

**NATHALIE PEREGRINE:** Good morning, good afternoon, good evening. Welcome to the At-Large Technology Taskforce Working Group call on the 25<sup>th</sup> of February, 2013. On the call today we have Dev Anand Teelucksingh, Olivier Crépin-Leblond, Nirmol Agarwal and Gordon Chillcott. We have Siva Muthusamy who has just joined the Adobe Connect room.

We have apologies today from Avri Doria and Wilson Abigaba and from staff we have myself, Nathalie Peregrine. I'd like to remind all participants to please state their names before speaking for transcription purposes. The recording and transcript of this call will be available within the next 24 to 48 hours therefore staff today will only be taking action items and we'll post them on the Wiki. Thank you very much and over to you, Dev.

**DEV ANAND TEELUCKSINGH:** Thank you, Nathalie, and good morning, good afternoon, good evening everyone. My name is Dev Anand Teelucksingh. First of all I have to apologize for the late rescheduling last week. This call was supposed to be on the 18<sup>th</sup> of February but due to a scheduling conflict it had to be postponed to today, so apologies for that.

So on the review of the action items from the last call, it's hard to believe it was in January but we do have quite a bit of action items. And actually I would say not all of them have been resolved, and there's one critical action item coming up for Beijing. The Technology Taskforce must evaluate and review tools used by At-Large and inform ICANN of its situation regarding accessibility. This I think is going to be more of an

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ongoing action item, but I think what we're going to have to do is start looking at all the various pieces of technology and start putting it up on the Wiki page that's been set up on the Technology Workspace; and start documenting the tools in terms of the Adobe Connect, Confluence Wiki and so forth.

Action item on Social Media Strategy: work with Matt to begin publishing content that would normally be distributed by At-Large staff. Actually Nathalie I think, you were trying to communicate with me just the other day. Is it that you would be handling the social media accounts for At-Large, on behalf of At-Large staff, Nathalie?

NATHALIE PEREGRINE:

Well, for the beginning until we find another solution it would make sense for me to start by posting all the ALAC announcements on Facebook and Twitter at least to get that running, and then we could see moving forward if there was a quicker solution. But to make sure that there is some continuity of the information...

DEV ANAND TEELUCKSINGH:

Oh okay, alright. Well so our further strategy for that as outlined in the Social Media Strategy, as a first step we would try to get just all the information from the ALAC announce mailing list that would also be in a sense carbon copied to the Facebook and Twitter social media accounts for the At-Large, the social media accounts. So we can mark that as completed.

Dev Anand to post to the RALO list completed articles on the Technology Workspace in order to get wider feedback. Actually this has

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not been done. I have to apologize and plead well life as the reason why this has not been done. I will do so and I think the Adobe Connect one is probably the closest one. One of the things I was thinking of for the Adobe Connect article which is under the Technology Taskforce, is to come up with possibly a one-pager. And the one-pager would have I would say the common things that always happen in the Adobe Connect room, like how to mute the speakers, how to raise your hand, something like that. And then that will always be posted or shared immediately when people first connect to the AC room.

So it will be that any person new to the Adobe Connect will have an idea of “Okay, I need to go here to raise my hand; I need to do this to raise my hand.” So the shared part would have that PDF always on until of course you actually need to do the work of the working group. So that was one thing I wanted to develop first before actually releasing the completed article on Adobe Connect in the Technology Workspace. So I will try to complete that and post it to the mailing list, the Technology mailing list for feedback first and then we’ll post to the wider RALOs to get wider feedback.

Action items again – there’s an action item regarding the upcoming Beijing Wiki page training session, we’ll come to that later in the agenda; and also TTF and At-Large staff to work together on prioritizing improvement of the Wiki content areas and decide which one to implement. And again, the idea of this one is posted here, and right now we have different ideas all competing for attention. We have to really decide which one is the one that we really want to do and then figure out a way to either help us, assist with At-Large staff in

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implementing it. And we haven't had a chance to really delve into that closely.

Okay, any questions or comments on the action items so far? Gordon, go ahead please, you have the floor.

GORDON CHILLCOTT:

Yeah, thanks Dev – Gordon Chillcott for the record. I have a question on your document on Adobe Connect. Adobe Connect is available on a number of platforms now, and I just made a note to myself to see if I can get you a screenshot if you don't have it already for Adobe Connect on an Android workstation which is what I'm using because it's a little bit different and it caused me a wee bit of confusion on the first four or five times I tried to use this thing. It's like a car, once you've figured out how to drive it it's fine, but I will see if I can do something about getting you a screenshot for this if you don't have one already.

