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BUENOS AIRES – ALAC Metrics Sub-Committee  
Sunday, November 17, 2013 – 08:00 to 09:00  
ICANN – Buenos Aires, Argentina

CHERYL LANGDON-ORR: Good morning, ladies and gentlemen. My name is Cheryl Langdon-Orr. This is the first meeting of Sunday, whatever date it is. Someone will have to insert that. We are currently about to start the ALAC Working Group on metrics. We will begin in just a moment and I will shortly, as we finish some of the administrivia in the room, ask staff to run a roll call and see whether or not there are any people online in the Adobe Connect room.

Good morning again. We do have interpretation in the room this morning. Can I just ask staff to let us know which channel is which language? I'm assuming 1 English, 3 Spanish, and 2 French. But if you can just double check and put your ears on, thank you. Thank you, Matt.

All right, ladies and gentlemen. We're going to get this meeting started. We have a couple of members who will be joining us shortly. One or two of them are actually going to be presenting. If indeed they're not in the room at the time, we get to that part of the agenda, we will just shuffle that around.

What I'd like to do now is ask is anyone at the table or at the Adobe Connect room who wants to at this point either make an adjustment to the agenda or raise a point of any other business? The floor is open. Not seeing anyone frantically wave at me or a hand go up in the Adobe Connect room. Let's assume that we can now adopt the agenda. The

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very first section will be – I think I’ve welcomed you enough, so I’m going to ask staff to do the attendance and any apologies. Thank you.

JULIA CHARVOLEN:

Good morning, everyone. I’m Julia from staff. On today’s meeting we have Carlton Samuels, Dev Aanand Teelucksingh, Maureen Hilyard, Rinalia Abdul Rahim, Alan Greenberg, and Cheryl Langdon-Orr and we have Glenn McKnight. And from staff we have Silvia Vivanco, Heidi Ullrich, Matt Ashtiani, and myself, Julia Charvolen.

CHERYL LANGDON-ORR:

Thank you very much, Julia. I would now – and I know Matt is trying to bring up the action items, but there aren’t too many of them. If those of you who have your computers open would look to the meetings page, you’ll find a link off the live agenda on the meetings page to the action items and the review of the last call.

One of the point zeros on all of our meetings is the expectation that the working group members will have reviewed the transcript and/or recordings of the last call. So as we open for action items and as I [inaudible] while Matt’s going to get on top of the action items because I’m waiting for him to look relaxed, and then I can continue on with that part, I’m going to ask is there any point in the record, in the transcripts or from the last meeting that any of the members of the working group would like to bring forward for discussion? I’m not seeing anyone in the room wanting to bring any modifications up.

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Look at that. The magic has happened. Well done, Matt. I'd love to tell you I could read it at that distance, but I can't. And because it's not in front of Matt, I'm going to ask he or Silvia, whoever's got the best vision on it, to run us through the action items and whether or not any of them are outstanding, continuing, or completed. Silvia, do you or Matt want to take this one? Matt, it looks like you lost the call. Over to you.

MATT ASHTIANI:

Hi. The first open action item is Matt Ashtiani to find out if Big Pulse offers vote tallies per voter as a measuring tool. Update, it's not possible to tally per voter.

The next open action item is Maureen Hilyard, Dev Aanand Teelucksingh, Tijani Ben Jemaa are to lead the metrics work teams and use Lucid for these work team working sessions.

CHERYL LANGDON-ORR:

I think we'll have an update from Dev and that can be picked up in the agenda rather than as an action item. Thank you. For the record, that action item we will pick up not in discussion now but in the report Dev will be giving as part of the agenda.

MATT ASHTIANI:

The next open action item is Nathalie Peregrine is to work with Maureen Hilyard on the Adobe Connect polling system.

CHERYL LANGDON-ORR:

Maureen, may I also assume that that will be picked up during your report? Unless Silvia would like to raise anything at this point. No, not seeing that. Thank you, Matt. Over to you again. Thank you. I really can't see if that's it. Please lead the blind woman carefully through the process and read things to the record because there's no chance of me reading that at that distance. That's so much better, thank you.

With any action item that is either ongoing or closed not needing to be discussed unless someone wants to raise a point, with most of the new action items being picked up in the reports that we will be running in just a moment, I would like to steal back some of our ten minutes worth of allocation from this review of the meeting outcomes and action items from the 7<sup>th</sup> of November. I would like to recognize for the record – and I know Julia is taking the attendance here – Sergio, it's good for you to join – is here in the room. I would also recognize that Tijani has joined us. So I don't need to shuffle our agenda around. I can relax.

So having moved now from agenda item two, we will move now to agenda item three and we will ask Matt to scroll up on the agenda screen so all of us can see what we're going to be doing for the next 30-45 minutes.

We, as a work group, would like to see this part of our meeting today – and we do only have an hour – a very interactive one. So Sergio, Glenn, Jordi, anyone, interpreters, I don't mind – anyone with an opinion – please bring it forward and let's have this as an interactive and discussive part of our meeting.

Each of what we will call the leads or pin-holders on division of work that the work group has decided on are going to be given 10-15 minutes to bring everyone up to speed on what is happening. I'm going to go in a particular order, but I believe that very first [inaudible] is going to be looking at some of the general terms which will be looking at the section 8 through to 8.9 out of the Rules of Procedure.

I'm actually going to ask Alan to spend a couple of minutes just making it clear for the record, because this is a public meeting, why the matters of metrics are important and what are in the new rules of the ALAC. You might just want to give a tiny bit of background on how recently adopted, etc. they are, why this matter of metrics and remediation is so important. I'm going to ask you, Alan, not to go too far into the drill-down on that because Tijani, for example, will be the next [inaudible] off the rank and he will be going into that into greater detail. Over to you, Alan.

Sorry about that. We just had a minor technical glitch. It's all better now. I'd also like to recognize that Fatimata has joined us. Welcome my love. Wonderful to have you at our table.

ALAN GREENBERG: Thank you. Thank you for the advanced notice, too.

CHERYL LANGDON-ORR: Read the agenda [inaudible].

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ALAN GREENBERG: No time. As soon as I'll pull up Section 9, I'll talk about what it is. I'll be blunt. You don't mind if I'm blunt?

CHERYL LANGDON-ORR: Not at all.

ALAN GREENBERG: There are sections of metrics that is how do we measure how well someone is doing? Because historically, we've had problems. And if everyone inherently did everything they were supposed to and everyone was marvelous, we wouldn't have a section like this at all. We wouldn't have thought of needing one.

But the thought came up many years ago when the first set of rules were written. Actually somewhat after that, they were added. There's been a continued need for them.

One of the reasons is not a nefarious reason. It's not an accusatory one of, "You're slacking off." But people come into this group with very little preparation. We've had some marvelous education at the beginning of this meeting, but this is the first time. And it wasn't focused particularly on ALAC.

So people come in with very different expectations and we felt it was important to try to lay out what we expect of people, so at least they can ask questions to help understand them better.

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We went through a process over the last couple of years of rewriting the Rules of Procedure. The main reason was to make sure they were understandable. The original ones were just in a format which was not very useful for people to get information out of it. Things changed over the years and we never bothered changing the rules. So they were out of date.

When we rewrote them we spent a lot of time – and I say “we”, this involved significant members of the ALAC, a large number of people from At-Large outside of the ALAC – trying to understand what the right balance was of what do we put in the rules and what do we put somewhere else. We tried to cross that balance.

So you’ll find in Section 9 a list of what we expect of people in a very simple sense. There are previous sections which talk about each of the positions – the chair, the vice chairs, ALAC members – and there, too, we talk about them in some, not great detail. There is another document that is pointed to by the Rules of Procedure – we use the term adjunct document – which talks about position descriptions and that goes into more details.

We’ve also felt the need over the years to say, “Fine, what happens when we have someone who isn’t performing (whatever that means)?” And that ranges from as simple of thing as we had 12 votes over the last two months and they didn’t vote at any of them, they don’t show up at the teleconferences at all. I’m giving you obviously extreme examples. They come to ICANN meetings, but you never see them here. Where they are, we don’t know.

The whole issue of remediation – and that’s a gentle term – obviously is somewhat sensitive. The remediation ranges from someone talking to them to, in the extreme, essentially taking them out of a position. Again, in the Rules of Procedure there are some general guidelines as to what that means. The remediation – the metrics part of what we’re talking about, we’ll go into a little bit more detail about that.

I’ll be, again, as clear as possible that in many cases we are not going to be clear. A lot of responsibility will be given to the chair. The chair is someone who is appointed by the ALAC on an annual basis. If you don’t have confidence in that person, we shouldn’t be appointing them. And once you appoint them in a position, you have to give them a fair amount of latitude. We’re dealing with personnel issues. Very rarely are there people who are deliberately not performing, but usually there’s some other background issue that has to be addressed and the only way you can address that is quietly, discretely with sensitivity.

We have had people over the years who have said you cannot take any action against someone, even talking to them, without having formal discussions and votes of the ALAC. Well that’s about the worst way I can imagine of handling a minor personnel problem that could be fixed quickly than by exposing it to the world and embarrassing the person. And we’re talking about here a case where we have many cultures and many sets of rules of dealing with people. So all of this has to be done with a fair amount of sensitivity. We’re trying to do that.

This group is charged with coming up with some more specifics that we felt when we were writing the metrics we were not in a position to dive



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down and go into details. We want metrics that are going to be easy to collect and are going to have some meaning. Those probably are things at odds with each other, but we can't add a huge increase [inaudible] staff, we can't hire four more people to keep track of records.

CHERYL LANGDON-ORR: Darn!

ALAN GREENBERG: Oh, darn. I'm sure if you asked nicely, Heidi will hire four more people to do this.

HEIDI ULLRICH: I don't know about that.

ALAN GREENBERG: At some level, it's easy to come up with things to measure. We're trying to come up with things that are easy, that will tell us something; and at the same time, not try to set absolute levels. The last metrics, for instance, said if you do not vote for at least two thirds of new ALSes in any three-month period – I don't have the details right, but it said something like that – then you're out. Period. You're not performing. Which is a rather interesting situation if you only had one or two votes and the person missed it because they were sick. They didn't meet the criteria, they had a big red block we put on their forehead.

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It just wasn't written properly. It was written assuming we're going to have 20 in a month and it didn't happen. So we're going to have to be careful.

On the other hand, it's a small group of people and an awful lot of work to do and we have to make sure people are doing reasonable amounts. That's it.

CHERYL LANGDON-ORR:

This is Cheryl Langdon – what is my name today? Ah! Yes, it's Cheryl Langdon-Orr today and recent past, for the record. I do apologize. I'm clearly in need of more caffeinated beverages this morning. Thank you for that, Alan.

I think what's important he recognized here and what I would like to think, and I've signaled a couple of you around the room, that what you're hearing is we listened to what you were saying to us when we were talking about metrics last time.

Now, we may not have got it perfectly right. We would like to think that we have got a framework which we can now give depth and color to, and it is those discussions that will start to be teased out as each of the work teams do their presentations. Again, I would invite you – and I'll cue to you, Maureen, now – to ask questions. Either raise your hand in the Adobe Connect room, which Matt will signal frantically to me to make sure I don't ignore you, or just wave at me here in the room.

The very first issue that we'll be looking at, however, is the one that I think is vitally important to get right. The effectiveness of the measures and how they will be adopted and how they will be understood is part of what the other two teams will be talking to you about.

But right now, we're talking about selling the concept and the outreach to the regional leaders, secretariats, and indeed the At-Large Structures. Because after all, if you're sitting at the ALAC table, if you are one of the 15 people who are the thought leaders and are acting in a representational and to act in the best interests of the At-Large, then there is a good deal of expectation on each of those 15 people, and our metrics and our measures is how we can A) let them know what the expectations are and B) help them learn and improve if their performance is not meeting what the rest of the group and community think is appropriate levels of commitment. Maureen, are you wanting to run with this now then? If not, over to you. Thanks.

MAUREEN HILYARD:

Thank you, Cheryl. Yes, I have been involved in two meetings with the RALO secretariats to date, and at these meetings I have actually sort of tried to impress on them the importance of, first of all, the role of this group and its importance, as Cheryl has indicated, in relation to what we're trying to achieve in gaining some sort of evaluation, perhaps, of how ALAC members are doing in their elected role.

