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Rob Hoggarth:

Super, thanks. Good day, everybody. Welcome. My name Rob Hoggarth. I'm a member of the ICANN Staff. It is 13:00 UTC and this is the first of two briefings on the Community Regional Outreach Pilot Program, an experimental pilot program that we put together for the fiscal year 2014 for ICANN communities, the regional at-large organizations, and the non-contracted parties of the gNSO and their constituencies.

By way of quick background, we'll start walking our way through the slides as an introduction. Janice you may want to -- thank you for resizing that. The general background here is that as part of the preparation for the FY'14 budget, as ICANN has done the last several years, there was a process for special community requests. For budget items for opportunities for particular products which were of special interest to the community. There were a number of requests for various types of outreach. None were exactly the same. There were a variety of different types of requests. But they all seemed to center at the very least on the interest of various communities within ICANN to conduct additional outreach, recruitment efforts, ability to increase the profile of the community within the broader internet community, all with the intention of making their work within ICANN more vibrant, more active with more participation and engagement from the areas of the community, the areas of internet interaction of the BMS to get more legitimate decision-making by increasing participation, by having more players.

The challenge of course from a management and budget perspective was how to respond to and provide resources for those areas in different requests. And while efforts continue from a general ICANN perspective to develop an overall outreach program, it seems important to provide the short term capability, the immediate resources that member communities of ICANN could continue to work and develop under their outreach and improvement goals.

The concept that we developed was to provide somewhat of an experiment on an experimental basis with opportunity for a travel or trip resource to be made available to the individual community to test whether it could be appropriately managed, to determine if -- and that's not only from a staff perspective but from a community perspective. And so in considering the budget, resources were allocated for this pilot program and staff was directed to move forward and develop a framework for it. To see if a system could be put together that would allow us not only to test the concepts, but to have a reliable resource for this type of activity.

Over the last month and a half or so, staff has been working very hard, talking with various members of the community trying to develop the resources and tools that we could develop this program, manage it, and be able to deliver the resource for FY14. We also worked very hard to try to set up a resource or a concept where there would be transparency and ability for everybody in the community to see what was going on, to be able to assess, along with the communities that could take advantage of the program, if it could be working effectively and managed appropriately by ICANN Staff.

So through all that, we have developed what we call the Community Regional Outreach Pilot Program. Right now it consists primarily of a Wiki workspace, which will be the centerpiece for the work we conduct. And for this call today, what I'm going to do is work through the general highlights of the program. We're going to share with you a quick tour to give you a flavor of the Wiki workspace itself and have a dialogue. To the extent that you all have questions, want to get clarification to the purpose of the program or how we're going to administer it, essentially talk through that for the benefit of those of you who are actually going to be in the position of administering it from a community perspective.

So let me quickly pause there. Janice, you're sharing the floor with me today. I wanted to give you an opportunity to clarify our stand, did I miss anything, or confirm anything that I may not have clearly expressed.

Janice Lange:

I think you're doing fantastically. There's nothing else right now I can add.

Rob Hoggarth:

Okay, thanks. Let's talk a little bit about what the program deliverables look like then. In a sense, we're talking about three major points here. The first is, well what is the resource? The resource is outlined in the FY14 budget. There is five individual regional trips. For two major communities. The At-Large Community, the RALOs -- AFRALO, APRALO, EURALO, and NARALO and LACRALO. And the five gNSO constituencies representing the non-contract community. The business constituency, intellectual property community, the internet service providers and communications providers, and the noncommercial communities, the NCUC and the NTOC. Those are the communities that have been targeted for this pilot program. They will be the ones who will be helping us test this effort.

What is being provided within those trips? Well primarily based on the standard that was provided to us, these are going to be trips of the regional classification. Under the ICANN travel and finance team, that's been determined to be a standard 3-day, 2-night trip experience. And the transportation that would be included in that would be economy class. We expect that most of that will be airfare, but because we're talking about regional trips, some of that might be by rail depending upon the region or the events or activities, lodging, and per diem as many communities currently receive under the general ICANN travel guidelines.

The third aspect of this that is unique I think perhaps to some communities is that the planning will be done totally through ICANN's constituency travel team. One of the important aspects of being able to administer a program like this that we thought was very important was to have that consistency, the ability to have all the records in one place, to be able to provide it all in one place for members of the community. And so it's essential to have a central base of operation. And of course because it is a pilot program, it's very important to have the data and the information available so we also have that central place to consult.

Now there are a number of key operating guidelines we've developed for this program to be successful. Some of these points were part of the original discussion about whether the resource could be allocated. Some of them were a condition to say, well, okay, this is going to happen and if we're going to do it appropriately, we need to have some general parameters or operating guidelines around the program itself.