DEV ANAND TEELUCKSINGH:

Thank you, Gordon, this is Dev speaking – I think that would be helpful. I know quite a few people are using Android tablets especially to actually use the AC room and apparently there's a discrepancy in terms of the capabilities of the Android connection [to] and direct desk access in terms of capabilities. And I've been told that in some cases they can't raise their hands or things like that, and I don't know if that is true or not.

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GORDON CHILLCOTT: Gordon Chillcott again for the record. The upgraded version of that app, raising hands is not a problem at all, in fact-

DEV ANAND TEELUCKSINGH: Okay. So and one of the ways to document it would be to say “Please update to the latest version for your Android” and provide the link.

GORDON CHILLCOTT: A point on another one if I can take your time a little bit, on my copy of the action items there was a documentation on the number of steps it takes to find something on the Wiki that I was supposed to do.

DEV ANAND TEELUCKSINGH: Right, right.

GORDON CHILLCOTT: Yeah, my own apologies on that one but I can give you a very quick two-minute version of it. The answer is three to four, that’s assuming that you’ve gotten into the Workspace. Getting into the Workspace is a bit of a challenge because there isn’t a – at least at the time I did this about three weeks ago there wasn’t a direct link from the Dashboard or even from the NARALO page to get to our workspace which is what I’m using for testing. So that was kind of a challenge, and I do have two ways of doing it either of which are direct and I’ve got a couple of feeds about that and I will document them.

HEIDI ULLRICH: Gordon? Dev, this is Heidi – may I respond to that?

GORDON CHILLCOTT: Sure.

HEIDI ULLRICH: Yeah Gordon, are you saying, what page are you using as a test case? Are you using the Technology Taskforce Working page as a test case?

GORDON CHILLCOTT: Yes.

HEIDI ULLRICH: Okay, so basically, when you say that you couldn't find that from the NARALO site that's not how the site's set up. The site is set up by RALOs, all of the five RALOs and then another portal is for working groups. So if you go to the Dashboard, you come to the very first ALAC site and you click on that, and you'll see a gray box, a dropdown... Well, it's not even a dropdown box. If you go about two thirds of the way down there's the portal to the working groups. Sort of the whole Wiki is designed for that gray box to be starting with the ALAC and then down the hierarchy – so down the working groups, the ALSes, etc. So you'll see that there is a portal to the working groups and then in alphabetical order you'll see the working groups...

GORDON CHILLCOTT: Okay, I'm going to have to look that over and put that into my-

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HEIDI ULLRICH: Yeah, so and since this, since the Technology Taskforce is ad-hoc you'll see that one is actually at the top of the list of the ad-hoc.

GORDON CHILLCOTT: Okay.

HEIDI ULLRICH: Sorry to interrupt, I just-

GORDON CHILLCOTT: No problem. Just to add one or two observations, on the good side of it, so language on the Workspace is quite clear and finding things is quite obvious. The paths of clicks that you have to do are quite obvious and I tested this with somebody that I know who does not like computers very much and doesn't like to go into any more trouble with them then he has to – he's a very good test case for that. There are one or two terms in there that caused some people a problem. I believe, Dev, that you had a problem with this term "platform availability." I will see what we can do about that. But at the expense of not being able to do anything on that so far that's my report.

DEV ANAND TEELUCKSINGH: Okay, thanks Gordon. And again, thanks for pointing out that action item which I missed in the list there. I think definitely what we have to do is really document this in terms of the number of steps and then see okay, well can this number of steps be reduced? I mean if it is, I have to say – this is Dev again, sorry. I have to say it is a little bit... I have to confess. I was trying to follow what you were saying to find the ad-hoc

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working groups and so forth, and I have to admit it is at first blush not an easy thing to find easily... Go ahead.

HEIDI ULLRICH: Maybe this group can work with staff to have a page on, just a one-page Wiki page on how the whole thing is set up so that you can find “If you’re looking for a RALO...” “If you’re looking for a working group...” Maybe that would be a good way to start.

DEV ANAND TEELUCKSINGH: Yeah, well I mean also the thing is like the gateway, well I guess the gateway box that’s on each of the RALO’s pages...

HEIDI ULLRICH: Yes, that’s just been added by the way. This is Heidi – that’s just been, Matt just added that.

