucksingh: Great. I'm looking forward to this, so thanks Gordon and thanks Bill. Okay, the next item on the agenda is the development of an At-Large social media strategy. And perhaps I might want to ask somebody from staff to just briefly go over what At-Large – I mean I believe At-Large has a social media account on various social media tools. Can somebody from staff be willing to talk about what is already there and then we

should discuss well what should a social media outreach strategy should be.

Matt Ashtiani:

This is Matt Ashtiani for the record. I can help with this since I worked on it previously. As of right now we have two main forms of social media, Facebook and Twitter. In terms of what's set up there we have the account, we have the pages for the past year. So I've actually been working with Dev and other staff members on developing our outreach on the social media. And in some instances we've increased the membership, and I know this sounds like an inflated statistic, but it's actually legitimate, by over 1000%.

When I first started I think we had 118 friends on Facebook and now we have close to 1200. On Twitter we didn't actually have an account when I began and I think right now we have about, we have 410 followers on Twitter. So we have some groundwork, it can definitely be developed, but we have something to work with.

Dev Anand Teelucksingh:

Okay thanks Matt and Olivier, please go ahead.

Olivier Crépin-Leblond:

Thanks very much Dev. It's Olivier Crépin-Leblond for the transcript. Just a question for Matt, how much is being sent over to the Twitter feed? Are we regularly sending things out on there or is it mostly silent?

Matt Ashtiani: Most recently it's actually been quite active, but this has been because I've been leading all of our tag updates, so there's been quite a few that have gone out. Mostly things have not been sent out because we haven't yet had a strategy for what to send out, so I would have to follow-up with you specifically or Heidi or Dev and we would have to do one-offs instead of for example, there's an ICANN announcement and we should be tweeting that and Facebooking that.

Olivier Crépin-Leblond: Yeah, it's Olivier again. That's exactly what I was aiming at. I guess we probably need a strategy for that and well, we're not going to design it right now, but obviously any statement that comes out of At-Large and this sort of stuff should be publicized. But yeah, is this taskforce here going to look at this strategy of using technology to send information out or is this taskforce specifically just going to look at the mechanics of it?

Dev Anand Teelucksingh: This is Dev. I would say we'll look at a bit of both actually. I'll say look at both. We need to figure out what exactly we want to use the social media for, and then look at the best way of achieving, using technology to best achieve it in the shortest amount of time and so forth. And just to follow up a little bit about social media, one of the things that came out of the At-Large structure survey was that most ALSes only meet like literally once every two months face to face. And so when you think about the ICANN policy work, we have like 30 days, or sometimes even less, 21 days comment periods for an ALS to receive some information, try to read it and then try to comment on it.

And this is proving to be very difficult. And ideally I would think a social media strategy, and I'm just putting this out there, is that by having the information shared among the various tools and websites and content, whatever they are, that information can be circulated to the ALS members far more quickly than say going to one person, which is the AT-Large structure representative and then that representative having to then trying to disseminate him or herself, trying to email persons and so forth.

So, I mean one of the things I think At-Large has to do is to try to broadcast the information when it comes to policy statements and keep updated as to what At-Large is doing as well. So let me try to suggest something. A lot of the announcements that go on "ALAC Announce" first of all, let me ask Matt, are all the ALS representatives subscribed to that?

Matt Ashtiani:

Yes I believe so. This is Matt for the record.

Dev Anand Teelucksingh:

Okay so given that the emails that go out to ALAC Announce, all deal with updates on the various At-Large activities, important ICANN policy updates and so forth, I would suggest that perhaps one of the outcomes of the social media strategy is ensure that information is immediately circulated among the various social media tools. Does anybody have any immediate thoughts about that?

Gordon Chillcott: Dev, it's Gordon Chillcott again.

Dev Anand Teelucksingh: Sure Gordon, go ahead.