The two critical ones that you'll see here on slide 4 of the briefing presentation are, one, community review and approval, and secondly, regional VP or regional vice president coordination. We have a different title for the regional VP and, Janice, you'll remind me what that is, I think it's stakeholder engagement vice president.

Let's talk about the community review and approval. It was important for this program to be available for community activities. And therefore important for us to be flexible. So a critical aspect of it is that for a trip application to be approved, to come in, that approval really needs to come foundationally from the community. It's a pilot program so we've got a limited number of trips available, five for each community. We thought it was very important for the leadership of that community to play the central role of coordinating and confirming that that activity was a part of their plan, was a part of their overall aspects of how they're doing their outreach or their engagements.

The second aspect was a partnership because these are regional trips with the regional team that was responsible for the area in which the activity was taking place. So as a result, part of the aspect of this program that's very important is that the community reviewing team or leadership team, coordinate with the regional team, particularly the vice presidents in the region where the

activity will take place, to ensure that there is consistency with the regional engagement strategy for that particular region. Or in the case where that strategy is still being developed, that there be some consistency with the overall ICANN mission and particularly how that's being similarly applied in the region where the activity will take place. So those are two fundamental pillars of this program, of this activity.

Now there's a lot of important aspects to just managing this program and that's having some planning time. If ICANN staff is going to be coordinating the trips and helping to arrange the travel, it's very important that they be able to manage that work. Joseph and his team are not that large and most of the time it's mainly Joseph. There's got to be the ability to manage and be able to fit this work into the overall work that the constituency travel team is doing. And so one of our guidelines is at least 6 weeks advance notice of planning for one of these trips or activities. That means we would like to have the application come in at least six weeks before the scheduled event.

There are a number of things that internally ICANN staff has to do to make sure that the traveler, sponsorship and everything meet various rules and regulations and there are aspects of just planning from a travel perspective that make that 6 weeks to 3 weeks sweet spot of getting the most effective and efficient costs in terms of arranging the travel with the various carriers or making reservations with a hotel that are also important aspects of that.

Another critical aspect with this being a pilot program, and I think going forward for a lot of ICANN constituency travel in the future, is some sort of assessment, particularly because this activity is being targeted for outreach and engagement activities. Because the application for the travel will include specific goals and objectives, it's critical for the traveler, for the community that sponsored the trip application, to assess whether it was successful or not. And so as you'll see in the tour that Ken's going to provide us, there is a trip assessment area of the Wiki space for the traveler to come back and say, hey, this is what happened on the trip, compared to the goals that we shared for taking the trip it was successful, or it wasn't as successful as we planned, or we found out that there were other events or other activities that were benefits we didn't realize we were going to have. This is important for the program as a whole to, again, help us assess. Not only was the individual trip a success, but overall is the program? Because we're talking about a total of about 50 trips here if each one of the ten communities uses its entire application. I think it's important for us to have that data, to have that information.

There's some flexibility here in terms of the travel guidelines in that some of these activities an individual community could say, you know, we don't want to just send one person, but the event is significant enough or our goals for this event are multiple in nature, so we'd like to be able to send more than one person. So the guidelines provide for that capability. The catch to that, if you will, is that if more than one person goes to the activity, that counts as more than one of the five allocated trips. So if two people go to XYZ Convention on Internet governance, then that would take two of the trips away from their five allocated between now and the end of the year.

The second aspect of that, too, and we've said this internally, I didn't describe it here on the slide, but a trip is a trip is a trip. So there's no compounding or splitting of expenses. And that's important for you all I think in terms of planning. So what we mean by compounding or splitting is while we recognize that maybe in the future it would make sense from a money saving perspective or an analysis perspective, we're not saying well two of us are going to be able to stay in the room and cut the expenses or we would like to divide up the expenses so one person gets airfare, one person gets lodging, the other person gets per diem. As some communities currently do with travel to ICANN public meetings. For purposes of this pilot program, we're sticking to a trip is a trip is a trip. So it's a regional trip. If the event is happening in someone's hometown and they're going to stay at home but we're paying the train fare and the per diem or the taxi fare so they can make it there, that's going to be an allocation that's being used by that particular community. And so that traveler's efforts will be accounted for against the total of five.

From a timing perspective, this is important, and we're very conscious of the fact that the formal ICANN budget was approved almost two months into this fiscal year and it's taken us several weeks to sort of get this program up and standing, that the trips have to be completed by the end of ICANN's FY14. So in other words, by June 30, 2014. That's going to be an important factor for those of you who are advising or helping to administer the program because when you're looking at 6-week advance planning notice here, to complete an activity or trip or an event by the end of June, you'll be wanting to get your applications in by early May. So just a planning perspective from a community aspect.