As Alan pointed out, the sensitivity issues are most important, and I think that if I have to give a word that actually describes my feelings

about the feedback that I've been getting, it's basically disappointment because I just sort of feel that even though I've tried to impress on them how important the message is, I'm not getting any feedback. The only feedback that I've actually had has been from RALO leaders who obviously have been reading up on the issue, have actually taken note of what I've been trying to point out, and I really have appreciated the feedback that I have received from the RALO leaders.

I have actually asked if I could have a few minutes of time with RALOs at this meeting, just to have a bit of face-to-face because sometimes I think that could make a difference.

But what I have also been doing is concentrating on the metrics side of the issue rather than the remediation. As Alan pointed out, those are already in the Rules of Procedure. For us, I think, trying to get down to the nitty-gritty of evaluating somebody I know is really, really difficult. But we're dealing with metrics. The things that we're looking at, as Tijani will probably raise himself, but we are looking at attendance and participation, and its various guises that the ALAC members are involved in.

We have had a little discussion about perhaps why there has been a lack of response. I guess the disappointment also arises from the fact that although I raised the issue with the secretariats, including APRALO. We haven't, as an APRALO member ALS, I have not had any feedback myself.

Now, that's disappointing that I present something to the secretariat and it doesn't filter through to me as an ALS. So obviously my message isn't getting through as well as it could. So if I can have some time with the RALOs, that would be really great.

I [inaudible] raise at the moment, Silvia and I did have a discussion about the polling. I guess it's sort of with regards to the discussions that I've had at the moment. We haven't required anything as formal as polling. If we were using Adobe Connect, I think hands up would probably suffice until we got into something a little bit more [inaudible]. That's it at the moment.

CHERYL LANGDON-ORR:

Thank you, Maureen. It's Cheryl Langdon-Orr who's remembered her name now for the transcript record. I want to open and spend a little bit of time on Q&A and discussion. And I certainly have a question for you. I wanted to make a point, however, and to recognize for the record and indeed to recognize that Aziz secretariat from AFRALO has now joined us. Welcome, Aziz. Also, there's another man at the end of the table. He's the chair of the At-Large Advisory Committee. Welcome, Olivier. It's delightful to see you here at our table at this relatively early hour here in Argentina.

I've been asked by Alan to give the microphone back to him just briefly, and then I see Sergio. I'm going to recognize myself at some point. And if you want to get yourself on the speaker's list, make yourself obvious to me. Over to you, Alan.

ALAN GREENBERG:

I realized I forgot one of the things that I would have if I had done a little bit more preparation. One of the difficulties of measuring performance is we can only measure certain types of things easily. We can measure if someone shows up in a room. We can even measure, if we chose to, although I don't imagine we're going to, how much they speak. We cannot easily measure how much real value they add to the conversation. We can measure how many times they vote. We're not likely to measure – and sometimes don't even know – if they abstain in every single vote because they haven't really done any work, but they get counted.

In some circles, this is called ticking off the boxes. You meet apparently all of the rules and manage to do nothing, or manage to add nothing to it for whatever reason. It's one of our challenges. How you handle those kinds of things, in general we say, "Gee, we have a problem, chair. Fix it." But just as we're going ahead and identifying things to measure and then what to do about it, recognize that in many cases what we're measuring is not what we really want to measure, but the only things we can easily measure. And then, somehow, we have to map those to real performance. Thank you.

CHERYL LANGDON-ORR:

I'd just like to recognize with great excitement. This is Phillip, yes? Welcome. Thank you very much for joining us as a new [APRALO] representative. It is with huge relief that I see a number of our people

joining us at the table, and I just wanted to just note your presence in the room and appreciate the fact that you've been able to join us. I gather it has not been an easy time from parts of Africa. So thank you very much for that, and I think they'll be a tent card coming your way to identify yourself.

Just while we're looking at around the table and who is there, if you do want to join us at the table, this is a public meeting. You're more than welcome. If you want to just look, you're also more than welcome. But there is nothing restricted. We want to interact with the community that we represent as we talk about those metrics.

Maureen, if you wouldn't mind making sure you have your ears in, because I believe Sergio will be speaking in Spanish. Over to you, Sergio.

SERGIO SALINAS PORTO:

Thank you, Cheryl. Firstly, I would like to welcome you all to my country, and this has to do with the fact of being very proud and feeling very proud of you visiting the capital city of my country, Argentina. Secondly, to apologize for my lack of active participation in the metrics group. This has to do with a health issue that I was not able to participate. That's why I require that I be removed, so that I will not be on the [inaudible].

But some things are of concern. On one hand, first how to quantify, because I fear that this becomes a bureaucratic issue. And in reality, we cannot have the degree of commitment, and this is what Alan was saying regarding the issue of our work in the region or in ALAC.

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On the other hand, something that is of concern to me is how the process of de-certifying or to remove from the position to one member of ALAC. And why do I say that? Because the process should be not [audio cuts off]

CHERYL LANGDON-ORR:

...greater details with. The work of Maureen, and of course it's Maureen's outreach now that we are discussing, is to better engage and understand the feelings of not just the region but the At-Large Structures, and indeed individual members [inaudible] understand what those measures mean. And so there's a lot of dialogue that Maureen and anyone who wants to assist her needs to do. [audio cuts off]

...in your outreach, if not only did you get time with the secretariats and with the regional leadership, but if you had the opportunity to engage perhaps during a region [inaudible] to interact with the at-large structures. I'm seeing Sergio nodding. I would like nods from Africa and I'm pretty sure Asia-Pacific would agree.

But we need to make sure that everyone who looks at these metrics understands what they mean, and we should not forget Nominating Committee appointments. One third of the region representatives, not the RALO, but the regional representation in the ALAC is appointments from the NomCom, and we are not distinguishing. Okay? The same treatment is expected. The same standards are expected.

So Alan and then Olivier and then, Maureen, can we come back to you on how we might make this whole system better.



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ALAN GREENBERG: My point is to say that Olivier will start first and then come to me.

CHERYL LANGDON-ORR: Okay. Fine.

OLIVIER CRÉPIN-LEBLOND: Thank you very much, Alan. With regards to non-performing members, I would like to think that the first step is really for the ALAC chair to have a quiet chat with that member not actually performing. That is the first thing. This is not something that needs to be done in public, etc. There's first concerns because there might be various reasons why that person is not pulling their weight. There might be family reasons, etc. The first step is always better to go and speak to that person. With that said, there are now new Rules of Procedure in place. I will pass the floor over to Alan to be able to explain on this.

ALAN GREENBERG: I guess what I'll add is the Rules of Procedure include a process for removing an ALAC member. That is not dissimilar from the process the board has for removing a board member, regardless of how that board member was appointed.

If you ask me what are the chances we will ever use that process, the percentage is probably very, very low. The threat of it being there has some value. If I were chair and I had a problem with a representative of

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a RALO, appointed by the RALO, who clearly was not doing much work or serving the RALO, I would think the first issue is to talk to the other RALO leaders and point out that they were being disadvantaged because of that.

The RALO, to a large extent, is the one who suffers if their own representatives aren't speaking up on their behalf. Yes, the work has to be shared by other people, so everyone feels it at some level, but the RALO is. If we were to have a situation where the RALO says, "No, I like him. We're happy with him doing nothing." Or, "We think he's doing a lot even though you say he's doing nothing," we have an escape hatch. Is it likely to be used? Hopefully not. Probably not.

We went through this discussion many times. By the time the rules were approved, pretty much everyone understood that it needs to be there, although we never expect to really use it. It's that combination. But we'll go into more details as we go along, I'm sure.

CHERYL LANGDON-ORR: Thank you. I see Glenn next. Go ahead, please, Glenn.

GLENN MCKNIGHT: What I see is a lot of discussion on the metrics of reprimanding someone who is not living up to the standard. When I look at metrics and performance indicators, I also look at people doing a great job. A lot of this discussion has been dealing with people who haven't been attending or non-performing. It happens. We all went to high school.

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We all had to do joint projects where two or three people sat on their ass and one person did most of the work and they all got the same mark. These things happen.

But I think what we need to not forget is people like Alan and many other people here who work on working groups, and they do a phenomenal job quietly, not appreciated. And we need some performance indicators to acknowledge those people who are doing above and beyond.

CHERYL LANGDON-ORR:

Thank you very much for that. I think what we might do is take that to a piece of the future work of the working group, because it's always important to do these mind exercises of how we can best present. It may be something that Maureen will want to engage with the ALSes as well and see, not only do we have a system that gives measures and metrics, and obviously a whole lot of green or 110% or whatever would indicate work above and beyond the call of duty, but to have some affirmative spin and how that's done might be a subject that comes back, I think, into your work group.

We're going to wrap up on this particular section now, but before we do, Maureen, would it be an appropriate action item to raise out of this meeting, to have a conversation back with the work group after you've engaged with the RALO leadership and the leaders of community that are here and let us know how we will be best modeling your team's approach?

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Notice I'm now using the word team, because one way that might happen, and particularly while we're here in LACRALO, we could use the region as a test, perhaps, is if someone, not necessarily a regional leader, but someone from the region could work directly with Maureen to facilitate to ensure that the messages both ways are clear.

If we do that with LACRALO, I would like to think we could then do it with each other regions. I'm seeing nods from Africa. I'm hoping I'll see nods from Latin America and the Caribbean, but they're doing their mail, banking, or whatever. I'm sure Africa will be part of that. That's a yes, is it, from you?

Thank you, Maureen, I appreciate that. Maureen, as most of the work teams actually need more teams to actually work with each other. Let's see if we can get at least one from each region. Sergio, back to you for a moment.

SERGIO SALINAS PORTO: This is short. This is the moment I volunteer to work with Maureen on this issue. Only that.

CHERYL LANGDON-ORR: Alan, please go ahead.

ALAN GREENBERG: I just realized we haven't said a very important work throughout this whole meeting. Everyone here is here as a volunteer. Thank you. The

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word came up before I did. That doesn't mean you should volunteer if you're not going to do anything just for the glory of it or, as some people accuse us, for this marvelous travel.

On the other hand, each of us are in different circumstances. Some of us have full-time jobs. Some of us are semi-retired. We have different amounts of time and energy that we can put into this. That's one of the realities we have to deal with. But the reality is, if you volunteer, we're expecting you to do something reasonable. That's part of the equation.

CHERYL LANGDON-ORR: Thank you, Alan. Maureen, to you.

MAUREEN HILYARD: Thank you, Sergio, for that offer. Maureen, for the record. I just wanted to just impress on the secretariats anyway the importance is to get to the ALSes and that the whole issue of the metrics is to get their input so that we can [actually] feedback. I just wanted to point that out.

CHERYL LANGDON-ORR: Thank you, Maureen. And this is why the outreach work is very important. But it's also not just outreach. It's also bringing back the information to the work group. Not everyone can — Maureen and her team will be a conduit to assure that the views get to the table. Okay?

I'm going to shuffle the order of the agenda of presentations. I've signaled desperately to Dev and he did a "nah" right back at me, but I

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more importantly see that there's great relevance in the conversation we're having now with the work that Tijani's team is doing. So I'm going to go to you now, Tijani, and then we will go to you, Dev.

TIJANI BEN JEMAA:

Thank you, madam chair. Good morning, everyone. It is time now to switch to French because our French interpreters that I [great] heartily would like to have a balanced work between those who speak English and those who speak other languages. So, I will switch to French. Put your headphones on, please. Okay, very well. Very well.

We haven't started our work, yet. We started two or three years ago, a long time ago. At first, we worked on ALS performance and not ALAC members' performance, and we had many issues, many problems, many refusals because people think that, since they're volunteers, they have no duties. I am a volunteer. You don't have to force me to do anything.

This is a big mistake, according to me, because they're blocking the work of the ALSes, if they are ALSes, or RALO if they are RALO. And, in our case, this is ALAC. This is even more serious, even more important. This is an important part of ICANN that gives a lot of daily variables that have to be strong enough to be done. If people do not want to work, want to be in ALAC and do nothing, well only two or three people are going to do the entire workload.