DEV ANAND TEELUCKSINGH: Ah, so we can perhaps look to update it there to have a link to the standing working groups and so forth, to link to the... Because I know there is a Wiki page with all of the working groups and the Technology Taskforce is also listed there and so on. So perhaps a simpler thing is just simply a gateway to At-Large standing working groups or to At-Large working groups in the gateway box in the upper left?

HEIDI ULLRICH: Yeah, I see what you mean. We can do that. But again, this is Heidi – that, the gateway box was designed as a really quick entry to key

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workspaces so yes, we can do that actually because we can move the Improvements that now sort of have closed and move that one down and we can put the work groups up there. So yeah, let me do that, okay.

DEV ANAND TEELUCKSINGH: Yeah, exactly. Okay, so I guess that's one action item then, to update the gateway box that's in all the RALOs to include a pointer to the standing, well to the At-Large working groups. That's another one action item there.

Okay. So going back onto the agenda, any... Sorry, Gordon, anything else? I'm sorry.

GORDON CHILLCOTT: That's as much as I've got from me right now, thank you.

DEV ANAND TEELUCKSINGH: Okay, great. Thanks. Okay, so going on to the next action item, sorry the agenda item is the upcoming At-Large web Wiki training session at the ICANN Beijing meeting. So the idea behind this is that as part of the APRALO's capacity building sessions that they are bringing many ALSes from the Asia-Pacific region to attend the Beijing meeting and they are intending to do some sort of capacity training session. And it was suggested that the Technology Taskforce, one of the concerns from the APRALO Secretariat, I believe Holly Raiche is the Secretariat from APRALO?

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HEIDI ULLRICH: No, she's the Chair – this is Heidi. She's the Chair.

DEV ANAND TEELUCKSINGH: Ah, she's the Chair, okay. So one of the concerns that Holly had raised is that APRALO members do find some difficulties in actually either navigating or using the Wiki and therefore we should try to have a session in Beijing to give an overview. One of the things that we wanted to do, and this speaks to one of the action items, is to send out an email to all of the RALOs essentially asking them well, just asking them "What would you like to be able to do or to be able to find on the At-Large Wiki?" – sort of "What do you want to see on the Wiki or have problems with when you access the Wiki?"

Then what we will then be able to do is to well hopefully provide answers to those problems raised by the RALOs and then address it during the Beijing session. So I'll be working on that email and sending it out hopefully by tomorrow at the latest. I'll share it with the list, with the Technology Taskforce list first to make sure everybody is okay with it, everybody's aware of it. Any thoughts or questions or observations? Going once, going twice, going thrice...

Okay, so I'll compose the note to send to the RALOs asking them what they would like to see on the Wiki or do they want to review during the Technology Taskforce meeting in Beijing. Okay.

Let's see, the next agenda item – updating the Technology Workspace, and I have to say we do really need to step up and actually be working on documenting some of these tools. Right now the only one that's fairly complete is the web conferencing one which I'll post here, but I

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mean is this enough? Do we need to do the screen shots and so forth? And I'm beginning to think, what do you think would be the best way to make more progress on this? Shall I start assigning groups of people, groups of two to tackle each one? Gordon, [Matt], Siva, Nirmol?

LANCE HINDS: Sorry, Dev, I'm looking at the web conferencing notes for a second.

DEV ANAND TEELUCKSINGH: Sure. But I mean the Workspace itself is uh... Let me just post the link there, well actually it's in the web links but anyway. The Workspace I posted in the chat and right now we have like the different ones for web conferencing, email lists, instant messaging, calendar, social media, and well yeah. So the idea was that we would document the various tools that we use, that At-Large uses and then we'd look to see if anybody has a question... Okay, "I have never attended, what exactly is this Adobe Connect thing that everyone keeps talking about?" Because the idea is that when At-Large schedules these working group calls or webinars or anything like that, you want to pass it along to your ALS members; and the ALS members if they have never done it before this whole thing will be very confusing. You know, so that's the idea behind trying to go "Okay, here's what this tool is all about."

LANCE HINDS: Dev, is there a template of any kind? There are quite a few features and maybe a template to start and it's just a matter of filling in the functionality itself. I mean for us to go forward and just write in a... Well, I don't want to use "ad-hoc" but certainly there should be some

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sort of organization before we move forward. I don't know if there's a standard guideline you can use and then just [fill in the features] accordingly.