Gordon Chillcott: Sorry about that. I think it would probably help my ALS a great deal. The reason for that is I don't manage to get to all of my ALS' meetings and we do meet face to face on a fairly regular basis and quite frequently. I would find it refreshing if people from my organization kind of spontaneously and without any prompting from me came up to me with instead of ranting about something that they found out that ICANN was doing and that's happened a couple of times by people who follow things like [trash talk]. But having a rather more regular newsheet that they could get to would really be handy. Yeah, I agree with the idea of getting at least the announcements out on something like Facebook.

Dev Anand Teelucksingh: Okay. Thanks Gordon. Well, let me ask a question, the next kind of question I want to ask is, okay we already have a presence on Facebook, we already have the At-Large presence on Twitter, are there other social media tools that need to be looked at? For example, I've heard of LinkedIn for example, is that viable for a useful discussion or dissemination of information? Or does anybody know about that?

Gordon Chillcott: Dev it's Gordon again. I do use it for other organizations that I'm with. I have to think about LinkedIn a little bit. Right off the top of my head I can't see it being as useful as the other two. I will think about it a little bit.

Dev Anand Teelucksingh: Okay. Thanks Gordon. This is Dev. I think definitely that the social media strategy has to be so far – oh I'm sorry Olivier please go ahead.

Olivier Crépin-Leblond: Thanks Dev, it's Olivier for the transcript. LinkedIn is actually at the moment apparently enjoying the fasted growth for professional social networking sites out there. Because Facebook is just being seen by many as people just playing games and so on. So I am actually looking – I think EURALO has already got a LinkedIn group, and also EuroDIG is using LinkedIn to disseminate messages to its members as well. So I don't think we should dismiss it altogether.

Dev Anand Teelucksingh: Oh thank you. I have to admit I have not used LinkedIn, so for those persons who have used LinkedIn I will need to rely on their experiences on it. Thank you Olivier. And I just noted in the chat from Heidi, an informal survey in Dakar among ALAC members and At-Large, more people in the room used LinkedIn than Facebook or Twitter. So I guess we probably do need to look at using LinkedIn as part of the social media strategy. So we have Facebook, Twitter, LinkedIn, I think we have to look at.

Possibly Google + I would think which is another large social network out there, but perhaps we need to just focus on Facebook, Twitter and LinkedIn as our three targets to do this. The next thing about social media strategy, and I think it's also, we talk about dissemination, communication and collaboration, I guess the problem is, and I'm not sure whether this is a technology problem or a management problem, is of course when you have the communication or discussions on these various social media sites, be it a Facebook, Twitter or LinkedIn, is there a way to try to capture any conversations on these tools and try to bring them back to one location.

Perhaps I should ask Matt, because I have to admit – when you update anything on the Facebook page or on the Twitter page is there any discussion or is it just simply more announcements going out?

Matt Ashtiani:

It's more announcements going out. Every now and again somebody will comment on the – sorry this is Matt for the record. Someone will comment on the announcement or they'll "like" it, or if it's Twitter they'll "retweet" it.

Dev Anand Teelucksingh:

Alright so I think perhaps this is something to look at in terms of if there is discussion on any pertinent points raised in those channels to bring it back. Again, I'm not sure that is a technology problem to solve or more of a management problem to ensure that any viewpoints raised there are brought back to a common point for everybody to see so that everybody is aware.

Okay so we're coming up to the end of this topic, so just to summarize I think what our key objective is here is to outline the At-Large social media strategy is to ensure that all the announcements that come from ALAC Announce as a first step be immediately resent to Facebook, Twitter and LinkedIn. And so we'll probably just define that on the Wiki for other persons to comment on. And then the next steps will be to look at what is the best effective way to automate that if possible, so that it's not a case of – basically to minimize logging into Facebook, cutting and pasting, logging into Twitter, cutting and pasting, logging into LinkedIn, cutting and pasting.

So one of the first Action Items will be to put that up on the Wiki or circulate it on the mailing list because I believe the mailing list is up, and make sure everybody agrees on this. And then we'll look at how best to implement. Okay? Excellent, going once, going twice...okay. The next item on the agenda is the updating of the At-Large Work Space. Now the technology work space link is – oh dear let me try to find it. I believe it's linked in the agenda.