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We started with the ALSes. Later on, we did modify the rules and procedures and we did create a sub-committee for metrics for ALAC. I started with what I did with ALSes and I did adapt it to ALAC. Taking into account all the sensitivities, all the refusals that we got at first, even insults that we did receive when we proposed metrics, it was a difficult process. You are going to see on the screen that we have expectations and requirements for ALAC members for engagement, participation, the meetings. I'm talking about going to a meeting or not going to different meetings.

Contributions. I'll answer Alan. It's true that we do measure the participation but we also measure the contribution that is made. I do not think that we need to judge the value of the contribution. We have to see if the person contributes or not. The quality of the contribution is not at issue. It's not the same thing. You cannot punish someone because, their contribution, we just don't like it or according to me, it's out of topic. But I can punish someone who doesn't come to the meeting, that doesn't do any work, that doesn't participate at any level.

Third element, voting. Do those people vote? Two types of votes — for elections and for statements, resolutions and so on and so forth. After that, we did define the rules. If you do participate, you have an active role, an active status. If you do not participate much, less active or non-active standby. We call it standby status. No participation. How do we measure that? That's where we're going to have problems, at that level.

Those other parameters, the rules, in order to measure the measures, we did some work with the ALSes at first that put some letters instead

of putting numbers so that we do agree on those letters. Those elements, and this is Maureen's work. That's why Maureen has a key role to play.

We have to go through Maureen. She has to get our feedback. Please communicate with Maureen. If you send something to me, I will take it, but send it to Maureen. We have to centralize all information so that we look at the entire project so that we know all those elements, all those measures, all those factors, all those figures which are going to say, "Are you standby? Are you very active? Or are you not that active?"

We tried to elaborate on that. How many meetings, for how long? That is going to give us an idea of you being active or not so active for remediation now, and that's where we might get some insults. We took those Rules of Procedure that Alan talked about. They're updated. We're going to apply those updated Rules of Procedure, but we're going to take into account the measures we just talked about. I would say this is nearly a full project, but I would like to hear from you and get your suggestions and opinions.

Madame chair, I would like to suggest that we have to have deadlines so that we fully complete this project and finish it. There should be a period for us to work after getting information from all the regions, but after one point, we need a deadline to finish this work. Thank you, very much.



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CHERYL LANGDON-ORR: Thank you very much. I want to pick up the question of deadlines, and I'd like to come back to that, but before we deal with that, I wanted to make the point that what you have here and why this meeting is so important, and obviously what Maureen and her team will now be wanting to interact with, is a proposed framework which has layers of activity. It's in those layers of activity going through to standby that I think this is new thinking.

This is thinking that the regions and the ALSes now need to discuss. I'm looking forward to that happening. I'm not necessarily going to have much in-depth discussion on it here, but here is a piece of thinking. It may be a framework that other regions would like to just adopt or endorse or perhaps make some suggestions on.

I have Carlton next. Is there anyone else on the speaking order for this topic? If not, I will reserve myself a place after you, Carlton.

CARLTON SAMUELS: Thank you, Cheryl. I'm going to say a few things. We have a structural problem with metrics, as well as an institutional problem. A couple of structural problems. First of all, we should not get away from the fact that we are dealing with volunteers, people volunteering time. That's the first thing.

Secondly, we should not get away from the fact that not everybody is going to have the same interest in every single topic that comes up. Therefore, we have to be mindful that we don't assume, because you

don't hear from someone, that they're not active. It means that they're not interested in that topic. That's the second thing.

The third thing is, this is knowledge work. What you want is mind share. It's going to be difficult to measure mind share. What we want, we want hearts and minds, but we are more in favor of minds. I don't know how we're going to measure that. As Cheryl said, it will require several layers. Let me give you an example.

If, for example, I am interested in a topic and I make a commitment to do something, I believe that takes me into a different level about what I produce because I made a commitment and I must make the time to make good on that commitment. I believe that there's a different way to measure that. It has to be.

If we have a situation where everyone is, it's the same level for everyone, it's the same layer for everything thing, we're going to have a problem. It's almost like you get a Capuchin, put a cap and bib on him and let him show up. Every time there's a vote, they say "Aye" and that's it. That's not what we want. I am saying this to urge us to remember that there are many layers to navigate in this, and we need to be very careful that we do not penalize volunteers because of the structural limitations that we have with participation. Thank you.

CHERYL LANGDON-ORR: Thank you, Carlton. A very brief reply to Tijani. Go ahead.

TIJANI BEN JEMAA:

Okay, thank you. Carlton, this project permits what you are saying, exactly. It is a combination of all kinds of contribution, all kind of participation, and all will be inside the parameters that we have said. And we will use all in the last formula we use to say, “Ah, you are in this status.”

This project is very flexible. You can put in everything you want, even if it is a single point, a single activity, you may be in the active status.

CHERYL LANGDON-ORR:

Thank you very much. I beg your indulgence. It's Cheryl, for the record. I beg the indulgence of the At-large advisory committee. I know that new members and existing members of the At-Large advisory committee are coming to the table. I have a couple of minutes that we will now be able to take out of the beginning of his schedule to go to Dev.

Dev, do you have anything that you want to projected? Over to you, Dev, and Matthew, you're cued with that? Excellent.

DEV ANAND TEELUCKSINGH: Okay, thank you. Dev Anand Teelucksingh speaking. While one of the things in terms of trying to get metrics is how do we get it in as efficiently as possible without making it too onerous a task to do it. So one of the things was meeting attendance, which was a fairly robust statistic.

At first, I tried to look at it using Confluence, which is the platform that runs the At-Large wiki. This was not successful. I'll just post the link in the chat, but I be presenting it. Suffice it to say, using the Confluence to attempt to summarize statistics doesn't work effectively and it actually breaks down a lot. It's probably not the best approach.

The better approach that I've come up with is to use a spreadsheet. With the spreadsheet, we can easily import information from the At-Large wiki into that. I think this is probably the better way to do it. What you see on screen there is just something I pulled up for our own metrics group. You have the members of the metrics group and then, afterwards, columns for each of the meeting dates of the various metrics working group meetings.

CHERYL LANGDON-ORR: [inaudible]

DEV ANAND TEELUCKSINGH: Yes. There are four status messages there. One is present. One is apologies, meaning they sent their apologies beforehand to staff. This is something possible. I'm not sure whether it's useful or not, or if we decide to keep it or not, and that's late. That's not really kept in the meeting conference calls. That may not be needed. Then there's, of course, complete absence.

So, it's present, apologies and absent. Right now, that sheet just shows nothing in absent. After that, we can take a summation. If you scroll

down to the next sheet, Matt. Okay, the idea is that you give a weight to this. Two will be given to persons who are present and one was for if they sent apologies and zero if they did not attend. From there you can then generate some statistics as to how many persons attended.

If you scroll down there you will see things like out of the working group, three persons attended all meetings. Six persons attended, including those three, attended more than three meetings. Ten persons attended one meeting or more, and 14 persons did not attend any meeting whatsoever, out of which three of them sent apologies.

This is one way of moving forward in terms of accumulating statistics. What could also happen is if staff standardizes the way in which the meeting attendance is captured, then it becomes much easier to produce the report.

With regards to capturing the attendance of face-to-face meetings, I have been researching mobile applications, and one of the applications I discovered something called Attendance2, which is an iPhone or iPad application. What it allows us to do for various meeting times is just tap – we have a list of persons attending and you just tap absent, present, late and so forth. From that you generate a CSV file which can be summarized in a spreadsheet similar to this. I think I could stop there.

CHERYL LANGDON-ORR:

Dev, I would like to suggest that – and this is a significant body of work. What we need to have is perhaps some pilot testing on this. The Apple-

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based, sorry, the fruit-based system, that you're referring to, it would be nice. We are going to be taking attendance at all of our meetings here. Is this not correct, Dev, as a test here? I'll just as you, can we get staff to test this new piece of technology for at least part of that process? Perhaps do some of them in whatever way they're prepared for them and if they have time, do one or two meetings using the tool and see whether or not that is a time-saver and of benefit. Back to you.

DEV ANAND TEELUCKSINGH: Thank you. I think, yes, I will work with staff to have the application so that we can just work through it and try it for one or two of the meetings.

CHERYL LANGDON-ORR: Excellent. I'm just going to ask, Julia, if you've noted that as an action item? I suspect we also took your name in vain as the person who is going to be taking the attendance as well, so you and Dev need to sit down and have a deep and meaningful.

Ladies and gentlemen, as you can see as we come towards the end of the meeting of our At-Large Advisory Committee working group on metrics and the table fills for the formal start to today's meetings, we have some amazing work. We are at a watershed moment where I believe we can make meaningful measures and metrics that are understood and useful to our community.

I'm going to call for a follow-up with the leads. Each one of the pin-holders or leads needs more regional and At-Large Structural representatives to work with them. We need people who have the technical bent, and I'm looking at people like you for this, Glenn, to work with Dev. Dev, just find them by the end of this meeting, at least one from each region. Maureen, we're already starting.

I want a note for the record that Jose Arce has already offered to serve on this committee and he needs to decide with you, Sergio, where you and others are going to come into play. And Tijani, you have got wonderful work done out of Africa, but we now need to get the buy-in and the ownership with the other regions. That is the work that is to come. That is the work I want to propose is undertaken by this work group with an update and a set of pilot reports to be presented and discussed in a 45-minute session of the At-Large Advisory Committee's time at the Singapore meeting coming back to the point of deadlines.

With that, I'm going to toss back to staff for the closure of this meeting. Thank Olivier very much for lending me not five, but six minutes, of his valuable time. Thank my amazing working group. You are absolute heroes in the world of volunteers. And more importantly, our interpreters, it was very early and I hope you have now gotten your ears in. Thank you, all. I defer to staff for closing. Julie, do you want to close up?

UNIDENTIFIED MALE:

Okay, we'll be starting in a minute just to make sure.

CHERYL LANGDON-ORR: You mean I had another minute?

OLIVIER CRÉPIN-LEBLOND: No you don't. You have a minute to, what's the word in Australian? To leave? No.

Okay, let's get going. Could you please take your seats, ladies and gentlemen. Just little housekeeping notes. I hear that some of the ten-cards are not printed yet. There's only one printer in the building. It will be coming. If you don't have your ten card, we will be able to have them soon. Let's start the recording.

Thank you. Good morning, everyone. And good morning, good afternoon and good evening to everybody listening to us remotely or watching us remotely, actually. We're all back to have a long week of work. This is the At-Large. It was the Metrics Committee earlier. We've finished that, haven't we? It's the ALAC and Regional Working Session Number One. This is the first meeting of the week for us, the ALAC. I welcome everyone around the table. Usually we go for a quick introduction.

First, I'm going to give you some housekeeping notes. When you speak, please introduce yourself. In fact, I should do so myself. Olivier Crépin-Leblond speaking, and that's of course, for the interpreters, because if you're on another channel and many people speak one after the other,



it sounds very strange if you don't introduce yourself. That's the first one.

The second housekeeping note is that we need to be quite short in our interventions because we have a very packed schedule today. Sandra Hoferichter, whom I can't see at the moment. Oh, there she is. Sandra volunteered to be our timekeeper, so if you see Sandra waving at you, it's not that she's trying to say, "Hi." It's that you need to get on with things. The T thing. Perfect.

That's one thing. The other thing is just let's go for a quick around the table list of the people who are here. Yes, speak slowly. We need to because we need to have for the record who is around the table, so just your name and your affiliation, please. We'll start in an anti-clockwise manner, so we'll start with Rafid Fatani.

RAFID FATINI: Rafid Fatini. I am the NomCom incoming selectee for APRALO.

EDUARDO DIAZ: Eduardo Diaz from NARALO.

GARTH BRUEN: Garth Bruen, chair of NARALO.

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PHILIP JOHNSON: Good morning. I'm Philip Johnson, incoming secretariat of AFRALO.

AZIZ HILALI: Aziz Hilali, secretariat of AFRALO and next AFRALO chair.

SIRANUSH VARGANYAN: Siranush Varganyan from Armenia. This is my first meeting as APRALO vice chair.