DEV ANAND TEELUCKSINGH: Okay, well Lance, this is Dev. There is no real template as such but what I did for the Adobe Connect was my, I guess my ideas for what I think should be in a document. But I'll tell you what – if you would be willing to come up with a template, if you'd be willing to, well that could be applied to the other sections I think that would be fine.

LANCE HINDS: Okay.

DEV ANAND TEELUCKSINGH: Would you be able to do that?

LANCE HINDS: Yeah, I'll take a look at the documentation that you did for Adobe Connect and then take a look at the other features and see what can be done, sure.

DEV ANAND TEELUCKSINGH: Alright. Great, alright – so great. So Lance will work on the template for the various Technology Workspace tools so we can get a consistent template on that, great. And then we'll just have to as I say plug and then the next step will be to assign persons to just plug it in and fill the information out, great.

LANCE HINDS: Right.

DEV ANAND TEELUCKSINGH: Okay, let's see... Any other comments, questions on the workspace? Going once, going twice, going thrice... Okay, great. The next item was the update on the At-Large Social Media Strategy. Actually, well more of an update on something that we were once considering in terms of the Social Media Strategy was Posterious which was acquired by Twitter, it has now been announced via Twitter that they are shutting down the Posterious service. Originally Posterious was referenced during the At-Large Improvements and the idea of considering using tools like Posterious was to, when you post to Posterious it would auto-post to other networks.

So and I think it was Gordon who mentioned during I think the San Francisco meeting that we have to be very careful about using third-party tools because you know, you don't know what can happen in the future. A service that looks promising and has just started sounds great and we may jump to use it, and then all of a sudden the tool is gone. So that was just I guess proving Gordon right – we do have to be careful about how we look at all the third-party tools that we use in At-Large.

In terms of the Social Media Strategy I think I'll work with Nathalie and I guess with members of staff to confirm that the system that we've set up for the Social Media Strategy is still working. And remember, what we're doing is updating a Confluence blog that's in a Wiki space on the At-Large Wiki; and we are taking the RSS from that Wiki page and

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reposting to Facebook and to Twitter. So that's it, and the idea was as a first step to repost all the information coming off the ALAC Announce mailing list because again, the intent is to try to see if we can raise interest and to allow At-Large representatives to re-share and therefore broaden, what's the word – let other members of the At-Large Structures know about the meetings so that they can join and so forth and hopefully get more people involved in the At-Large process.

Questions, thoughts, comments? Lance, go ahead. Lance, you may be muted. \*7 to unmute.

LANCE HINDS: Okay.

DEV ANAND TEELUCKSINGH: Yep, okay. Now we can hear you.

LANCE HINDS: You can hear me?

DEV ANAND TEELUCKSINGH: Yep.

LANCE HINDS: I don't know, there isn't much you can do in terms... If you're going to commit to Open Source tools I think you're always going to run the risk of changes in that space. So it could be sold; they might decide to discontinue it. I mean there are many reasons why people choose

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products so there isn't, short of writing your own that's about the only way you can control that. I think it's just a matter of kind of keeping an eye on the product and looking at the roadmap to see if it's time to change or not. Yes, there you can go ahead and make sure that the product is strong or it looks like it's going to be there for a while but a lot of it would have to be [keeping an eye on it in terms of changes in doing that]. So I think there's a little amount of control you can do with that.

I mentioned on email, I would look at it expensively... There is one called... I'm going to put a link on the NAC Connect. There is this one that you could take a look at. Certainly my staff have looked at it in a limited sense but that is one that I think might do some of the things that you're looking for. In terms of where they're heading I'm not sure, you'll have to check and see what the story is with that.

DEV ANAND TEELUCKSINGH: Okay, thanks Lance. I think you can also include that as well as options. I think the idea is that you're right, the technology is changing all the time and something may be discontinued but then something else may come up. So I think it's just a case of just keeping track of all the different options available, so if something were to happen with the existing one that we have chosen then we can come up with an alternate quickly and continue achieving what we want to achieve. So yes, [TweetApp], I've heard about it; I've not actually had a chance to try it. It's like a desktop program, well I won't say it's a desktop program... It allows somebody to manage multiple content on multiple social media accounts, I should say. And there's like a pro version which

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I suppose it will be relatively affordable for ICANN, I think it's like \$10 a month or something like that.

LANCE HINDS: Yeah.