Heidi Ullrich: Yes it is. This is Heidi I'll put it into the chat in just one moment.

Dev Anand Teelucksingh: I think I found it.

Heidi Ullrich: You're faster than I am.

Dev Anand Teelucksingh: Okay. Now the technology work space will be our main method of informing and letting RALOs and At-Large structures know about the various tools that At-Large uses. Myself and Nathalie had started putting in some links here. And the idea I want to take is to start with a broad, like a top level overview. Instead of trying to say things like Skype or Adobe Connect or whatever, we tried to just say “instant messaging.” And then when you go into instant messaging then say well one of the popular At-Large tools for instant messaging is Skype and here is the information about Skype.

A lot of times I think most ALSes simply aren’t aware of the tools and/or don’t know how to quickly or effectively use it. So sometimes you have, every now and then we see that we have questions being raised about how to hear the audio in the Adobe Connect room for example, or how to connect my microphone to it, things like that. So the idea behind the Technology Taskforce Workspace is to try to just document this in as simple a language as possible. Try to remove as much of the techno speak and jargon and so forth and describe the various tools that we all use, that At-Large uses.

So for example, I don’t know if most people are aware or not, probably most ALSes are for example are probably not aware of the At-Large calendar which has a schedule of all the At-Large meetings. So I think once you expose that instead of being unsure of what time or schedule for the various meetings, here’s how you can subscribe to the calendar and get notifications and updates and reminders directly, rather than you trying to remember when is the next meeting or whatever.

So, any particular thoughts for the technology workspace and what it should or should not have? And my next question will be looking for persons to help put together some material for each of these sections. Okay, well I see that persons are okay with what's already there in terms of the sections. Okay so, I'm going to ask for persons to actually look at looking to help to develop some of the information on this technology workspace.

For example, instant messaging – can I see who would be willing to help me develop the content under instant messaging? I'm hearing dead silence so I hope I haven't been disconnected.

Heidi Ullrich:

No you're still there Dev. They're in deep thought.

Olivier Crépin-Leblond:

Do you hope you've been disconnected or do you not hop you've been disconnected?

Dev Anand Teelucksingh:

I hope I was not disconnected. Go ahead Gordon.

Gordon Chillcott:

I'm sorry. I can't figure out how to get my hand raised on this particular version of Adobe Connect.

Dev Anand Teelucksingh:

So that's something that needs to be documented, but go ahead.

Gordon Chillcott: Yeah, as soon as I find out how to do it I'll document it. I'm using this thing on a tablet. Bill and I will see what we can do to give you a hand with the instant messaging items. He just contacted me through another channel here. We'll help you look at that one if you like.

Dev Anand Teelucksingh: Excellent. I think yes, because there's things like instant messaging, the social media obviously as we develop our social media strategy and look at implementing we'll fill out that information. There's the Wiki that we use, which is the confluence Wiki. And there's what I call a web conferencing section. So the idea is is always again, exactly as Gordon pointed out, how do you raise your hand in the Adobe Connect; how do you ensure for example that you have the latest version of Flash; or if you're on a mobile platform can you use a mobile platform with Adobe Connect. And actually, Adobe connect is available on Blackberry and on Android and on the iPhone and iPad.

So the thing is, and again if persons have experiences with using the mobile platforms can you do the key tasks, raise your hands and like what Olivier pointed out in chat, how do you do that. And I think once we get the documentation for that a follow on next step would be to then perhaps do a video to quickly show people perhaps in a very short, as short a time as possible, like a one minute video showing here's how you do the key tasks, and tehn show it. But obviously the first step, and this is always the hardest step, trying to document all this in the first instance.