FATIMATA SEYE SYLLA: Fatimata Seye Sylla from Senegal. Outgoing AFRALO chair.

CARLTON SAMUELS: Carlton Samuels. This is my final meeting for the ALAC from the Caribbean NomCom.

DEV ANAND TEELUCKSINGH: Good morning, everyone. Dev Anand Teelucksingh, ALAC member from LACRALO.

SANDRA HOFERICHTER: Sandra Hoferichter, European representative for the ALAC.

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RINALIA ABDUL RAHIM: Rinalia Abdul Rahim, NomCom appointee from the Asian-Pacific region, also my last ICANN meeting.

MAUREEN HILYARD: Maureen Hilyard, incoming ALAC member for APRALO.

HOLLY RAICHE: Holly Raiche, chair, APRALO.

CHERYL LANGDON-ORR: And ALAC member.

ALAN GREENBERG: Alan Greenberg, ALAC member from North America, liaison to the GNSO, and ALAC representative on the ATRT-2.

EVAN LEIBOVITCH: Evan Leibovitch, vice chair, ALAC member from North America, and still here one more year.

OLIVIER CRÉPIN-LEBLOND: Olivier Crépin-Leblond, ALAC chair.

WOL LUDWIGF: Wolf Ludwig, EURALO chair.

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CHERYL LANGDON-ORR: Cheryl Langdon-Orr, outgoing ccNSO liaison and incoming chair of the nominating committee for 2014. I just want to I want recognize Maureen, who is not only a new APRALO rep into the ALAC, is also taking up the mantle of the ccNSO liaison.

HEIDI ULLRICH: Heidi Ullrich, ICANN staff.

SILVIA VIVANCO: Silvia Vivanco, ICANN staff.

MATT ASHTIANI: Matt Ashtiani ICANN staff.

TIJANI BEN JEMAA: Tijani Ben Jemaa, ALAC member and outgoing vice chair of AFRALO.

JULIA CHARVOLEN: Julia Carvolen, ICANN staff.

HADJA OUTTARA: Hadja Outtara, AFRALO ALAC new member.

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GLENN MCKNIGHT: Glenn McKnight, incoming NARALO secretariat and outgoing NomCom.

EDMUND CHUNG: Edmund Chung, ALAC IDN liaison and ISOC Hong Kong.

CARLOS AGUIRRE: Carlos Aguirre, former ALAC member, LACRALO.

SERGIO SALINAS PORTO: Sergio Salinas Porto, ex-member LACRALO, former member ALAC for LACRALO.

SYLVIA HERLEIN LEIT: Sylvia Herlein Leit, from Brazil. I am secretary of LACRALO.

NATALIA ENCISO: Natalia Enciso, LACRALO.

SALANIETA TAMANIKAIWAIMARO: Salanieta Tamanikaiwaimaro, outgoing APRALO representative to the ALAC.

LEON SANCHEZ: Leon Sanchez, incoming LACRALO NomCom selectee for the ALAC.

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FATIMA CAMBRONERO: Fatima Cambronero, incoming ALAC member for LACRALO.

OLIVIER CRÉPIN-LEBLOND: Thank you, and this is Olivier speaking. We've got a small desk for some reason. We've got quite a few of our members behind, for some reason, so let's just go through the back row, quickly.

YULIYA MORENETS: Thank you, Yuliya Morenets. It's my first ICANN meeting as EURALO secretariat.

JOSE ARCE: Jose Arce, LACRALO.

JUAN [IME]: Juan [IME]. This is my first meeting.

UNIDENTIFIED MALE: Dios [inaudible]. First time meeting.

SAVE VOCEA: Save Vocea, ICANN staff serving the Oceania region.

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JORDI IPARRAGUIRRE: Jordi Iparraguirre serving the LACRALO board and anticipated NomCom appointee.

UNIDENTIFIED FEMALE: [inaudible] Caribbean representative [inaudible] ICANN meeting.

ROBERTO GAETANO: Roberto Gaetano, individual ALAC member.

OLIVIER CRÉPIN-LEBLOND: But also individual in EURALO, as well. Thanks for this quick round of the table list. We're already a bit late; however, there is one thing that we need to start with and that's the very sad passing away of one of our former colleagues and members, ALAC members, and that's for Gareth Sherman. Gareth passed away a few months ago and we thought it would be appropriate for us to have a one-minute silence for Gareth standing up. Thank you. Thank you, and Garth, you have the floor.

GARTH BRUEN: Thank you. Garth Bruen, chair of NARALO. I've e-mailed some of the groups about this that I will be collecting anecdotes from anyone about Gareth Sherman, who worked with him. I'll be creating a collaborative circle [ID] piece to memorialize him within the community. So e-mail me or come and speak to me at any time.

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OLIVIER CRÉPIN-LEBLOND: Thank you, Garth. Much appreciated by the committee. So, joining us now at the table is Fadi Chehade` who is the CEO of ICANN, and I think we can just do a quick introduction over to you, Fadi. You have the floor.

FADI CHEHADE: First of all, welcome to all the incoming members. I think I'm still feeling like I'm incoming. It takes time to really acclimate and be part of this, frankly, very beautiful community, very rich community. So welcome on board.

To those of you who are out-going, I was delighted to hear that everyone exited from the door and entered from the window into something else. This is good. By the way, this is a very good sign that the community has enough places for everyone to continue contributing and giving. And, your group, in particular, as he always complained, we all pinch people from your group because you're very fertile ground of very good ideas, of open approaches to things. And you enrich us, not just here, but across the ICANN community. So thank you. Thank you for all of you who served.

Special thank you to those of you who served and are continuing to serve in some other capacity. And a real welcome to the new people, and especially to those who are here for the very, very first time. A very good welcome to you.



This is the beginning of my second year at ICANN. It feels longer than a year because it's been busy, but it actually has been just a year. I met most of you casually in Prague, but I really started working in Toronto, which is a year ago. It's been a remarkable year.

When I met [inaudible] of the original leaders of ICANN when I started, they invited me to dinner. Vint Cerf and Steve Crocker our chairman, Brian Cote from PIR and John Curran took me out to dinner to give me some energy for the job. I asked them at that dinner a year ago if we could have that dinner every year. They graciously agreed. So I will be having another dinner with them in the next few days.

And then I asked them, “When I meet you in a year,” which is about now, “What would be a catastrophic failure of mine? What would be terrible? If you met me in a year and I said, 'Oh my God, that's a catastrophe,' what would it be?”

They all agreed on one thing a year ago. They said if this new gTLD program, whether we agree with it or not, does not take off, it would be catastrophic for ICANN for many reasons. It would signal that we are not operationally capable of birthing a major program. It will signal a failure at a core activity that is extremely visible, because actually we have many core activities that some will argue are more important than the gTLD program, but they're not as visible. The trouble with the gTLD program is when I get a call from the New York Times or the Financial Times or most of the media, I struggle to talk to them about what we do at ICANN, but they want to talk about the new gTLD program. So a

failure would be so visible that we would have trouble making the rest of our agenda strong.

I'm happy to have that dinner with these four guys again because I think we have crossed that chasm. The new gTLD program is up and running. As of tomorrow morning, we will have more new gTLDs in the root than all the gTLDs to date in history.

We have signed over 100 contracts, and we have hundreds of contracts already out for signature. The program is on its wheels. That's a good thing. It's a good thing. It really is. And we should be very comforted by that. Again, with no particular emotion about the gTLD program, I have to remain very, this is not my business if it fails or it succeeds. That's the business of the people who ask for these things. We trust them. We check that they are at least good enough to carry on their job.

But it's about ICANN itself appearing to be a functional organization. So we should celebrate this moment. We should celebrate our community. We should celebrate that we got a very complex program that took eight years off the ground, and that's good.

We face a difficult year ahead of us for other, new reasons. In the next two years, the subject of Internet governance will become central to the debate. Very central. Why? And why is it important for ICANN?

First, why? Why is it important? Well, because the Internet, unlike 15 years ago when ICANN started, is now the lifeblood of economies, the lifeblood of social lives, the lifeblood of communities, and I venture to

say the lifeblood of political systems. When I was in Korea earlier this month, the vice minister of science and technology told me that when the Internet was shut down in Korea due to a huge cyber attack, 43% of the GDP of Korea was frozen. He looked at me and he said, “That's real war.” This is serious.

So the Internet is no longer just for my kids to get on Facebook and for us to talk, which is also important, to communicate, but it's now also a lifeblood of many things and, therefore, its importance has risen.

I think the surveillance revelations of the last few months have not helped that in the sense that, if it was important, now it is also visibly important to heads of state. When the president of Brazil spoke, I might say, eloquently at the U.N., she spoke about the fear that she, as a head of state, does not know how to explain to her own subjects, how could this happen to them and to her? That fear from a head of state is something we should be worried about because heads of state, when they're worried, they do something.

We want them to do something, but we want them to do something in the right framework. We want them to do it in a multi-stakeholder framework. Because if heads of state leaving New York after Dilma's speech all went back to their capitals – and I know of at least six who did. I'm sure there are others who I don't know about. And they went to their cabinet and they said, excuse my language, that's literally what one of them told me. The president walked into the cabinet, “Who the hell runs the Internet in our country?” And he got the “blub-blub-blub,”

the foreign office, the “We kind of don't know who runs the Internet in our country.”

This is serious business. This is no longer we meddling here in ICANN with our business. This is now stuff that is coming at us. As Wolfgang, our new board member told us yesterday at the board meeting, “Yes, we at ICANN have an ecosystem where we're managing our job and we should stick to our [knitting].”

I agree with him, but we live an environment. Our house is not on a planet on its own. We live in an environment. We have to be aware of the environment. And the environment right now is changing. We have many governments awake to “Who runs the Internet?” The president of Mexico went to his cabinet and he said, “Who runs the Internet in Mexico?” and they said, “Texas.” He said, “No, I need to know who runs the Internet here.” That's a good question.

We are rushing right now to participate in that dialogue. All of us, we should rush. Some people are now upset with me because I took initiative or I rushed fast. I'm done with the initiative. We went and what we did was we energized the process. We didn't invent anything. You all, all of us have been talking about this for years. All we did was energize it. We put a little energy into it, and now it's up to us, each one of you – us – has to participate in that dialogue in a thoughtful, calm way.

Build on what has been done, not restart something new. There's nothing new to start. I bet if you got Roberto, or any of you guys who

have been at this for years, to just articulate what has been discussed and where we need to head, it's clear. We just need to be together and to do it calmly and smartly and wisely. Because if we don't – here's the why ICANN and why should we worry?

If we don't, two things will happen. Let me start with the big global picture and then what will happen to ICANN. What will happen in the big global picture, think of the WCIT All of you followed the WCIT. What happened to the WCIT? At the WCIT, we got polarized. I was there. Many of you were there. What happened is you had Russia on one side with a lot of people coalescing around that, and you had the United States on the one side with a lot of people coalescing around that. All the governments in the middle were kind of, “Where do we go?” Some ended up, through pressures, going one way or the other.

What we ended up with is, frankly, a very confused global community. Maybe that's a good thing. Some of us would like the WCIT not to produce something say that's a good thing. I'm not going to get political. I'm going to be practical. The reality is, the nations of the world were divided. That division, going into next year, is more dangerous.

Why? Because the side that believes the multi-stakeholder model is the solution is right now rattled by the Snowden revelations and the moral high ground for an open, free Internet is a little bit compromised. Therefore, they're weaker, if I can be blunt. It's very important for us to forge a middle ground. That's what ICANN and the iSTARS and the community in Bali are trying to do right now. We're trying to forge a middle ground, to find that middle ground.

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We started with Brazil. Why Brazil? After her speech at the U.N., I had the chance to talk to Kofi Annan. I called for his opinion about what he heard at the U.N. Mr. Annan told me, “Fadi, the momentum right now is in Latin America. It's not in Africa. It just happens to be in Latin America because the Latin American countries are, right now, rising to figure out how to govern the Internet in a unique way. I think Africa is coming right behind it. But right now,” he said.