DEV ANAND TEELUCKSINGH: Yeah, I mean so in the scheme of things that might be affordable. There's another one called DeliverIt which I posted on the Technology Taskforce working page, which is this one – and that's also a paid service, a paid version as well. And what it does is it also supports LinkedIn as well as Google+ if you expand to Google+ as another social network you want to target.

So indeed I think in terms of the Social Media Strategy we need to put those links in there to [HootSuite] and so forth. Sorry about that, Heidi – you have your hand raised, so go for it.

HEIDI ULLRICH: Yes, this is Heidi – has Gordon spoke? I thought he had his hand raised.

DEV ANAND TEELUCKSINGH: I saw him put his hand down.

HEIDI ULLRICH: Okay. Okay, just if I can jump in or...

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DEV ANAND TEELUCKSINGH: Okay, go ahead Heidi.

HEIDI ULLRICH: Okay, just a couple of things. It might be useful to send a note, and I'm happy to do that – to send a note to our Communications Team to talk about what kind of social media platform that they're using. I know that they have someone who is dedicated to social media; that might be useful. We also have a new person on staff, his name is [Chris Jiff] – he's the one who really helps ICANN with My ICANN. And it's useful, he's a Vice President working at Communications role so I think it would be useful to have him speak to this group maybe in Beijing on what kind of tools ICANN is thinking about using to meet the needs of the At-Large community and he might influence that a little bit; and at the same time maybe bring in that person who is responsible for social media to that Technology Taskforce meeting just to hear what ICANN is using for social media.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Heidi. I think yes, that's a good idea perhaps on the next Technology Taskforce call. I don't know if there will be enough people in the Technology Taskforce group to actually meet and try to schedule like a formal meeting. But yes, I think we can have an informal meeting during the Beijing meeting in April, and I think yes, having an overview at the next Technology Taskforce call would I think be appropriate.

Okay, so you can go ahead and set that as an action item to see whether that's...

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HEIDI ULLRICH: Yeah, can you repeat the action item?

DEV ANAND TEELUCKSINGH: Well, to invite the person in charge of the ICANN social media strategy to the next Taskforce Call.

HEIDI ULLRICH: This is Heidi. Did you also want to invite Jim and maybe Chris to the TTF meeting in Beijing, maybe just 20 minutes because I know it is a training session?

DEV ANAND TEELUCKSINGH: Sure, but my question would be how long is the training session – only one hour?

HEIDI ULLRICH: It's one hour and let me see if there's room that we could expand that, I'll just take a look.

DEV ANAND TEELUCKSINGH: Okay, because yeah, I'm thinking to go through the Wiki training and then to have that as well, well it won't be easy.

HEIDI ULLRICH: Yeah, okay, this is Heidi. So on Sunday there's also... There's also a Sunday morning session with Sally Costerton and Jim Trengrove who's Senior Director of Communications. So perhaps at that session you can bring it up. But going back to the Technology Taskforce yes, there is a

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training session Wednesday 9:30 to 10:30 local Beijing time. So at 10:30 there is wiggle room because that goes into a coffee break. So people can stay a little bit longer into that and still get coffee, that's a 30-minute coffee break.

DEV ANAND TEELUCKSINGH: Okay, alright. Well if it's okay, well in that case then we can probably put that as part of the agenda items there on the Technology Taskforce call on the Wiki training session – put that in at the end. We can just leave it open five or ten minutes more is what we can do. So thanks, Heidi.

But ultimately, I think the issue here with the Social media Strategy isn't the technology issue – of course it's the bigger issue is the content and shaping the content in a form that's accessible to those persons reading it on social media. And I think the bigger question that we are going to have to face is who can take the time to edit any content coming from the ALAC Announce mailing list. I mean, well how should I put it – the emails that go out on the ALAC Announce there is a presumption of everybody knows what an ALS is, what is WHOIS: there's a perception that the ALS representatives will have some knowledge already about this and knows what those acronyms mean and so forth.

Now, when it's shared on the social media, if it is shared to somebody that reads it from the public would they really understand it effectively? So that I think is going to be the real issue. It isn't so much the technology tools. I think the technology tools would work, even if we were to switch to [HootSuite] or DeliverIt or to... It's not a technology issue. You follow? So just saying that's really going to be the challenge

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with the Social Media Strategy. We've got the technology working; it's really how do we in the longer-term customize the message that goes out on the social media networks to make them accessible to the members of the public? That's the bigger challenge and that's more of a human resource issue. Either someone on staff is able to do it or should it be that some members of the RALOs should get together and work on statements or something like that? And I guess that's an issue for the Capacity Building Working Group – well, I'm trying to think which working group this would be appropriate for, either the Capacity Building Working Group or the Outreach Working Group.