And then of course as a piece of that, because we have to be able to show that this program is over by the end of the fiscal year, we can't carry over the funding for it. So if a group strategically says by May we've taken three trips and now it's June 15th, they're not going to be able to carry over that. And we'll talk a little bit about the timing of the assessments of the overall program later to see how that fits in together. Again, let me pause there. Janice, I'd ask you to add anything that I may have missed, clarify anything you don't think that I've fully explained there.

Janice Lange:

Hi, Rob, thank you. Again, I think this is going the way we'd like it to go. Very well understood, the different components. I know that we've had a couple of folks join a bit late, a couple of minutes in. And the key operating guidelines, really if you just joined you're really kind of at the crux of the program in that we did provide a little bit of background. But really important that everyone sees from the gNSO contracted parties and from the RALOs who are going to be engaged in this pilot program, number one, it is a pilot program and that it really is up to the community members engaged and the staff engaged to work together to make this successful. And with strong coordination in the region around these events and opportunities in the region, this is where we're going to see the success of the program. Because we've been hearing for the past year from the community in our outreach sessions the importance of really getting into your region and understanding and bringing it up for more global audience. So just stressing that.

The second thing is, you talked about advance planning and notice and we know that from a Buenos Aires perspective, they seem to be running a little bit on the line for a launch on October 9th which is when this online program will launch. But it actually will fit in in order if someone does have some kind of intent around that timing in November, it has potential of working. However, our ICANN constituency travel, as Rob pointed out, is for the most part Joseph. And so I think everyone has to be understanding in this pilot program that we're growing with this as you are and it's a learning experience for us as well.

So everything might not work perfectly, so we really need everyone to come together and do their best in their most efficient manner and with best foot forward to work together as a team with your regional or stakeholder engagement vice presidents and managers of the region with Joseph on the travel perspective, with Rob and I from an SO/AC and outreach engagement perspective to move this program along in these next couple of months and help us to make it work in the most positive sense.

Rob Hoggarth:

Janice, thank you. That's a perfect segue to the next section of the program. As Janice mentioned, this is really a partnership, a collaboration between community and staff. And so next what I'd like to do is note sort of where community responsibilities lie and where staff responsibilities lie. From a community leadership perspective, we're looking for your help in three major ways. The first is establishing your own internal approval process. And that's, again, entirely up to how you want to approach it. We're very conscious that in providing this resource, we don't want ICANN to say, oh we now have this extra bureaucratic burden. So I think it's really your choice in terms of how detailed, complex, or easy and streamlined you want that process to be. Everybody has their charter, their operating principals and guidelines. In reviewing some of the charters we see that there are a number of existing mechanisms that folks use in their particular communities already. You can create something very straightforward and simple.

As I noted earlier, an important guideline of this program is community approval. You are the community leaders, you know what your broader strategic plans are in terms of outreach for your specific community. Most of you have been brought into the broader conversations that Sally and Janice are leading in terms of ICANN strategic outreach activity. So the bottom line is, you're in the best position to evaluate, to organize how your community is going to come forward with its 5, 6, 7 applications. Ideally with each community having five allocated trips, the best situation is come in with 5 applications and that's all you're going to need for the year. So it's a real balance between creating a new bureaucracy and recognizing that you have a limited number of opportunities. But I also know, based on the interest in a number of communities, there could be multiple requests. And we're not in a position at staff to dictate, judge or otherwise recommend what works best for your community. You can choose to have first come first serve. You can choose to have a set of criteria that you apply. You can decide who is going to ultimately make the decision. Is it a group decision? Is it a committee decision? Is it an individual decision? The key is, that's your area to determine and to decide.

Secondly, very importantly a part of this program is the coordination with the regional staff teams from the region where either you're already operating or you want to have the trip or activity take place. I think one of the sales points of this resource for this fiscal year was that opportunity to have that collaboration, to have more of that contact with the regional ICANN staff. With the culmination of the discussions with the vice president responsible for engagement in that region to be able to say, yes, this is, and I think our internal term for this was, not inconsistent. Ideally I think we want it to become consistent, but the content of the activity melds in with the overall community approach for that region. Maybe it's an event that the regional VP can't already attend. Maybe it's an event where a number of other community members are going to be going and this is going to provide that critical extra participation that's going to make the event even better. Maybe it's a recognition that a particular area of the region or a particular country in the region needs some attention. There could be other goals, but the aspect here is that this program helps forge those connections, either to create new connections or to make existing connections between the community and the regional team that much more effective.

A number of you are aware that the regional teams in particular regions are growing. And this program can help build a working relationship, increase time paths, build connections, and it will condense a great deal of intentions and goals moving forward. And I think we'll have a good story as a staff community team when it comes to assessing the program that recognizes it's perhaps something that should continue.