So there's web conferencing, talking about Adobe Connect, use of the calendar, instant messaging. Those are probably three of the key things we need to look at in terms of content for the Technology Taskforce workspace. So Gordon and Bill, I'll appreciate your help, and just start going into the Wiki and just start putting up some ideas and let's see how fast we can get this information in again, as simple a language as possible. Ultimately I would think that once some information is put together we can then look at translating it, or perhaps our integrated translate [program] is good enough to allow this to happen.

Any other questions, thoughts, ideas for the Technology Taskforce workspace? Okay great. So, let's now move ahead to the next agenda item which is the redesign of the At-Large website. Well actually I have to say I'm probably going to ask staff to give some background on this information. The At-Large website, well first of all let me just start off by saying, as you all may already know, the ICANN.org website recently went through a redesign and the redesigned website came out I believe early January of this year. However, the At-Large website has not been updated with this, and I believe there's an effort underway to look at redesigning the website.

So perhaps, I believe the ALAC has begun taking some steps on this. Thank you Jose, for posting the link in the chat to the At-Large ICANN website. So would staff or perhaps Olivier, because I believe the ALAC has some ideas regarding the At-Large website.

Olivier Crépin-Leblond:

Thank you Dev, it's Olivier here for the transcript. What's basically happened is that we've asked for volunteers from all the different

regions. There was a call for volunteers to be interviewed by ICANN staff and the web design team. I understand that this is already taking place as we speak. Heidi will probably have an update on that. But the plan is to involve those volunteers to basically let the web team know what they want, how they believe the website should be redesigned and redone from scratch so as to make all information easy to access and less confusing and easier I guess also for our staff to be able to update regularly.

One of the main problems with the current website is that the information is so out of date, we've got some things saying "New hot topics, 2008 blah, blah, blah." Well that's not particularly new and it's quite a disgrace actually. And it's even more disgraceful when you click on it and it points to nowhere. So something has been already done on that. Whether this taskforce will be put to work to follow-up is possibly something, especially if we wish to integrate some of the social media aspects into the website. I don't know if the aim is to do that or if we want to be able to link to them or something like this. Let me just hand over to Heidi who mentions in the chat that we have 12 volunteers, etc. Heidi.

Heidi Ullrich:

Thank you Olivier. This is Heidi for the record. Just to update you again as Olivier mentioned and as Dev mentioned, the updating of the At-Large website is part of the entire updating of the ICANN website. So we had Scott Pinson help bring in the consulting firm to update the ICANN website that was launched in January. The GNSO website has just been updated and I believe that they are doing a few more updates

at the end, actually now at the end of May. And the communications department will be working really closely with At-Large staff as well as this group, the Technology Taskforce in order to update the At-Large website which is woefully out of date, and to bring it into the ICANN website updating.

So what the tentative plans are at the moment is we'll go ahead and conduct the interviews, it's going to web administration who does all of the work on the website on ICANN, the entire website. He will be, the main person there will be working with Matt Ashtiani and At-Large staff to conduct the interviews with these 12 people. They are globally diverse from all of the regions I think, just looking at who they are. And we have good representation from all of the RALOs. So once those interviews are conducted they will be collecting the comments there, looking at them, there will be an internal meeting in terms of the timeline and who will be responsible internally for all of this. And then the plan is to move ahead to begin updating the At-Large website.

Now, given the significant amount of work that will be required in terms of updating not only the format but also the content. It's likely going to be a several month project.

Dev Anand Teelucksingh:

Okay. Thanks Heidi and thanks Olivier. So, any comments, because it is a lot of work that will be needed to actually update the ICANN At-Large website, and again with the interviews and synthesizing the information from those interviews and coming up with the design that works best for At-Large and perhaps for individual internet users who discover the website. And I have to agree with Olivier, it does desperately need

updating and a redesign. Because it is I'll agree, it is kind of confusing and out of date. Olivier, please go ahead.