Potentially the Outreach Working Group is probably the bigger one because the Outreach is trying to reach new people to get more involved in At-Large whereas the Capacity Building is building within the existing At-Large community the capacities of the persons in At-Large. Olivier, please go ahead.

OLIVIER CRÉPIN-LEBLOND: Thank you very much, Dev, it's Olivier for the transcript record. I totally agree with you. I think it's actually a combination of both the outreach and the capacity building, outreach being finding out new members, finding new people to take active part; and the capacity building to take all of those people in our At-Large Structures and within At-Large and sometimes even in our RALO leadership and make them confident enough to know about all of the subjects or specific subjects so that they can actually hold the pen and draft statements and take a very active part in the bottom-up policy process. Thanks.

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DEV ANAND TEELUCKSINGH: So maybe this is something that we can bring up in either one of those working groups. I'm trying to remember if the Outreach Working Group has started; to be quite honest I can't remember right at this second, but perhaps we should look at either of those sessions – the Social Media Strategy – and look at ways that the content can be better developed to target members of the public reading these messages so they don't get put off by the jargon and the acronyms and so forth.

So yes, like I said – I think it's not a technology issue anymore. It's more how do we craft the message and who can do it? Is it the Capacity Building Working Group – that type of thing. Let's see, Gordon, you had your hand raised before Heidi. Is it that you had a question or comment?

GORDON CHILLCOTT: Yeah, this is Gordon for the transcript. I did but I think my fire got kind of stolen there partly by Lance, so I'll hold off.

DEV ANAND TEELUCKSINGH: Oh okay. Okay, let's see, I think we've come to the end of the agenda. I think any other business? Does anybody have any questions, further comments, questions? The floor is open. Going once...

BILL THANIS: A quick question?

DEV ANAND TEELUCKSINGH: Go ahead, and who is this?

BILL THANIS: This is Bill.

DEV ANAND TEELUCKSINGH: Ah, hi Bill.

BILL THANIS: The reason I'm asking is because I've been working on putting Adobe Connect to Linux and this is my trial.

DEV ANAND TEELUCKSINGH: Oh, okay.

BILL THANIS: So I guess everyone heard me.

DEV ANAND TEELUCKSINGH: [laughter] Okay, well that's good to know, yes. And actually that's also the challenge in coming up with a template, in the sense that like how do we sort of segment the information for the different platforms for the tools? That was one of the challenges I was facing and we could probably take a look at how we can do that type of separation or segmentation. Lance, go ahead. You may be muted - \*7 to unmute.

LANCE HINDS: (Inaudible).

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DEV ANAND TEELUCKSINGH: Yeah, good – we can hear you. Go ahead, Lance.

LANCE HINDS: I think, again, the utilization – even though you have multiple devices and separate platforms, certainly unless Bill’s experience is radically different I think the frontends are generally the same or hopefully the same. So even though it’s going to be a bit tedious it should not be as much of a pain now as it would have been a couple of years ago.

DEV ANAND TEELUCKSINGH: Mm-hmm, okay, I get you. But I mean if there’s particular steps that you have to do... For example, well one example is with Adobe Connect, essentially you have to have the latest version of Adobe Flash. And that’s what I tried to put in the Web [Consulting] section about well, you’ve got to keep Flash up to date and how to do that because sometimes that’s very confusing to end users to know about it. So do you have a quick follow-up, Lance?

LANCE HINDS: No, I take your point and I think if there are those types of things, sure. There may be issues based on versions that might need some attention but that is a difficulty in itself because how much standardization do you want? How much of that do you want to cater for? Devices come all the time, operating systems come, so there are going to be changes there that you’re not going to be able to control. A useful thing might be being able to say “Look, these are the four or five systems or devices that we’re going to support. Anything else will require a certain amount of user’s [exception],” some kind of policy to cover that. We don’t want

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to be bogged down trying to support everything. That will take too much time.

DEV ANAND TEELUCKSINGH: This is Dev. Well, and then my concern also is it makes it a much larger document and then people have to go “Whoa, that is too long.” So it has to be... The template has to somehow provide the essentials and then provide something like “For those who are using this platform see this page,” or break it up into separate pages if need be.

LANCE HINDS: If more users come on for a particular device and it’s needed it’s just a matter of amending the documentation. But that again would depend on how many you have.