The third general area where we're looking for your help is identifying one or two people from your community who will act as pilot program coordinators. Based on a couple of calls we've had with community members, there was a concern about the degree of community response to the program. And our ability to just manage that from a tool perspective, from an infrastructure perspective. We recognize that there might be some considerable interest in the program and we didn't want a number of different people who weren't really familiar with the program all coming in and filling out applications and jumping in and out of the picture. We want everybody to be able to look at the Wiki space and see what's going on, but we want to target a more specific, competent group. When I say competent I mean trained people who are familiar with the applications, who've had some contact with ICANN staff on a more regular basis to keep that process a little bit more streamlined.

So if in each of your communities you can identify one or two people, the goal would be that those folks who would be in the position to help manage your internal process, have the responsibility for it. They would be in the position and have the understanding of the application process to be the ones who have the written permission or authorization to actually fill out the application forms. They would be in a position to, and this is something I didn't mention in the guidelines, identify alternate travelers. So if Person A couldn't go at the last minute because of some challenge personally or health wise or scheduling wise, that we could immediately move something else into that position. And of course, as you're aware, with that 6-week lead time and

all of a sudden someone has to cancel two weeks before the event, having someone already, if you will, preapproved or pre-assessed and ready to go, that there would be some ability to quickly manage the last minute problems there.

And then finally, for the pilot program coordinators to be in sort of that reminder role to coordinate internally and say, hello Traveler 5, thanks very much. You went on a regional trip, you're now back, this is your reminder to fill out the trip assessment report or the department of the person can help them fill out that report. Because again, the PPC, the pilot program coordinator, is the person who has the permission so they need to get the text, the information from the report and cut and paste that into the Wiki. So those are the three primary areas where we're really asking for your help to make this operate effectively.

From a staff perspective, our job is providing these types of meetings, working with you. Primarily, Janice, me Rob, and Ken Bour, helping you when you have issues about the Wiki, when you have questions. This is a pilot program, it's the first time we've done this specific structural work. It's going to be a learning experience, so our job is to be that immediate resource for all of you to answer questions, maybe to make adjustments to the application form or make other changes as you identify better ways to do something. For all the preparation work we might have this piece of the step and your recommendation will help strengthen the program going forward.

We'll also play the role of taking and doing the due diligence on the application form once the program coordinators get that filled out and submitted. We'll have, and Ken will show you in a little bit, just in terms of a quick tour of the Wiki space, there are sections on there that show that staff has double checked or confirmed with a regional VP or checked with the leadership team to make sure that everything has been approved. Again, it's more of a due diligence. It's not staff. A very important component here that we see, other than the coordination with the regional VP, the job of Janice, me and Ken is just to administer the program. We are not in a decision making role where we're going to say, gee, that doesn't seem to make sense or getting an email or a call from us asking you about specific aspects of the program. The questions we'll have will go more to the administration or clarification perspective to help us make sure that all the information that is needed is in the Wiki and is available for people to see. Joseph undoubtedly may have questions from a trip perspective and the rest.

In terms of other departments, this is intended to be a resource that supports your outreach endeavors. And so we have other teams within ICANN that may be leveraged to help you, whether it be the Speakers Bureau, the Communications team that has worked with a number of you to develop materials, handouts, leave behinds and the rest. Our job is to, through the Wiki workstation, our individual staff contacts, reach out to those other internal staff so that the experience of the activity of the trip is leveraged as significantly as we can. It may be the case where you say we want to go to conference ABC in country 12 and we need some materials. Or, gee, we understand through the Speakers Bureau that there are some special slides that we could use. It's our job to help coordinate that for you.

Clearly we need to be in a position of monitoring the pilot program. Ken has set up notification capabilities, so when you have your pilot program coordinator actually hit the finish button on the application, we're notified so that we can quickly move forward to coordinate or get all the boxes checked so that Joseph can begin doing the work of developing the booking and reaching out to the traveler. All intended again to be as efficient and effective as we can within that six week window of between the time the application is filed and the event actually takes place.

And then of course our job internally is to on a regular basis report to ICANN senior management and on a regular basis report to you all as community leadership how the program is going. How many trips are being applied for, how many have been taken, and getting a general sense as to the success of the program in terms of just trips being taken and applied for. So let me stop there. Again, Janice, I offer you the opportunity to clarify or expand on anything that I've said or may have missed.

Janice Lange:

No, I think that it's quite clear. And in the interest of time, it's 6:34, I'm going to go ahead and keep us moving so that we can have some time for Ken to do a little bit of show and tell.