This is Mr. Annan himself. He told me, “Go to Latin America. Go there.” And I did. I didn't know I would meet President Rouseff. How did I know I would meet President Rouseff? I just went to meet with our communities, CGF, CGI. What do you think? What do you do? One thing led to the other. In two or three days I'm in Brasilia and they said, “You need to meet the president.” And the president agreed to meet me.

This was a miracle, I'll tell you. This was bit of a miracle because I was President Mujica's people in Uruguay and they wrote her a letter to meet me, but she didn't. She said, “Who is this guy? Why do I need to meet him?” But something happened in Brasilia that was a bit miraculous. I'll actually admit that. I don't know how you'll take it. But, if you haven't been to Brasilia, it's a beautiful city. In the middle of Brasilia, as you know, Brasilia was built by a very famous architect, and in the middle of the city, he built a beautiful church. Have you seen that church that he built? I took a picture with my iPhone. That's what it looks like. It's a gorgeous church.

So I went to the church that morning and I asked for some help because I did not feel good about where things were heading. The day before I

saw President Rousseff, she said publicly, “The solution is at the U.N.” Not only at the U.N., she said that the day before. You can go see her blog.

I was in front of President Rousseff. I sat with her just like this, like Cheryl is sitting, and I looked her in the eye and I said, “President Rousseff, you spoke the truth at the U.N. I thank you for that. But, now, how do we get beyond this and get into solutions? You want solutions, don't you?” She said, “Yes.” She's very pragmatic. She said, “I want a solution.” I said, “So you think you're going to get a solution at the U.N.?” She tilted her head and she said, “Where else do you want me to go? Where do you want me to go?”

I said, “There's something called the multi-stakeholder community. You are a leader in that community.” She said, “Yes, I know. The CGI.” She said, “Where is the CGI people?” Because, in the meeting, the CGI people were not let into the meeting. This is a long story. I told her, “They're outside.” She told her chief of staff, “Go call them. Have them come in. These are the Brazilian multi-stakeholder members.”

So she brought them into the meeting and it was really remarkable because, at that point, all the parts of her government who have been, maybe sometimes, sparring over multi-lateral or multi-stakeholder – multi-lateral being intergovernmental – they were sitting at the table with us and the president chose multi-stakeholder.

Tomorrow morning, this is news I'm sharing with you, tomorrow morning the government of Brazil will have a press conference at 9:00

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a.m. our time and will announce that President Rousseff is calling for, and I quote, “The first global, multi-stakeholder meeting on the future of Internet governance.” It will be in April next year.

So, this is transformation. Why is it important for ICANN? And then I'll stop. Some people are telling me, “This is not why we elected you, Fadi. You should be paying attention to ASAC and RSAC and gTLDs.” And I do. I am. Believe me, this is why we are not sleeping a lot these days. I'm not not paying attention. We have a superb team and tomorrow morning when I speak to all of you, I'll show you how much we've accomplished. There's a lot that has been accomplished and we continue to work very hard at ICANN on our core business.

But we also have to pay attention to the environment. If we don't pay attention to the environment, we will feel pressures. Two kinds of pressure. One kind of pressure that I am already feeling is people coming to me – serious people, government people –coming to me saying, “Hey, ICANN runs so well. Why don't you take on all these new subjects. Why don't you take on more subjects? We want to announce that ICANN should do privacy stuff.” No. I am into names and numbers. That's all I want to do. We don't want to make ICANN grow further. We don't want to make ICANN become a big organization because we'll become like any big organization. Quite the opposite. We need to keep focused on our knitting and do it well. So we don't want ICANN to continue feeling pressure to expand its job. We should stick to our job and do it well.



The second pressure that we will get is, if the world starts moving to Internet governance in a multilateral, which equals inter-governmental model, without all stakeholders participating in the consensus decision making, we will feel that pressure, too. Because the next thing people will say is, “Why are we doing privacy this way? I think this U.N. agency or this inter-governmental group should also take on names and numbers.” So we will feel that pressure.

It's important that we are part of an ecosystem promoting the multi-stakeholder model to preserve ICANN's role and our multi-stakeholder nature, and I need you for that. I'm done. I decalcified a few things. I re-energized a few things. But I can't continue alone. ICANN will fail without each one of you stepping up and continuing to do – I'm not asking you to do anything. I know all of you have been engaged in these debates. But now we need to energize them. We need to find a common way to do it.

So the creation of OneNet was in Bali so that ICANN, all the iSTARS, the business community, the CCTLD community, the civil society, academics, all of us have a voice together. That doesn't mean it eliminates our private voices individually or At-Large or ALAC. We all have our voices. We continue them.

But then when the world wants to hear us one, united, the OneNet initiative was created by more than 300 people that met in a crowded room in Bali and said, “Let's do it together. Let's get our voice out, together. And OneNet will need each one of us. I encourage you to engage in the dialogue, to participate, to make your voices heard, to

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make our voice heard everywhere in your communities. We need each other. This is the moment. This is the moment. And if we miss it, we will be marginalized by a global debate that is very powerful. Is this helpful?

OLIVIER CRÉPIN-LEBLOND: Yes, I see a number of nodding heads. Thank you, very much, Fadi, for this introduction to our day. I guess you're the first guest coming in and it certainly is something. What a starter. Exactly.

Do you have time for a few questions, per chance?

FADI CHEHADE: Maybe one or two because I'm late already to a meeting.

OLIVIER CRÉPIN-LEBLOND: One or two. We have Tijani Ben Jemaa, who was quick on the trigger, and Salanieta Tamanikaiwaimaro and Evan Leibovitch. That's three.

TIJANI BEN JEMAA: Thank you, very much. I will speak English since you are an [inaudible]. Fadi, I am so happy that you are today saying what I said five years ago. Five years ago I was fighting for that. People don't know that in the CSDT, discussing the Nast corporation, there is a war. Don't know in ICANN, they don't care. They are happy with their materialistic hold on this model, but this model will not survive if we don't go to the

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[inaudible]. I will not be long. I am very happy that you say today what I said five years ago.

OLIVIER CRÉPIN-LEBLOND: Thank you, Tijani. Next is Salanieta.

SALANIETA TAMANIKAIWAIMARO: I would just like to echo what my colleague Tijani said in terms of congratulating you in terms of your leadership, particularly in these interesting times. We are doing what we can in our respective communities in terms of the preservation and safe-guarding of an open and free Internet.

I really like the tone that you set in today's meeting and we're privileged that we kick-started ICANN 48 with you addressing the ALAC, particularly on the note that you've mentioned. We're very aggressively doing that in our region. I'm from the Pacific. I know Salva, who is ICANN staff, has also been aggressively doing that.

In terms of aggressive, enhance cooperation, I think one of the things noted in Bali particularly was that there was still a significant – and Maureen Hilyard, Holly and many others. One of the things that's been lacking is the understanding by many people in different constituencies that enhanced aggressive cooperation already exists. But people don't know that. In fact, it's been happening for ten years, not just within ICANN. I think what really needs to happen, and I hope you can take this into consideration, is if it can get people to come out of their silos and

talk about success stories of this cooperation a bit more. That's all that I'd like to say.

Just one last thing just very quickly to wrap it up, just because you're sitting and I won't get this chance again, I think that the crux of the debate between multi-stakeholderism and multi-lateralism actually goes back to an old U.N. general assembly document. If you want to remove the politicization, you've actually got to reverse that actual document. Just a thought. And it can be done. Happy to talk offline.

FADI CHEHADE:

Please, if you have a link to that document, could you e-mail that to me and please send that to me? I just want to commend you on what you said and the strength in your spirit, which I felt.

This is important and we and our kids will remember what we did now when we could do something. Tijani's frustration is well-placed. We've been screaming in the desert, but now we have a place. We are energizing ourselves. Let's make sure we are heard. We have so much to celebrate and to tell. Nothing new here, as Tijani said. Just energizing the great things that exist today.

Let's put them all on this OneNet canvas. OneNet is now blank. Next week, we'll start giving people pens so they can write everywhere on OneNet. It's a canvas. Let's put our stories there. Let's tell the world what we've done. Thank you for your spirit.

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OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Fadi. The U.N. six languages are here. We've got one last person. Evan Leibovitch. Please make it short.

EVAN LEIBOVITCH: Thanks a lot, Fadi. As I hope you recalled, the At-Large community was probably one of the first to get up on its feet and applaud what you did with Montevideo. We tried to make sure that before the Bali IGF started that you had in hand a letter of support from us to indicate, despite what sniping you might have had from elsewhere in the community, you had our support.

I would also say – and I guess this is speaking personally, but that support comes at a bit of a price. That price is to hold you to the commitment you made when you first came here to us and you used the term multi-equal-stakeholder. I haven't been hearing that much lately. What I want to make sure is that, as you move forward with the Rio conference, as you move forward with these initiatives, that you realize that there's an understanding there's significant imperfections in the current ICANN model of multi-stakeholderism, and that does not go from simply what some people believe to be industry capture within ICANN to government capture within the [ITU] model. We've always been promoting a kind of middle ground and I hope that's what you're trying to get at Rio.

Please make sure that there's public interest participation in that isn't only expressed by governments. Please do what you can to ensure that there is that kind of equal participation. As long as that kind of balance

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is there, as long as that kind of equilibrium is there, I think you'll continue to have our support. But please understand that that's the qualification, I think.

FADI CHEHADE:

I want to thank you, Evan, for this important comment. The statement you provided me in Bali was the first and strongest statement of support. In fact, some people are saying to me, "You haven't gotten that level of statement from your own board of directors." I thank you for that. This was very helpful to me, and it gave me wind in the sails. Today, the board will publish, also, an important resolution because very few people know, but I'll share with you now because it will be published later today, that I did not sail on this journey alone. The board was with me.

It's just that the resolution they gave me and the mandate they gave me to go do this was kept confidential. Today it will be revealed. They will publicize what they told me two months ago to go do. This was exactly started on the 15th of September when the resolution was given to me. They will publish that resolution and I think they will publish today a second resolution to give us wind for the next few months. You will hear that publicly so that no one will question that Fadi is on his own doing things. I wasn't I took exact instruction.

But thank you for your support. I value it. It's very important. You keep this more equal-stakeholder than anybody. You do. And I thank you for that.

As for what I plan to do, I will take to heart what you suggested and I want you to know the Brazilian organizers, I'm not organizing Brazil. It's Brazil that's organizing. They will announce that they want to build a steering committee to organize the meeting to decide the agenda, etc. They're going to have the steering committee equal on government and non-government, so it's not all government. And the non-government piece will all come from OneNet. They're asking the OneNet initiative to start organizing itself and to field people for the steering committee that will then decide how we make balance.

In terms of my discussion with the president when I met her as to who should attend, yes the idea is very much that the attendance is not government-driven, not government-invited, but rather is, again, open, and they're asking OneNet to help them with how to keep it open to and invite them. In fact, I will leave you with this thought, just to tell you how impressed I was with President Rousseff.

She said that, in her view, the meeting should not start, despite everyone calling this a summit, should not start with heads of state speaking, as most meetings do, but rather by [screens] around the room bringing people from around the world who wish to address the attendees.

OLIVIER CRÉPIN-LEBLOND: President and CEO Fadi Chehade, thank you. Okay, without any further ado, I now invite Sally Costerton to join us at the table. Sally is senior adviser to the president on global stakeholder engagement. We also

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have the regional vice presidents who are here. They're all here. We have a small table. Heidi believes it's a great photo. Okay. Welcome, Sally. I guess we say the floor is yours.

SALLY COSTERTON:

Thank you, Olivier. So nice to be back with all of you again. Most of you, I've seen before. We've met before. This is always one of my favorite parts of the ICANN meeting. I must say that. My gang is here. It's so exciting. A very good room layout.

That's actually a very good starting point. We have a little time together this morning. I will be very brief in terms of just giving you an update on what's been going on since we saw each other last in Durban. I have my team here. They haven't got the mic so I'm going to introduce them. I think you know who they all are.

This is like the beauty pageant, so starting on the left, we have Baher, who looks after the Middle East. Yay, go Baher! Save, who is Oceania/Pacific. Chis Mondini, who is North America and business engagement. Pierre, who is Africa. Rodrigo, who is in his home gig here, so Latin America and Caribbean. And not last, but very much not least, is Kuek. Oh, Veni. I missed Veni. Veni's promoted himself. That's very typical. Let me just make that point. So this is Kuek here, who looks after Asia for us. And Veni who looks after Russia and CIS. Thank you very much for all being here. This is great actually.