Olivier Crépin-Leblond:

Thank you Dev, it's Olivier for the transcript. As you might have heard from Heidi just now the GNSOs website was, I would assume designed in the same way where they have small teams, they ask questions and they designed the website. And then there was a testing period and there will a few tweaks that were performed. I expect the same cycle to take place with us as well, and it might be interesting once the initial designs have been put together for this taskforce to provide this input as well. It's always better to have more input than not enough, and certainly input worldwide.

I mean one thing which I was reminded of and which I had totally not thought about, although I had thought of millions of other things with regards to the website, was accessibility. It was not easily accessible for people with disabilities. It was not compatible with the html 5 requirements. A lot of little things, little points that we need to really make sure we get right since we are so diverse and we're supposed to be there for all of the internet users out there, not just a subset that speaks English that can write and read in English and that is able to use a very fast connection as well.

It's very, very hard brief that they're being given now, but I know that they're professionals and I really look forward to see the results. It will take a while though. Thanks.

Dev Anand Teelucksingh: Indeed. Thank you Olivier. And just to think also there's different types of devices now that are used to access websites. You know, you have mobile phones and now tablets which are also now becoming more and more popular. So it's not just the typical desktop, laptop anymore. And in the [end] it's going to be, it will take some time but I think it's going to be well worth it. Any other questions or thoughts or comments. Oh Heidi, go ahead please.

Heidi Ullrich: Yeah, just a quick update on how I believe the Technology Taskforce will be involved. Olivier you might want to add to this as well, but in brief discussions we thought that the Technology Taskforce would play really a key role in working with staff and perhaps the Executive Committee of the ALAC in order to develop this At-Large website, redevelop it. In terms of overall look, overall format, the multilingual aspects of it and in a way serve as a community liaison with the people working on the technical parts within ICANN. Olivier, I'm not sure if you want to add to that.

Olivier Crépin-Leblond: Thank you Heidi, I think you've said it.

Dev Anand Teelucksingh: Yeah.

Olivier Crépin-Leblond: It's definitely a follow-up and the Technology Taskforce is going to have, probably is the closest to being able to follow-up on what's going to happen with the design of the website.

Dev Anand Teelucksingh: Okay indeed, this is Dev. I think once the communications team or the web development team; I'm not sure what the proper name of the team within ICANN that is doing the redesigns for all the various ICANN.org and the GNSO and so forth. Once they have gotten some information and they are able to present information about "okay here's the information we got from our interviews and here's our ideas" and I'm sure they'll probably show up with a type or some ideas and then we can definitely review and comment on this. So I think that's one of the tasks again that we'll be looking at being the community liaison working with the ALAC ExCom. Excellent.

So now let's look at the next item, any other business? Does anybody have any ideas or suggestions for the Technology Taskforce in terms of what it should be looking at or doing? I do have an idea but I'll let anybody go ahead first.

Titi Akinsamni: Yes, just a quick thought that I think I know something we could possibly explore is the integration of all the technologies that we're using, so some way of getting all the platforms on one particular website or whatever it is that would make it easier to just have a one stop shop literally where you can update from Skype and everything; some kind of integration. I think it would be useful. It would be easier to track then

having to look from one (inaudible) to the other, or one platform to the other as well.

Dev Anand Teelucksingh: Okay Titi thanks for that. This is Dev. If I understand you correctly, I think you're trying to say for example, when you talk about instant messaging we mentioned things like Skype which is the most popular instant messaging tool. We then break down how it is used on PCs, tablets, all the various mobile platforms; is that the idea what you're referring to, and then we consolidate all that information on one Wiki page. Is that what you're referring to?

Titi Akinsamni: Titi for the record yes, that's correct. It's one of these I think we should explore.

Dev Anand Teelucksingh: Indeed. Okay absolutely. Thanks for that Titi. One of the things I do want to talk about, and I'm speaking from my experience on LACRALO, is the machine translation of emails. Just to give some background here, for the Latin American and Caribbean Regional At-Large Organization, LACRALO we have two email lists, one for English and one for Spanish. And there's a machine translation system that whenever someone posts to the English list it is translated using Google Translate and then posted to the Spanish list and vice versa.