Rob Hoggarth:

Excellent. Thank you. We put together a process flow document here and this is a good time for a commercial. For those of you who are listening to this recording, that means you already found the Wiki space and been able to link to it for I hope the presentation. But we've got this process flow on the Wiki workspace. A lot of the material that I'm sharing with you verbally today is also in written form on the website in all six UN languages. And the purpose of the process flow document is just to give some folks a visual representation of where their general responsibilities lie. I talked about these various options, so I'm not going to go into detail on all of those. But if you're interested in looking, this is just a very we hope simple process flow document that shows the areas where the pilot program coordinators have responsibility, where staff is working, and where we're looking for real participant work here. Obviously these various sections blend at different points, but we thought it would be good to map out the process flow there.

A critical aspect as we look to the next slide is the evaluation of this program. Again, I can't overemphasize the fact that this is a pilot. Would we have liked this to be 10 trips for each community? Yes. Would we have like to have started earlier? Yes. Would we like to be able to say this is now a permanent part of ICANN's resource outreach for the communities? Sure. But the challenge is, we need to test the content first and see if it makes sense to you, if it makes sense to the overall ICANN strategic outreach plan and the rest. So it's very important for us to be able toward the end of the year to be able to assess, determine and to convince others that it makes sense to continue or, oh my goodness, what were we thinking, this just isn't working.

And so an area that we'll look for your feedback throughout the course of the remainder of the year is, what is your assessment of the program? Is it working well from a process standpoint? Has it provided you with the resources that you need? Have your interactions with the regional teams been effective and easy to manage? We've looked at a number of possible assessment factors from a metrics perspective. Clearly the trip assessment reports are going to be very important and we'll want to figure out a way ourselves to be able to express them. I don't know that we can do that numerically, but certainly textually because we're going to have different trips, a database of a maximum of 50 to work from.

It will be important what your communities or what your travelers write in the trip assessments in terms of being able to say that something was a positive experience or a learning experience or you were surprised by something. We're going to assess based on our own internal FLAs how quickly were we able to administer the program, how effective was it? Did we have the right handoff between Janice and Rob and Ken and Joseph? How was the coordination with other team members in terms of providing perhaps materials or slides or things like that? I think once we have a bigger picture of trips, then we'll have an opportunity to compare the activities that took place there with some of the strategic outreach goals that are being developed. They don't in many respects exist today, but may six, eight months from now.

We may, and some of you may suggest you know, parts of our trips are based on increasing applications for let's say for example ALSs or for members of a particular team of a community. So are we going to see increases? Maybe a number of you may want to benchmark. As of the beginning of FY14 we had X numbers of members, we now have this number of members. I don't know that we're going to be able to do a lot of the actual numbers, because we're not talking about 10, 20 trips for each of your communities, we're only talking about 5. So again, that's going to be something I think we're going to have to think about and try to consider.

And then of course we will want to interview each of you or your pilot program coordinators to just get that feedback. A lot of the work that we're going to be doing, we anticipate producing reports on maybe a regular basis throughout the course of the year that we paste on the Wiki. We have a feedback section on Wiki space. I think, and Ken will confirm when we do the tour, that

each page in the Wiki has comments areas. So the concept would be certainly from a program coordinator perspective there will be that active, ongoing opportunity to provide feedback, to provide comments.

Then finally, I think it's important just to look at some of the milestones in the schedules. Because I talked about being able to wrap this up by the end of the year, but many of you have participated in the budget process already and you know that it's not something that begins at the end of the year. In fact there may be opportunities for public comments on the operating plan, the budget, much, much earlier than last year. And so how do we begin cranking in discussions about this type of activity for FY15? So you see this in terms of general program milestones in addition to the briefing calls today. We're looking to "formally launch" this program next week. And when I say launch that means open up the Wiki space for the applications.

So that doesn't mean that you immediately need to begin filling out applications, you may all have decided or in your discussions will determine that you don't want to begin taking some of these trips until December or the events that you're really going to be focused on in a particular region are going to take place in January or February. But we wanted to get, we wanted to operate the process and get it open as soon as possible because if there is, as Janice mentioned, interest in potentially taking advantage of this around the Buenos Aires meeting, we want to be consistent with that 6-weeks' lead time guideline.

The other aspect is as your (inaudible) can provide, the application is not I don't think burdensome. It's very streamlined. We do want to give people an opportunity to be trained in the forms. And so it's part of that "ship off" when you want to provide immediate training to pilot program coordinators. But even if every one of you provides us with not one but two pilot program coordinators, we're only talking about a universe of about 20 people. So at any time, if you haven't named somebody or you guys aren't going to be meeting with your leadership team for couple of weeks, at any time between now and the need of the program if you want to identify a new pilot program coordinator, Ken, Janice or I will be more than happy to do individual training sessions. So the important part there is as we roll this out, we want to provide the training. We'll record the training that takes place. Ken has already begun to produce some videos people can just use to do some training on their own. But at any point, again, this is a collaborative effort, we want to be available and we'll make ourselves available to provide training input to staff on that type of stuff.