That's a very good point to start on. When I first came to ICANN, my first meeting was the Toronto meeting. It's really not all that long ago. It's 12 months in the ICANN cycle, but I feel it's a lot longer than that in lapsed time or lack of sleep. I don't know what it is. But when I came to that meeting, I did wonder if I had accidentally joined a cult and I couldn't find the way out. Now I know that that was true. I've given up fighting.

No, it's a wonderful environment and my key goal when I came to ICANN was to help ICANN build. As Fadi asked me, "I want you to help us build a world-class engagement capability." That was my primary job.

I also helped build some capacity in our communications team, who you're going to talk to in a minute. This session is on engagement. We had some great people in the team already, slightly differently organized. We now have a complete set, so we're done. That's really the big change that's come since we saw you in Africa, particularly adding Kuek. We had gone some time without an Asia-Pacific lead.

Kuek has two roles, which is the other thing that's been expanding since we last saw each other, which is our hub strategy. I wanted to spend just two seconds hopefully clarifying the difference between our engagement operation and our hub support, because it can be a little confusing. We rolled them out pretty much at the same time.

These guys are all very senior guys. They've all been brought in because they understand the issues and they understand the Internet community in their region. Their job is to be the front door for our

community in their particular region. All stakeholder groups equally balanced.

Somebody, Evan, said equality. This is in their performance goals that they're weighting their time equally and their resources, which sometimes is people, sometimes is money, across all four of our broad stakeholder groups. Obviously, that drives programs in a different way because, depending on the maturity and the evolution of our community in different parts of the world, sometimes we need more in some areas, less in others, and it varies a lot. So they join up well together globally to share best practice and tools and learnings, but the implementation of engagement is always local. It's always regional. It's not done in some darkened room without really touching and engaging with the guys and the ladies in our community.

All of them are at various stages, as I know we've discussed this in this group before, of rolling out regional engagement strategies, which are community groups of volunteers and staff together working on very focused engagement priorities, and they vary quite a lot from region to region. There's a lot of difference between them.

We have added what we call engagement centers. What that really means is, again, it varies depending on the need. We have an engagement center in Beijing. We added a China engagement head, Song Zheng, who is here at the meeting and I hope you'll meet him. He works for Kuek and he's based in Beijing. We're running support lines, in fact, phone lines, out of the Beijing office, not just for applicants, although that was one of the early demands, but for anybody ICAAN

community who wants to speak to ICANN in their own language, in their own time zone. That is a triage process, almost a call center, if you will, to make sure that that enormous country is being better served directly by ICANN.

The engagement hubs are not just in Beijing. We obviously have offices where all of these guys are based. They're point people. They're small offices. Sometimes it's a person working from home. It's a nominee, if you will. Sometimes, like in Brussels, we have a building. In D.C., we have an office in the traditional sense.

The other side of this is we've been involved in the hub strategy. This is about splitting our headquarters operation into three to serve time zones. There is obviously some crossover. Clearly, if we want Baher, for example, who is based in Cairo, works very closely with David Olive, who is the general manager, if that's the right word. It's not quite but we understand that concept, I think – of our operation, our Middle East and Africa hub, which is in Istanbul, which is very conveniently located pretty much geographically in the center of that time zone region. So Baher and David will do engagement activities together. Baher has Turkey as part of his engagement region. They are connected, but Baher is not based in Istanbul and he doesn't need to be.

We may add people working in Baher's team who are based in Istanbul over time. I hope very much that, as community members, you will start to feel that you can utilize these hub offices, because they do have meeting room space. They vary in size. They're not huge, but they are community facilities.

Kuek is doing two jobs. He is looking after the Asia-Pacific hub, which is in Singapore, which has been open about two months down in the financial district for those of you who know Singapore. It's very centrally located. He is looking after people in compliance and legal and registry and registrar support, as well as having a small engagement team there, as well, which will grow. He will start to expand, putting feet on the ground, not just in Beijing, which he's already done, but in other parts of the region. I don't anticipate we will open more physical offices. I hope that's helpful because there's a lot of confusion sometimes about this in the community. We'll get settled with it.

That main priority for the past two months has been about completing the talent, if you will, the people that make this possible and really trying to accelerate the working groups in the regions, the cross-community working groups. I know that's not quite the right term because that means something else, but our independent groups who are looking at engagement.

The final thing I would say – and I'm happy to take questions, obviously – is we are having a session on Thursday. This is the overall engagement team. Many of you in this room have been great partners in our community outreach group. We will bring the community up to date on some of the final tools and programs we've been building together over the last six to nine months. We will share an integrated engagement plan for the whole of ICANN showing how all these different pieces and parts fit together. I hope we'll be able to have a good discussion on that Thursday morning.

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Once everybody's comfortable with that, that will be a document we'll make available on the website for all of you and we'll translate it. We'll make it longer or shorter, PowerPoint or PDF, whatever everybody wants. Hopefully it will become much easier for everybody to feel this is how we all participate and how we partner to get things done.

I have lots more to say, but it's a short session and I want you to be able to ask me and my colleagues questions, as well, so I'm done.

**OLIVIER CRÉPIN-LEBLOND:** Thank you, very much, Sally. The floor is open for questions and first we have Garth Bruen.

**GARTH BRUEN:** Thank you. Garth Bruen, chair of NARALO. Do you have any initiatives to reach out to the blind, deaf and disabled community?

**SALLY COSTERTON:** Sally, for the record. I have Chris Gift here on my right. Chris, thank you very much. Two people I'd like to answer to that. One is Chris on access issues online, which is an important part. We've spent quite a lot of time discussing this. It's not always as straightforward as it should be.

The second thing I would like to ask all my team behind me is if anybody would like to make a contribution to that, they are very welcome to. I would like us to set up a separate dialogue about this, Garth. It would be useful for me and my team to understand how we might best do

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that, because I don't think we have spent as much time on this as we should. We haven't spent no time, but we haven't spent enough time. Chris?

CHRIS GIFT:

Yes, this is Chris Gift with ICANN staff. Accessibility is a paramount issue and concern for us on the new digital tools and certainly new website that we are working on and I'll discuss in just a few minutes and I'll show that.

Yes, we are getting some special training for the developers. They are nonetheless conversant in some of this, but they are getting some special training so that we can keep working on the accessibility for those tools.

OLIVIER CRÉPIN-LEBLOND:

Thank you, very much, Chris. A follow-up from Garth?

GARTH BRUEN:

It's wonderful that the technical aspects are being addressed. I was in a doctor's office recently and there was a blind woman in a wheelchair waiting. The nurse came out and said, "Ma'am, can you come with me?" She said, "No, I can't come with you. Someone has to take me."

The hospital has elevators and wheelchair ramps and braille, but there are people who need to be taken the rest of the way, and you have to go right to these communities to find them.

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SALLY COSTERTON: Garth, in the interest of time, recognizing the criticality of this issue, I think we need to give it a separate voice, a separate platform, whatever word you want to use. A separate dialogue. I'm going to ask Chris Mondini, because he's in your region, to liaise with you and I would ask you to share with us, with this group, how you think we might do that. There's lots of ways we could, but you have my commitment that as a group we need to spend some time on this particular aspect of engagement for ICANN. I completely agree with what you're saying. I really do.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Sally.

SALLY COSTERTON: Save has something to say. Sorry.

SAVE VOCEA: Save from the Oceania region. In my region, there's a woman called Gunela who is very good advocate for the disability people. I do bounce off a lot of discussions with her. That feeds into our internal stuff, what we have to do, as well. Next month I will be in Fiji to address a disability group for the whole of the region. That's something that I'm going to be talking to them, as well, to invite them in. First, I will introduce them to ICANN.

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OLIVIER CRÉPIN-LEBLOND: Thank you, Sally. It's Gunela Astbrink I think you have been in touch with her. Have you?

SALLY COSTERTON: We can fix that.

OLIVIER CRÉPIN-LEBLOND: We can fix that. Okay. I just note that more regional vice presidents have joined us behind us. We just had one more.

NIGEL HICKSON: Good morning. I'm Nigel Hickson. I do apologize. I'm late. I know many of you and it's always good to be here.

OLIVIER CRÉPIN-LEBLOND: Thank you, Nigel. We have a queue operation. We have Tijani Ben Jemaa, we have Yuliya Morenets and we have Salanieta Tamanikaiwaimaro. So let's start first with Tijani. You have the floor.

TIJANI BEN JEMAA: Thank you, Olivier. I am known by being someone who is always complaining. This time, I will surprise you. I will not complain. I will thank very much Sally and her team. Sally did in Bali it was something that was impossible in ICANN before at all, because we were an



organization that we didn't have the tool to show our ICANN Labs and our online platforms, etc. In a discussion between me and her, the day after she put everything in place, this is for me, something extraordinary. So thank you, very much, you and your team.

But, I would to emphasize on something very important – the preparation of our participation in the international fora. This is something very important because, if we don't prepare it in a good manner, we will fail. And we don't want to fail. So I propose that you constitute a working group, a task force, anything, constituted by community, staff and board members to prepare starting from now all the upcoming international fora – and that is a lot. I can give you the list – and see what kind of participation we need to do and what are the tools we need to do the participation in the right way.

Fadi just spoke about our obligation to be present, not to look at ICANN only. We have to look at the environment, and this is the best way to make people in this environment respect us. It is by the substantive participation, not by the nicer speech, or by the nicer brochure. We have to participate. We have to make people respect us as community, as staff and as board.

OLIVIER CRÉPIN-LEBLOND: Thank you, Tijani. I'm closing the queue, so we still have Yuliya Morenets, Salanieta Tamanikawaimaro and Fatimata Seye Sylla in the queue. We'll start with Yuliya and please, keep your interventions short because we have time pressures.

YULIYA YULIYA:

Thank you, Olivier. Yuliya Morenets, former EURALO secretariat. I actually wanted to follow up what was said concerning what was said about how to address people with disabilities and say maybe we have also to address vulnerable or marginalized people. We know that this discussion is very important and ongoing with different initiatives around the world. We had recently this discussion in Bali where we had Fadi Chehade addressed us concerning the issue and we had the chance to have Nigel with us, as well. I would like to call to address not only people with disabilities, which a very important group to be addressed, but also vulnerable or marginalized communities. Thank you. And I will be happy to share what we've done and to join.

SALLY COSTERTON:

Could I just respond very quickly to that? As I go into my second year at ICANN, we're moving into a different stage with our engagement on the staff side. We've been doing a lot of building – a lot of capacity building, frankly. Now, we need to drill into some of these really key issues, particularly about reach and access. There are many different groups that are marginalized for different reasons. Some are global. Some are national and regional. There are many organizations in the wider Internet community who are already focusing on some of these issues with whom with we need to reach out and partner.

I think this is an important strand of our engagement as we go into also, frankly, this wider Internet governance debate. This is not just about the

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DNS. This is why one needs to exist in some extent to protect people's rights and to make sure that they are being properly enabled, whatever the reason is why they may not be being enabled. That we are allowing them to bring that to the table. We're not doing it on our own because there are many other people that we can work with. This is, I think, a very important theme of our next 12 months. Thank you for that input. Very helpful.

OLIVIER CRÉPIN-LEBLOND: Thank you, Sally. We actually had actually a remote participation question which we'll slide in there. Matt Ashtiani, please.

MATT ASHTIANI: Hi, this is Matt Ashtiani, for the record. This question comes from Oksana Prykhodko. Oksana asks "What is the balance between regional preferences and ICANN's preferences regarding engagement centers? I'm asking particularly about Eastern Europe and the CIS."

OLIVIER CRÉPIN-LEBLOND: Veni?

VENI MARKOVSKI: This is a question with which we have been dealing a lot in my region, which is Russia, Eastern Europe, CIS, because some people there were feeling ICANN is somehow not actively engaging there, but the reality is that we have done a lot in the region without the necessity to have an

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office. We believe, and it's shared among the top management, that it's not necessary to have an office everywhere. What is necessary is to engage the community and what we're trying to do is exactly that.