And email going to the Spanish list is translated into English and posted the other way. Unfortunately there has been some difficulty with the

list over some time in the sense that, I think, there's been a lot of problems with the machine translation. A lot of the text breaks down in formatting and what you see often happening is that there's a lot of gibberish in the subject line and so forth, even what happens after a while, the subject line becomes different and therefore following the thread of conversation becomes very, very difficult.

I was thinking that one of the things for the technology taskforce is to coordinate with the ICANN IT staff to try to help debug and troubleshoot these issues, because for LACRALO at least it's hampering communication between the At-Large structures. I see Jose, I'm not sure if Jose is able to speak to this, but I'm sure he'll agree with me that what's been said. So that's probably one of the things that I want the Technology Taskforce to look at; how to improve communication among the different ALSes with different languages. Olivier, please go ahead.

Olivier Crépin-Leblond: Thanks very much Dev. Just one thing that's been going around in my head with regards to this machine translation thing, you mentioned it's a Google app that's doing this. Is that correct?

Dev Anand Teelucksingh: Yes. Some background it's a custom tool that was developed by the IT staff at ICANN and what happened was that, if I remember the background information it was we were using a translation tool and there were a lot of complaints with regards to the translation tool. And in mid-2011 the decision was taken to switch to Google Translate instead of the email translation tool which was powered by [Cistron].

Unfortunately very soon after that, there was problems. Google started restricting the use of the Translate tool, so this created a lot of problems. So what happened was that literally only a certain length of characters would be translated and then it would stop working.

So this created some problems. Google has since created a paid version of the translate engine and I believe ICANN staff has implemented that. That being said, there are still a lot of problems with it.

Olivier Crépin-Leblond:

So this is where my question comes. I notice that some people have taken it in their own hands to actually write a message in either Spanish or in English and then go on Google Translate, do the translation and then cut and paste back in to their message so as to show the English version and the Spanish version on the same page. I just wonder if that was of a better quality than the automated tool itself. If the automated tool itself is based on Google Translate, is it not exactly the same translation?

Dev Anand Teelucksingh:

This is Dev. What I think is happening, and I think there probably needs to be some discussion with the IT staff, what is happening is that due to the, how should I put it, due to the differing input being provided by the email clients, some clients using different code pages, some using html emails as opposed to plain text emails and so forth. What eventually happens is that certain characters start becoming, you start seeing a lot of gibberish in the email list. And so you start seeing things like “ISO”

and various number indicating that obviously the machine translation tool broke down because of the input it received.

Olivier Crépin-Leblond: It's not just pure text then it's caused by some of the email clients and things like that.

Dev Anand Teelucksingh: That's right. It's not...

Olivier Crépin-Leblond: There's no solution to this I'm afraid.

Dev Anand Teelucksingh: But I mean it really is causing a huge problem for LCARALO and I think it's, I know that I believe it was AFRALO was also considering implementing a translation tool for its mailing list. Sorry Heidi, go ahead.

Heidi Ullrich: Thank you Dev. This is Heidi for the record. Just to remind everyone that David Clausen who is the Director for IT, when he spoke to At-Large about the challenges of the LACRALO translation tool on their email one of the suggestions he noted was that if people could write in very simple and short messages that that would help. But that perhaps is not being done as often as it could be. Another point he mentioned is that he and his team with help from At-Large staff and the Technology Taskforce to

write a tool, a handbook on how best to use those translation tools on emails. So that's something we might want to take up again.

Dev Anand Teelucksingh:

Thanks Heidi, indeed. This is Dev. I think definitely we're going to have to have a discussion with David because you're right there needs to be a short guide, one, but I think there are also still some bugs that I think have to be worked on. For example attachments aren't transferred across the list for example. So when somebody sends an attachment thinking that everybody gets it, that's not the case. So there's some bug reporting that needs to happen, like a short list of the bugs. And again yes, I guess working with David to come up with a guide because you're quite correct. When one person's using proper grammar, slang language, the machine translation, which is never going to be a perfect solution, breaks down.