In terms of program evaluation, we're looking to have some very useful and valuable data in the March to April timeframe for 2014. We'd expect in that timeframe, six months from now or so, that we'll have some good experience, so we'll want to look through that. And of course a reminder as I noted earlier that we're looking at having the trips taken by the end of the fiscal year, the end of June. Mid May is about the latest date by which any final proposals are going to come in. And what I would hope is that within your community, folks are going to start over the next couple of weeks looking at the calendar between now and June and begin to identify targeted dates or areas. And again, it's going to be up to your communities whether you want to take full advantage of the five allocated trips between now and the end of 2013 or whether you want to space them out. There are particular activities that are critical in your region that you'll want to be able to use at a specific time. And then of course the program ends on the 30th of June.

So that's all the slides we have. That's the general overview. There's a lot of details, there are a lot of questions that I'm sure a number of you have. Let me pause first, Janice, to see if you have anything to clarify. And second, I noticed that there may have been a question or two on the chat perhaps you can answer, Janice, and then let's quickly turn to the tour. So Ken you can take down, or Janice, you can take down the slides now and you can start to set up the tour, Ken, unless we can address some questions. Janice?

Janice Lange:

Right. Rob, I think, again, this has been really well paced, really well explained. And I feel really comfortable having heard it for the umpteenth time. So I think in light that there are no questions

in the chat room, I don't see any hands up right now, it might be interesting with 15 minutes left to go if we let Ken start to walk through the Wiki. And then if there are any questions, please -- and Tijani, I see your hand is raised, so we'll start first there and then move on to Ken. Tijani?

Tijani Ben Jemaa: Thank you, Janice. Tijani speaking. In the whole presentation from the beginning to the end you are speaking about individual trip. I'd like to understand what is this individual for. When I try to understand the whole project, I cannot find a place for the word individual. Thank you.

Rob Hoggarth: Thank you, Tijani. This is Rob. The concept of individual, that's a very good point of clarification we may have to think about. The idea is that there are five trips that are allocated to each community. A trip is going to be taken by an individual, a particular person. And that's sort of the baseline that we're using as a means to count and keep track so that everybody gets the same amount of resources. You may choose for an activity, like a particular conference or event, to send more than one person. From a counting perspective, what we're trying to convey is each person that goes will count as an individual trip. The activity might be two people or three people, it might even be four people. But each person who is going is going to be counted as an individual trip for purposes of counting those five.

You'll see as Ken goes through the tour here, we've got the framework set up so that you are going to have in the Wiki workspace five application forms for you to be able to go in. And we're treating those, if you will, as individual trip applications. Is that responsive to your question?

Tijani Ben Jemaa: Yes, that responds to my question. And that confirms what I was suspecting. You said five trips for each community. What do you mean by community? Do you mean for each RALO? For each NPOC and each constituency or non-contracted constituency from the gNSO?

Rob Hoggarth: Correct, yes. And we were very specific in terms of identifying each of those groups so that we don't have any confusion about stakeholder groups or constituencies or other entities. It's limited to those named groups. And again, that was just an aspect of it being a pilot program. A number of the regional teams from staff have already come forward and said, wow, could it be available to other communities? Potentially, but not this fiscal year. And other communities who may like this idea or observe it on the Wiki workspace may then come forward and say, wow, this looks like -- we've observed this transparently from afar, we think ICANN that we would should definitely continue to do that and expand it to include the ccNSO, the GAC or other communities.

Tijani Ben Jemaa: Okay, thank you.

Rob Hoggarth: Thank you. Ken, I'll turn over the microphone to you to give folks a tour. You had said that you could do it in 5 minutes and we've given you 12.

Ken Bour: That will be a good test. This is Ken Bour speaking. Let's just check to see that my audio is okay, if one of the hosts will confirm that, that will be good.

Rob Hoggarth: That sounds good, Ken, thank you.

Ken Bour: Okay. Hopefully you see my browser window which is currently pointed to the community regional outreach pilot program. And so what I'd first like to do is just talk a minute or two about the permissions that we have assigned to this particular space. So the -- you'll notice at the top up here that I'm logged in as me. And I am a super administrator and I have access to everything. So you may not see everything on your screen that I see. For example, this area down here called Admin Notes Private is only for the program administrators. This is a place where we keep track of issues, things that we're working on, and is not generally available to anyone else.

But for everything else, it should be about the same. The way the permissions are set up is, as Rob has talked about, the community -- I'm sorry, the pilot program coordinators, that's the sort of title we've given to the individuals who will be selected by each of the ICANN structures, the gNSO

constituency or the ALAC RALO, those individuals will have editing permissions in certain areas of this space. And of course they will also be able to register comments in various places within the space.