I'm happy to say that it's a very good example of At-Large that through the ICANN fellowship, we've brought them – I'm going to show off a little bit about Bulgaria – but through the fellowship, we brought a Bulgarian lady here a year ago and then she, on her own, from a university asked for the university to join the At-Large, [inaudible]. Not only that, this year she came with a proposal and we're going to support it by sending people to teach there. They have a course on Internet governance and cyber security. They did it on their own. We just said we can support you anyway we can. That's an example of how we actually could do a job without having a physical office in the region.

I think it's better to use the resources that are limited, after all, to help the people from the community. Oksana asking the question is actually one of the examples because she was a very active part of the ICANN community and I hope that she will continue to help in the future. Thank you.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Veni. Next is Salanieta Tamanikawaiwaimaro.

SALANIETA TAMANIKAIWAIMARO: Thank you. Hi, Sally, and everyone in your team. First of all, I would like to commend you on the very excellent work that you are

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building in terms of engaging our communities all around the world. I just wanted to ask if there was already work done or, if there hasn't been, if there is work that could be done in terms of having some sort of central repository where you could link your engagement in the different foras, like the IETF and the other plenty pots or anywhere really where there's policy going on where ICANN staff actually engaged in. I know there is already information, but just making those links and having those in one place so that people like me can go in and look for stuff. Thank you, Sally.

SALLY COSTERTON:

I hope we might cover this in the next session. My colleagues will probably thump me heavily after this. We're definitely talking more about this this week, so please let me take this offline. We'll definitely cover it in the open session on Thursday. We've done a lot. We'll do more. There's always more.

This is very key for access issues. If we don't know where we all are, if we aren't joined up, if we can't partner, to Tijani's point, then we can't plan, and our engagement will be diminished. You raise a great point in terms of giving us the right tools ahead of time. We're working on it and love your responses to it as you take a look at it.

OLIVIER CRÉPIN-LEBLOND:

Thank you, Sally. Finally Fatimata Seye Sylla.

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FATIMATA SEYE SYLLA: Thank you, Olivier. Fatimata Seye Sylla, AFRALO chair. Thank you to all of you. Thank you, Sally. I would just like to add my voice to Garth's regarding the disabled, the disadvantaged people. I completely agree with the suggestion that Sally is making that working with other people, but I would like to see if there is a group or a committee to be put in place to work on this. I think all the regions should be represented. Thank you.

SALLY COSTERTON: Now I'm going to show that I've only been in ICANN for a year with my lack of process qualification. I personally think that this is something that I would be very happy to participate in a cross-community group or task force, rather than a working group, that looks at the issues, who's involved at the moment, how we partner, how we engage globally and regionally. I think that should be not just from the ALAC, of course, but other parts of the community.

I'm very happy to partner with any of you who would like to kick that process off and we look at how we do it. I think there would probably be quite a lot of other people around our community who would certainly want to participate in that kind of dialogue as we go through the next few months. I'm completely up for that, and I'm sure my team is, as well. I'm not looking at them. They've got their hands up behind me like bunny ears, haven't they?

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OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Sally. And I realize you are pushed for time. You probably have a very full agenda. We're very thankful and happy that you've been able to join us here with your full team. I do want to put it to the record that I think it's the first time that we've had that many regional vice presidents that have all come here. A few years ago, it was difficult to get even one. So, well done! Nigel doesn't know any other room than this room, but for the others, well done. Thanks. Thanks very much for joining us.

I think we'll continue then with our morning program as a few people run in, run out, etc. There are a couple of other meetings that are about to take place outside of this room, so some of us will be needing to go. But I invite to the table Duncan Burns, vice president for global communications, and Chris Gift, vice president for the online community. I note that there are a few more ICANN staff that are in the room, so we might also ask for Duncan and for Chris to introduce them.

MATT ASHTIANI: One quick housekeeping note. Please remember to state your name before speaking and to speak at a reasonable pace for our interpreters. Please.

OLIVIER CRÉPIN-LEBLOND: Okay, everyone. Let's continue. We're losing minutes and I see Sandra with her timepiece. Come on, everybody, please take your seats. I'm not

quite sure who is supposed to corral the regional vice presidents. That's a new one. We do need someone to herd them.

Okay, I'm not quite sure who wishes to start, Duncan or Chris. It's very democratic here. It's up to you. Okay, Duncan Burns, please.

DUNCAN BURNS:

Good morning, everyone. Duncan Burns, I'm the global communications VP for ICANN. I met some of you in Durban, which was my first meeting. So this is my second meeting. I thought I might give you just a short update on communications, what we've been working on the last trimester and then answer any questions that you might have.

One of my goals and focus areas for the last three months has been around internationalizing our media, internationalizing our communications content, making it more accessible, making it more relevant, trying to look at and explore different channels of delivery. It sounds very dry but I think, and I'll talk about some of the example where we can create some content centrally, some content collaboratively with community and then let it exist. Let it go in the wild and have people use it.

Some of the different areas we've been focused on, and some of this is based on feedback from this group, we've been looking at audio, in particular. We have an AudioBoo site. AudioBoo.FM/ICANN, which is an easy to use, I hope it's easy to use, low bandwidth way of accessing a lot of our content. Some of it is the audio stripped from videos we've done



because we recognize not everyone can download videos. It's not always accessible for people. We're exploring it. We'd welcome your feedback. We've been going just for a couple of months on that.

We've also looked at getting the podcast page going again on ICANN.org, again trying to find a cost-effective and efficient way to do that so that when we're creating content centrally, whether that's videos or whatever that is, that we can re-purpose them. You'll see again there a half a dozen up at the moment, including some applicant videos, because we wanted to bring to life a little bit to people what the new gTLD process is. Otherwise it can be extremely dry.

Two other areas which are not audio, but there is a lot of content and presentations. We all go to countless presentations. One of the things we've launched, and again this is from feedback from the community. We talked a little about it in terms of sharing content and central databases a few moments ago with Sally, is an ICANN SlideShare page where we have put up and, I'm forgetting the numbers now, maybe a dozen presentations that people can download, use, take off wherever they need to. We also put out a call for the best slides that people have seen, their own slides they've used. We're not going to be able to put up everyone's, but we want to try and capture some of the best around the ICANN community. We'll have to put up, obviously, this isn't an ICANN slide. It's Individual X and we can agree whether it's creative commons...

Within a week of launching, I think our most popular slide download was "What is ICANN" in Russian by an order magnitude that we didn't anticipate. I think what's useful is seeing who's interested in what

content, what people are downloading. We don't want it to be English only, so I encourage everyone here, if you have slides, things you think would be useful, send them through to us.

You'll also see we haven't released any in the last month or so because we had some other focus areas. But it's a great use of info graphics. Those are great ways to tell a story and help people understand what we're doing.

One particular area that I've been focused around is how we talk about rights protection mechanisms within the [GE] framework because people don't always understand. "Is it Trademark Clearinghouse? What else? How does it all work together?" I have a 99.9% final draft, which I hope will come out in the next several weeks. We can probably start to show it this week. I can show you a soft copy, if you want. If anyone's interested, just tap me on the shoulder. If you have ideas for info-graphics, things you think your communities will really want to see and understand more clearly, let me know.

Finally, because I do want to leave time for questions, part of the internationalization is also how we size and scale using social media more broadly. That is making our Twitter handles a little more engaging than just broadcast. That's a new muscle. That's not the easiest thing to do for any organization but it's something that we're really trying to work on. One of my team is here this week, Nathalie, you'll see her around. She going to be doing a reportage trying to go to all the sessions and help make some social media handles that are more lively and relevant. Just an experiment. We may not be great at it, but be patient

and do re-Tweet or engage with her. She wasn't able to come because she's actually in the newcomers session at the moment doing that very thing. And then Facebook, Google+ because that helps people find our content. There aren't a ton of people on Google+, but it does help with the search algorithms.

Finally, internationalization and how we're taking the content is, in terms of filling out my team, we've hired a superb woman, Alex Dans, who is based in [inaudible] in Uruguay, Montevideo, who is our Latin America and Caribbean coms manager. We're very close to hiring someone in Singapore, which will really help us achieve scale in terms of communication in APAC.

Then the next step is to try and hire someone in Istanbul to help us in Europe, Middle East and Africa. In the absence of those individuals, we're already trying to make sure that we are communicating. We're not missing the regions. But it becomes much easier when you have an in-region expert to really help drive relevance and activity. With that, I'm very happy to take any questions.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Duncan. The floor is open for questions. Garth Bruen?

GARTH BRUEN: Garth Bruen, chair of NARALO. There seem to be a lot of outgoing communications. Are there ingoing, incoming communications?

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DUNCAN BURNS: In terms of from the community? I think that's an area where we can always do more and I think that's, whether it's the SlideShare, we've had quite a lot of feedback. I think a lot of the feedback Chris is actually going to touch on in a second. We're really trying to focus around the ICANN Labs and what we've been able to do there. If you have ideas, I would welcome that.

GARTH BRUEN: This is Garth, again. I think a priority of something you should look at is just streamlining all of ICANN's inputs that exist now in terms of complaint processes, etc., and making them into apps and easily useable and accessible to the Internet community.

DUNCAN BURNS: That sounds like a great idea, but I'm definitely going to let the head of online services talk about that.

OLIVIER CRÉPIN-LEBLOND: Thank you. We have Rinalia Abdul Rahim and Sandra Hoferichter. Rinalia?

RINALIA ABDUL RAHIM: Thank you, chair. Thank you for the presentation. This was a question that I didn't get to ask in the regional stakeholder engagement session,

but it's connected to what you're trying to do. I actually envision all the regional engagement to actually have events in the region that will focus on building towards those global ICANN meetings.

I think in trying to consult on those specific issues, if you could actually look at demand for specific issue explanation and translation and the communication aspect of difficult technical issues to be at that level. I think there is a connection that needs to happen between what you're trying to do, which seems to be pushing out, but also the demand that could arise from the regions.

Another thing, separate to that, I'm drafting the ALAC statement as a response to the ATRT-2 draft recommendations on improving the policy development process. We're trying to look at how to enhance participation from the grassroots, bottom up. Essentially, whenever there's a public comment, you invite people to provide comment itself, but the thing is you need a webinar to go out to prep people. Different people are at different levels of capacity to engage.

At the same time, something Chris was doing in terms of the multi-stakeholder roundtable view could complement that. First you push out information. These are the facts of what the issues are. Then people start thinking about, "Okay, what are the different positions that could come out depending on where you sit, that could inform our community in terms of how they could position themselves?" I think it needs to be packaged as a stream and you need to work together, somehow. There's a connection there. Thank you.

DUNCAN BURNS:

Thank you, Rinalia. I think you make some great points. One of the, while I don't wish to speak for the engagement team, one of the things that we've been talking about is engagement they are working on with people who aren't able to come to ICANN meetings in the regions. That's really important. It should just be about and helping them to understand, answer questions, explain, digest. One of the things that's going to be a focus of this coming year is really helping make the regional strategies that the regional vice presidents have partnered with the community, bring to light how those are going to work to help communicate regional work best within that. I hope that answers some of your question.

Then on the online stuff, I actually am going to let Chris answer that because I think he'll be better placed. You mentioned webinars. We obviously rely a lot on webinars. They're not necessarily the best tool every time. One of the things we've got to work out, which is why we're looking at these different channels, is how can we create content that, if you are up at 3 in the morning if you're in Australia, how can we make that accessible to people? Does it always have to be a webinar? Is it something that can exist separately that is a regular check in and then at the same time encouraging everyone across the engagement spectrum. A lot of my colleagues in the GSE team to provide those updates that are relevant, the blogs to their region and that will help make it more accessible, I hope.

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OLIVIER CRÉPIN-LEBLOND: Thank you, Duncan. For the sake of time, I'm closing the queue after Fatimata Seye Sylla. First we have Sandra Hoferichter and then Fatimata. Sandra, you have the floor.

SANDRA HOFERICHTER: Thank you, Olivier. I very much welcome your intention to work with local partners in each region and I would encourage you to extend that effort, inviting people from the community to join your team, helping you to get the right communications in their regions for two reasons.