DEV ANAND TEELUCKSINGH: Yeah. Yes indeed, point taken. Gordon?

GORDON CHILLCOTT: It’s Gordon for the record. I take Lance’s point. The difficulty that I had with this tablet was there is enough difference in real estate usage on this thing to have made it a real pain to figure out how to do a couple of things or where to find the icons. I think a little bit of looking around at this may be in order because the icons themselves are probably fairly common; where they’re located on the screen may not be. But if we’re able to push especially a new user on Adobe Connect towards hitting on a particular icon to do a particular job at least we’ve been able to provide that much clarity.

DEV ANAND TEELUCKSINGH: Okay. Well okay, this is Dev. Again, I don't have that much experience using the Android applet to access the Adobe Connect so I will defer to you and probably Bill to... Well, if you think there was one, well how should I put it – for lack of a better word the “traditional” way of accessing the Adobe Connect which is by desktop or laptop computers; if there's really a significant hurdle to get Adobe Connect working and to also use it during a call then perhaps you can help document that a little bit more clearly. So Gordon and Bill, would you be able to put something together in terms of what were the steps to get Android phones and tablets to connect to Adobe Connect, so to speak?

GORDON CHILLCOTT: Gordon again. This is Gordon again, Dev – it should not be that much of a problem. I've already made a note to myself to put together a screen shot for you, and once that screen shot is available the two or three steps that it took to get the thing going aren't that hard to... But trying to find things on the screen, especially on the latest version is a little bit painful at first and I don't know, for me it was not intimidating because I run into that all the time but for people who don't do this kind of thing or haven't done this kind of thing for a living who are out there who are probably going to be trying this it can be a bit intimidating. I'd like to get over that fear factor for them.

DEV ANAND TEELUCKSINGH: Okay. Well again, and again you know, in terms of special notes for say Android end users accessing Adobe Connect, you can create a section

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and you can as I say put those notes together and all the screen shots and then that's it. Once you do it once you won't have to keep... You know, you can just point other Android users to that section; and as I say, that helps all of those At-Large users using Android tablets and so forth. So I would say yeah, a special note. If you want to put those notes together for Android users and then we can put it up on the Wiki and then when Lance comes up with the proper template and the proper heading to put it under then we could make some progress on this and on the other Technology Workspace items. Okay?

Alright, any other thoughts, comments, questions? Going once, going twice, going thrice... Okay, alright. Well Lance, go ahead.

LANCE HINDS: Can you hear me?

DEV ANAND TEELUCKSINGH: Yep, we can hear you.

LANCE HINDS: I just want to go back to a comment a few minutes ago in terms of populating the various social media with ALAC announcements, and you had gone into some depth about I guess correcting, editing and stuff like that. Is that necessary? I would have thought that ALAC Announcements coming out, would that not have been dealt with in the first instance? The only thing that should really happen is that by the time the ALAC Announcements come out it should simply post to the various...

DEV ANAND TEELUCKSINGH: Okay thanks, Lance. Well actually this comes back to the ALAC Announce. For the ALAC Announce, obviously it's a list that all At-Large Structures are subscribed to and whenever there's any At-Large activities, all the activities of the ALAC and At-Large are posted to the ALAC Announce. So recently for example I think the last meeting, the last email for the ALAC Announce was the invitation for the Beijing webinar for example, and the previous ones before that I believe was the At-Large WHOIS webinar.

Now, let me describe a personal issue I had with the WHOIS document. I wanted to forward that to members of my At-Large Structure, and then I got into well hold on, they've got to really understand what they mean by "WHOIS." In other words, seeing an announcement of At-Large WHOIS Webinar, persons or members of the public may not even understand one, what is WHOIS; and two, why they should even care to attend or listen to it, right? So I was trying to figure out a way of including what is this WHOIS? Well, WHOIS is really a method of accessing information about domains in terms of who has registered it and who can administer it and so forth. And so you get a sense of what, so for the person – hopefully they'll have a vague idea of what it is and hopefully they'll be interested, like "Hey, I have a domain name, I want to listen to this."

So but I think the challenge is for the ALAC Announce, which is controlled by At-Large staff and probably the ALAC Chair in terms of being able to post, is to.... What's the word – better edit, format the articles going out. But then that takes time and that's also a big

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problem. That's why I say how do we overcome that challenge in terms of is this the outreach – perhaps the Outreach Working Group can work together so that after the announcement goes out on ALAC Announce maybe for lack of a better word, a “user friendly...” I don't know what's the right word – a more user friendly, I'm trying to think of a good word... Accessible, yeah, an accessible version to persons not involved in ICANN so much.