Registered Confluence users, so if you happen to log into the Wiki and you have an ID and a password, like you see that I have, you will be able to view everything in the space except those areas that are private. And you will be able to enter feedback, and I'll talk a little bit about feedback in a second because there's a page down here specifically for that. Those people who do not have Confluence IDs, who we call anonymous users, they are going to also be able to view anything in this space. So you don't even have to log in in order to see what's happening in the Community Regional Outreach Program.

So with that as a backdrop, let me just sort of talk a little bit about how this thing is structured and what you'll see. We'll talk about the forms and I'll show you some examples.

Janice Lange: Ken, this is Janice. I hate to interrupt you, Fatimata has spotty coverage back and forth and she's on right now and has a question. I wonder if we might be able to just listen to her?

Ken Bour: Sure.

Janice Lange: Fatimata, you have the floor. She might have -- when she comes back on, thank you, Ken. And sorry for the interruption. Let's go forward and see if we can get her back online.

Ken Bour: Yeah, and Janice and Rob, please feel free to interrupt me because I cannot monitor what's going on in the Adobe room. I'm focused on my screen at the moment, it's all I see. Okay, great. So the first thing I'd like to do is to mention that the community, the CROPP program is located within the top category on the Wiki called Global Stakeholder Engagement, abbreviated GSE. So if you happen to be going through the Wiki saying where is this CROPP located, well you're going to be looking in the Global Stakeholder Engagement tab. And that's where you'll find it. And if I click on that, just to show you, hopefully what you see is the community regional outreach program.

And if you don't see that -- well you should because it's set up so that any anonymous user can look at it. Okay, so we start with a homepage which contains some information about the origins of the program. I'm not going to spend much time on this of course. And then if I scroll down a little bit you'll see that there's a place where we indicate how the space is organized. There's an announcement letter, program operations, tools and resources, forms, a feedback section, and then you won't see this other note that says private, but I wanted to be able to show you certain things, so I logged in as me.

So let's start just walking through this space. Hopefully it's done in a logical order. The announcement letter was sent, which I suspect is probably how you ended up on this call, because the announcement letter contains information about the -- how this program is going to be introduced and including today's call. Again, I won't spend any time with this.

There was attached to the announcement letter an overview document which what we have done is to have it translated in the six UN languages. So for example, underneath the announcement letter, you see that I have this, another folder, and I'll just click on the first one here and you can see that -- so those of you who speak Arabic, you can read the overview document about CROPP in your native language.

Let me move on then to the next major section which is called program operations. And here, this section is intended to deal with the guidelines and the principles, the criteria, essentially all of the information that you would need to know in order to work this program in your region or in your structure. We've indicated a group of the stakeholder vice presidents, stakeholder engagement vice presidents by region and the two primary staff contacts.

So if we continue on here, the next page I'll just talk briefly about is the key deliverables and operating guidelines. One of the things that you may notice right off the bat is, boy, that looks awfully familiar to the slides that Rob showed. And indeed, all of the material that's in the slide presentation, all of the material that was in the announcement letter, all of the material that was in the CROPP overview document, are all contained in this program operations section in various pages that I'm going to illustrate. So the operating guidelines are here and Rob covered those. The community pilot program coordinators' responsibilities are here. ICANN staff responsibilities are also here.

Then there is a principles and criteria page which talks about transparency and also the evaluation criteria. Then there's another page that include some important travel guidelines that were provided to us by the folks at ICANN who handle travel and you can read those. Then you'll also recognize this document which happens to be the flow chart that Rob talked briefly about. So this is, all this material is available under program operations.

There is another section which we call program tools and resources and this is a work in progress. Currently it includes a placeholder, frequently asked questions page, which we're still building. We have our first question and our first answer, but as others come up we will add them to the list.

There is today's slide presentation that you just saw in the Adobe room, is available here as a download link. If somebody did not get a chance to catch either of today's two presentations, you can click on there and you can actually see all the slides. Then we have a tutorial section and the first one is a sort of introduction to the Wiki space which is what I'm doing now. So what I did was I prerecorded this little speech of mine and made it available as an MP4 so you can download this or view it and it will walk you through the Wiki space.

The next thing that we're going to do is a tutorial for the pilot program coordinators, although that particular we haven't launched yet. So we're going to do that training around the 10th I think is the current schedule. And at that point we'll record a training tutorial for those individuals and that will go here.

Now I want to focus on the most important -- well actually before I focus on the forms, let me just quickly cover this feedback page because this is an area, as Rob mentioned at the very end of his talk, when this program is concluded sometime in June of 2014, we are going to need to evaluate the success of this program. And so this area has been designated for collecting feedback. And you can see already we have our first person who has provided some feedback here. And all you have to do to do feedback is to insert your mouse into that right column and begin typing messages. So I'll just cancel that. There's also plenty of editing features. You can bold and you insert, you can add an image or an attachment, there's all kinds of capabilities here in this particular section of the Wiki. So I'll just cancel out of that.