Sorry, just looking at the chat here. And indeed I should say that the Translate plug-in that's been implemented on the Wiki I have to say works quite well actually. And I think this is an example of when the Wiki – the reason why I think it works so well as opposed to the mailing list, it comes back down to the variety of input that the email translation tool has to deal with; the different email clients, people using different code pages and so forth. So I think indeed we're going to have to work with David to help write the short guide to how best to use the tool; how best to compose emails and also to list out the outstanding bugs in the system.

So, okay I think we're probably coming up to the end of the call, but are there any other thoughts, comments or questions or ideas for the work

group before I...Okay, one final item on the agenda, the time for the next meeting. We do have some Action Items – one is to agree on the At-Large social media strategy and also to begin putting together the documentation on the Technology workspace. How often do you think the Technology Taskforce needs to have a conference call? Once a month or twice a month; I'm open to suggestions.

Gordon Chillcott: Dev, it's Gordon Chillcott. If nobody else says anything I will vote for once a month.

Dev Anand Teelucksingh: Okay once a month. Alright, so anybody has any thoughts or...

Sivasubramanian Muthusamy: Dev I am okay with twice a month, Siva here.

Dev Anand Teelucksingh: Okay, once a month, twice a month. Sorry, go ahead Titi was that you?

Titi Akinsamni: Yeah Titi for the record. My comment would be can it just be as the need arises based on the level of the tasks. Right now we only get together once a month and then there's really nothing to talk about. So based on the Action Items we can determine when the next call will be. I believe in the discussions will continue on the list or the ALAC website. So rather than going to twice a month or twice a month actually work with the Action Items and based on that schedule another call.

Dev Anand Teelucksingh: Okay understood. Okay Titi and that makes sense because for example, especially when the At-Large design of the website – there's nothing happening that the Technology Taskforce itself needs to look at right now. I imagine when the interviews have been done and the information is ready to be presented, then we will probably need to increase the number of meetings needed to look at that information.

So I guess the decision that needs to happen at least at this point is should we try to have another Technology Taskforce call before the Prague meeting which is happening the 24th of June? So that will be my question. I'm thinking – well we could easily defer this for now and start the communication going out on the mailing list. Just to confirm from Heidi or Matt, an email list has been set up correct?

Heidi Ullrich: Matt can you please confirm that?

Matt Ashtiani: Yeah I can, I just didn't know who was still talking. This is Matt for the record, yes the email list has in fact been set up.

Dev Anand Teelucksingh: Okay so we can begin documenting the stuff for the workspace and begin the discussions on the social media outreach strategy on the mailing list. So perhaps I'm going to make a suggestion then. Unless something happens within the next week or so, we probably – go ahead Heidi.

Heidi Ullrich: This is Heidi for the record. I think post-Prague would be a good timing. As the ICANN meeting in Prague approaches, the ICANN staff, including At-Large staff and web administration staff will be increasingly focused on insuring that all the support the community needs will be focused on that. So I think having a meeting after Prague would be useful.

Dev Anand Teelucksingh: Indeed. Thanks Heidi. You took the words out of my mouth. Because it is less than three weeks again until the Prague meeting, so I think definitely we need to work on the mailing list, work on the Wiki and let's begin to develop the strategy, update the content on the Technology workspace and put together some information regarding the translation tool and so forth. So those are the three items that we need to look at.

So we probably won't have a meeting until after Prague unless, yeah until after Prague. Okay, any other final thought because we have now gone to six minutes past the hour? Okay, I would just like to thank everybody for attending this call and look forward to actually working with you on the mailing list and on the Wiki. I would like to thank everybody again. So with that, I will just adjourn the meeting.

Heidi Ullrich: Thanks everyone.

Dev Anand Teelucksingh: Thank you everyone.

Olivier Crépin-Leblond: Thanks Dev. Thanks everybody. Bye-bye.

[End of Transcript]