LANCE HINDS:                   If you... Hello?

DEV ANAND TEELUCKSINGH:   Yeah, go ahead Lance.

LANCE HINDS:                   Sorry, I mean well I'll actually go back to Item #6 on the agenda. And maybe this should be a broader question in terms of what it is that you want to release to the social media in general. And you might have to start with things like glossaries and you may have to do that preliminary education first. Because you don't want to be interrupted every time you do a release because you have to go down the road of explaining to some extent, so maybe the first few releases should probably provide some basic education of ICANN and what it does and the areas that it seeks to address; and then there's the At-Large perspective on those areas that need to be addressed. So when you release after that there should be some familiarity with what it is that you're talking about.

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And even if you talk about WHOIS as a case in point, the link should take you back to any information that you might want to know as well. I think one attempt before you do anything else is put the education out there and then you can talk about releasing the At-Large (inaudible) work.

DEV ANAND TEELUCKSINGH: Yeah, exactly. So we don't have to redo it every single time, yes – so you have like a little blurb of exactly what is WHOIS for example, or it's in that glossary of terms that's located on the Wiki for that. So when we next have a conference call where a working group comments on a WHOIS policy issue or background information of WHOIS, see link.

LANCE HINDS: Exactly.

DEV ANAND TEELUCKSINGH: Yeah, so that's the thing. So I suspect it's as Olivier said – it's probably a bit of both the Capacity Building Working Group or the Outreach Working Group because again, the Social Media Strategy is not so much a technology issue anymore. It's more coming up with the appropriate content to go out to the At-Large user members to inform At-Large Structure members who are not directly receiving the messages in the first place from the ALAC Announce; and to get the wider public involved in ICANN At-Large. Olivier, please go ahead.

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OLIVIER CRÉPIN-LEBLOND: Thank you very much, Dev, it's Olivier for the transcript. In order to have cross working group communication of one sort or another, I was thinking whether you wish to have an action item that this working group basically creates and then send this over to the relevant working groups; so when it starts meeting, I'm thinking of the Outreach Working Group for example – when it starts meeting it has some action items already on its plate of suggested works that the Working Group here might have already suggested.

DEV ANAND TEELUCKSINGH: Okay, indeed Olivier, I think you're right. Yes, so as part of our action item write to the Outreach and Capacity Building Working Groups regarding making effective use of the At-Large Social Media Strategy including some of the suggestions, including developing a glossary of terms typically used in messages – well, something to that effect: including a glossary of terms to be put on the Wiki for easier reference, yes.

Okay. Okay, so one more action item. So just to summarize what I'll post to the Technology Taskforce list, the call for Wiki questions to the list and then that will be forwarded to all the RALOs by At-Large staff afterwards. I'll be working on a one-pager for the AC room, for the Adobe Connect room. More importantly Lance will be working on a template for structuring the information in the Technology Workspace. Gordon and Bill to contribute some special notes regarding use of Android, using Android to access the AC room and let's see.... Of course I'll write the Capacity Building Working Group and the Outreach Working Group on ways of using the Social Media Strategy to fulfill their

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objectives; one of the suggestions being developing a glossary for easier reference. And I'm missing one action item here.... Oh yes, to invite the ICANN social media strategy to the next Technology Taskforce call and possibly invite [Chris Gist] I think it is, Chris Gist to the Technology Taskforce meeting in Beijing who can speak about it for the Wiki training session in Beijing.

Whoo, alright, I think those are the action items. And one more action item – staff will place the link to the At-Large Working Groups in the gateway box on each of the RALOs' Wiki pages. Okay, so now we can hopefully look to reduce these action items a little bit by the time of the next Technology Taskforce call. It should be at the regular time and hopefully there won't be any scheduling problems that will cause the next month's call to be postponed. And it will be very important because by then hopefully we will have gotten some ideas from some RALOs as to the problems they are encountering with the Wikis and of course we have to then work to develop something in time for the Beijing meeting.

Okay, great. Alright, well it's exactly at the top of the hour. Any other quick comments, questions? Going once, going twice, going thrice... Excellent. Alright, well I thank you all for this very informative call. I look forward to working online and this call is now adjourned. Thank you.

[End of Transcript]