Now I'd like to focus on the forms area because this is the meat of the program. You can see that when this is all filled out, which it will be shortly, there will be trip proposals structured or available, blank ones, for every one of these structures. For the moment we just have them set up for AFRALO and I also have some under what I call test structures. This is where we do our testing. But it's going to be illustrative for me to look at a couple of those to show you.

I see I've got what, two minutes left? So let me just quickly go to this test structure so that I can kind of show you what this looks like when it's all done. So assume that this was a RALO or a gNSO constituency. There were five potential trip proposals, if one individual took each trip. In this case you'll see that I set up some examples. This is test trip proposal one and there are two travelers. So let's look at this form just to show you now what this looks like. So this is an actual form that would be filled out by one of the pilot program coordinators. At the top we have some staff information that tells us whether the proposal has been confirmed and when the assessment is due. You'll see that we have how many travelers are going and those travelers can be listed. What is the date of the application, the dates of the requested travel, what's the name of the event and its

web link, where is the address of the event, which geographic region is it in, who are the program sponsors. This is important for travel considerations. What are the purposes and goals of this particular outreach event? And they can be specified here. What are the expected outcomes for the trip, and then any additional information.

Then there's an acknowledgment section in which we ask that the participants indicate to the pilot program coordinators that they accept the terms and conditions, that the structure has approved the trip through its own internal process, and that the stakeholder engagement vice president has concurred. When the trip is completed, there will be a trip assessment section. In this case I do not have this part of that form filled out, but it's pretty self-explanatory. Just tell us what happened, were the outcomes achieved. And then at the bottom of the form you'll see there are two areas for staff to do its work. There are a number of different things that need to be checked off and the staff folks, like Rob and Janice and myself perhaps, can indicate the dates when things were accomplished and any notes. And then at the very, very bottom, there's a confirmation section.

So hopefully this gives you just a sense of how this would work. And if I did have one split second left, I would just pick up one of these blank forms. The pilot program coordinators will see this edit contents button at the top. You will not see that because only they will have the authority to do this. But once they do, they just click on the edit contents button and all of these fields open up. And there are text fields, there are drop down menus, and so they can just go ahead and fill this out very easily. So I think with that I'll just stop and see if there are any questions.

Rob Hogarth:

Thank you, Ken. That was excellent. And you adhered to your timing perfectly. For the next session I'm going to give you at least 15 minutes. Thanks very much. Fatimata has asked a question about visas. I think we were able to answer that in the chat. It's an excellent question about the two or more participants. That's something that I think you're right, Janice, we'll take that offline and consider it. The challenge here is that we know that there are certain individuals who think you have real major challenges in terms of visas and we've all heard the stories about folks who have to take a trip to some other country to get their visa and in some cases that travel ends up being more expensive than the trip itself.

For the most part when we're talking about an ICANN public meeting, a trip or an activity of a week or so in nature, that sort of method makes sense. I think one of the things we're going to have to learn from here is, we're talking about making regional trips available. And as we look to administer the program going forward, what amount in terms of overall management does it make sense if we're sending someone on a regional trip, does it take to -- how many trips does one take to get the visa? And so I think that, Fatimata, is something we're just going to have to work through and test. We may find out as part of the feedback from the program that it can't be based on regional trips, on 3-day, 2-night regional trips. The standard now has to be four days and three nights or something like that. That's something that we may learn coming out of this program. The 3-day, 2-night was primarily from a budget consideration proposal because we were essentially adding 50% to the ICANN FY14 budget. And the feedback was, well these can't be the equivalent of ICANN meetings. So in trying to reach that compromise, I think that's where we'll be looking to you for feedback. You may come back and say, my goodness, this limits my community to only 5 potential travelers or 1/10 of my community because of visa issues or travel issues. That's something that for better or for worse we're going to have to learn from your feedback, from the feedback of folks in other regions to make sure that we modify details of this program and learn from it.

So I'm hopeful that was helpful. We have gone about four minutes over. I do want to give anyone who is still on the line an opportunity for any final questions, so I'll pause for a second and see Ken, Janice, or anybody else, if you have any final thoughts or final question for us.

Well thank you all very much. For those of you who were able to attend live, for those of you who stayed through and listened to the recording this long, we look very forward to collaborating with

all of you to make this a very successful effort. So thank you for joining us today. For those of you online, please share with others that in about five hours we're going to be having a second briefing session at 19:00 UTC and we hope that will be as successful as this one. Thanks, everybody.