One reason is the way the community may communicate and the way you as a staff member might communicate might differ. ICANN should speak with one voice. The second reason is, and we just made an experience in India with the pilot leadership training program we had recently where we were facilitated by Inside Language. It was a great company to facilitate us, but it was very much American centralized. Those tiny little things, if somebody mentions you can read a book within a couple of hours. No. A French person, a German person cannot read that book within a couple of hours.

OLIVIER CRÉPIN-LEBLOND: The book actually had 240 pages. That's very fast reading, even for English-speaking people.

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**SANDRA HOFERICHTER:** These are the tiny little things which are a barrier for global communication and which might keep some people out of the fence because they feel, “I cannot read that book within a couple of hours.” There are just very small little details, but I think they are building a barrier in certain areas because people feel, “I cannot contribute to this community because have not that capability.” But I think that’s the exact opposite of what ICANN wants.

For these reasons, speaking one voice with the community and being it a real global effort, I would really recommend not just having an open session where you can gather feedback from the community, but really identify persons who are taking up the volunteer effort to join your team, which you can consult when you're an effort. On a side note, I'll help you with a European association to work out a European structure. I don't want to promote or sell anyone, but I can maybe give you an entry into this effort.

**DUNCAN BURNS:** I think you make two great points. I had written here before I sat down, “different voices.” I think one of the things we need to do better is provide a platform for community members to tell the stories and explain what's going on. It's much more authentic that way than just being staff or leadership or...

So absolutely. I welcome that and I think that's an approach that's making progress. We're making progress on the speaking bureau about



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trying to get community members to be representatives in the community.

In terms of the accessibility piece, I totally agree. I think that's a real challenge for us because a lot of the base content is quite complex. One of the things that my team is looking at, we call it the simple English guide, but it's basically simple so that, whatever language it's in, people can really digest it. Without putting everything on Chris's session, this is something we've really been focused on because we work quite closely together but very focused on terms of the Web strategy and how we make that happen. But I look forward to talking about your offer, as well.

**OLIVIER CRÉPIN-LEBLOND:** Thank you, very much, Duncan. Next is Fatimata Seye Sylla. I'm aware there is also one remote participant question that will come immediately afterwards. Fatimata?

**FATIMATA SEYE SYLLA:** Thank you, Olivier. Fatimata Seye Sylla, chair of AFRALO. I just wanted to point out how difficult it is for non-English speaking community members to participate. Even if you had webinars in all the languages, even if we have documents translated, sometimes when there is a public comment posted, people, the community will discuss about the topics in English, in high-level English and all the members who are not fluent in English cannot participate at the same level.

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This is a way of understanding the issues and being able to provide your input and make proposals. That's something I don't know how to do with it, but it's been something really preventing the wider community from participating the way they would like to do so. Thank you.

OLIVIER CRÉPIN-LEBLOND: Thank you, Fatimata. Was that a directly related thing? Alan Greenberg?

ALAN GREENBERG: Thank you. The ATRT-2 commissioned a study on the GNSO PDP, which is a particular part of our work and did some statistics on where participants come from, and the results are startling. Not surprising to those of us who participate, but the active participants are almost exclusively North American and Europe. Language, time zones and cultural issues all are aspects of it.

Part of it is that the overall community is somewhat restricted, but there is a far better participation in ICANN than in policy from other parts of the world. It's not clear how to fix it. The costs are going to be enormous and the effort is going to be enormous. But we can't pretend that we represent the whole world when we have such radical discrepancies in some of our processes. Not going to be easy things to solve, but we can't pretend they don't exist.

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DUNCAN BURNS: I think you make some great points, both of you. I think it's one of the real challenges for us is how do we remember, how do we keep trying to create content, create mechanisms, foster that discussion. It is a lot of work and it can be expensive, but there are improvements we can make. We're not going to suddenly leap to the answer, but I think every little improvement we can make as a team, and it's something Sally's had us all very focused on, is how can we better use the website to better address some of these?

Again, you're going to hear a lot from Chris about this because we've really been focused on how best to crack at least bits of that nut as we go forward. But we are trying to address it. Any ideas you have, suggestions, please let us know.

OLIVIER CRÉPIN-LEBLOND: Thank you, Duncan. Just a quick –Alan?

ALAN GREENBERG: It's Alan Greenberg. I have to do a follow-up. What I didn't add was [inaudible] connectivity in those parts of the world. So websites and teleconferences don't always address that.

OLIVIER CRÉPIN-LEBLOND: Thank you. We finally have a question from a remote participant, and then well move on to Chris Gift. Matt? Julia. Okay.

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JULIA CHARVOLEN: Thank you. We have a question from Peter Knight. He says that, “I wonder if Sally and her team are working on short e-learning courses for people wanting to learn more about ICANN? We spoke about that in Toronto, but I am not aware of any action on this. Perhaps I am mistaken, but I think an on-demand, online, in relatively small chunks in all languages would be useful.”

OLIVIER CRÉPIN-LEBLOND: Thank you. I think this actually will go over to Chris Gift.

CHRIS GIFT: Thank you. We have been working with several members of the community on a new online learning platform, and that is actually getting launched. It has been beta tested over the last month or so and I think it is being formally announced and launched at this meeting. I think there will be more about that tomorrow and afterward.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Chris. And I think that actually provides a good bridge over to move over to Chris's presentation regarding ICANN Labs because I'm mindful of the time, as well. So the floor is yours, Chris Gift.

CHRIS GIFT: Thank you, very much. How much time do I have?

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OLIVIER CRÉPIN-LEBLOND: Ten minutes, 15?

CHRIS GIFT: Okay, I have 10-15 minutes. I will make this rapid. I'm going to give you a quick reminder about ICANN Labs and what we launched last spring in Durban and what has happened with that, and what that is turning into, which I think is the more interesting part and where I'd like to spend time. My apologies. I will move through this rapidly. This is the topic I was going to discuss. The whole slide is not appearing. Okay, if we can get rid of some of those tabs.

We started talking about this at Toronto and Beijing. There were a lot of requests. Some of these same things we're hearing echoing today around diversity and reach and accessibility and people being able to understand the content on ICANN. There was a number of requests to drive new tools and new online services for people to be better able to understand what it is that we do.

This was the purpose of ICANN Labs. We wanted to have a place where we could get community feedback around these ideas. While we understood the problem, we didn't necessarily understand the solution and we wanted to work on a solution with the community. We created ICANN Labs as a place to have a number of experiments. We moved through those. There was a great deal of participation. I'll get to that in a second. We created four tracks. I'll get to that in a second.

After talking to a number of people, a number of interviews, we ended up creating four tracks of which ICANN Learn, which is the online learning platform, was also one of these. We had a peer advisory network and I know many of you in this room participated in this process. Again, thank you very much for that. It was very, very helpful and your feedback and ideas were very appreciated.

We did a number of outreach around ICANN Labs again trying to understand the solution. Not only to better understand the problem we've all been talking about today, but what possible solutions we could bring to bear to solve some of these.

A lot of you, again, participated. People signed up in ICANN Labs. We had quite a few people who volunteered to support individual projects and we had a fair number of outreach around this initiative. But again, since I only have a few minutes, where does that leave us?

ICANN Labs was always a means to an end. ICANN Labs will continue as a place where we can continue to experiment on new ideas or new problems as they are brought to bear, such as new tools for accessibility. How do we ensure that they work for everyone? That will continue. But those ideas that were tested and the drive and the initiative that was asked for from us back almost a year ago, has come to fruition in a new ICANN.org.

Before I show you this, I want to reiterate a few things. One is what I'm about to show you is the bare bones of something. It is very much in beta mode. I'll go through the road map in some length right after I

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show you this, but bear in mind we're going to continue to develop this site just as we've developed ICANN Labs, with the community. What I'm showing you is just the bare bones. All of us together will continue to develop this. It is not me and a small group of people doing this. I just want that to be very clear.

Also, what I'm showing you is very much beta. We will be opening the kimono in the next day or two, depending on how we can get things settled. So bear with me. Now I'm going to very rapidly share my screen. Matt, I may need your help for a second.

OLIVIER CRÉPIN-LEBLOND: The wonders of using Adobe and a fruit-based computer. Why don't you use pen and paper, like everyone else?

RINALIA ABDUL RAHIM: Maybe we can use this time for interventions already? Maybe not questions but interventions?

OLIVIER CRÉPIN-LEBLOND: We can certainly do so. I was just hoping that they would fix the technical quickly. But the floor is now open for questions. Tijani Ben Jemma?

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**TIJANI BEN JEMAA:** Given that my intervention is not very substantial, this is a good point to make it. Chris Gift has done a lot for ICANN. He developed the online platform. He didn't have any subjects so he created ICANN 101. I had tried to access it to see what was on it and I made comments, many of which were included. Some I was told were not included, but I hope they will be in the future.

ICANN Labs was an extraordinary idea. I very much liked it and I think we should all engage in this effort. What I like about Chris is, when you tell him something, he doesn't wait an entire month to react. He reacts immediately. I told Fadi and Sally that Chris was the best gift that Sally and Fadi ever gave ICANN.

**OLIVIER CRÉPIN-LEBLOND:** Thank you very much, Tijani. Are there any other comments? Then I'm going to look at Matt, who is learning French. Is the monitor working?

**MATT ASHTIANI:** Almost there.

**OLIVIER CRÉPIN-LEBLOND:** Okay, any more questions? Or, in fact, you still have Duncan Burns here, as well, so if you have any questions towards Duncan or comments as well to make, without putting any pressure on to anyone, we are now eating into our coffee break. Cheryl Langdon-Orr. You now have the floor.



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CHERYL LANGDON-ORR: Thank you, very much, Olivier. Duncan, you mentioned Natalie and I think this community would very much appreciate having some wisdom, guidance, and assistance on social networking, particularly coming up to our At-Large Summit, which will be in London. We've got a lot of very important ideas that Olivier's leadership team is putting together. I think the backbone to that will be clever and effective outreach beyond our normal borders. It seems that what she's doing is probably it. So perhaps you and Heidi should make the magic happen.

DUNCAN BURNS: Thank you, Cheryl. Very happy to do that. One of the things we're trying to help the staff get better at is social media, what they can do, how to best use it. But I think it's something that, in partnership with the community, there are some great tips. In building the platforms for ATLAS and for London, that's wonderful.

CHERYL LANGDON-ORR: It's a good test.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Duncan. And just to remind Matt that his computer can be seen throughout the world at the moment. I'm not quite sure. It's going from page to page. Are we ready, Chris?

CHRIS GIFT:

We're ready. Thank you, very much, Tijani. I truly appreciate that. I was actually blushing over here.

So, again, what I'm showing you – I'm aware I'm eating into coffee time. This is – we took a lot of the learnings and what people had talked about especially, if you'll recall, we were very focused on newcomers. What I'm going to show you is trying to solve that problem. How do we engage better with newcomers and give them the means to better understand the content, what ICANN is, what it does and better digest what's there so we can better communicate to everyone?

What I'm going to show you touches on that as well as solves some other issues that I think have been issues for the ICANN veterans, as well.

You'll notice a few things on this landing page, and again, I'm showing you something bare bones. We need to work with the community to continue to build this. This is just the very, very beginning of this. There's a couple of things. One is that there is the ability to get started. We're asking people to participate and to learn more. When you create an account on ICANN.org, you will be able to personalize your experience. You'll be able to say, "This is the kind of content I'm interested in. This is who I am. This is the group I belong to." It will be able to push content to you somewhat as MyICANN does, but a little bit more sophisticated and a little bit improved from that experience.

But again, from the very beginning we are focused about exploring resources, meeting the community, and we're just asking people to join

and we're just trying to bring some clarity to the information that is there. One of the things that we do is, very rapidly, is we bring them to a "get started" page where we tell people about ICANN. "Welcome to the global community."

Back to the online class, people had asked about online learning, were we able to integrate with the online learning platform, and again very rapidly also personalize the experience in terms of showing who the people are. Please don't get hung up on who these particular people are, who is showing up. These are test images for now, people who actually volunteered to do this, so we should thank them. Olivier being one of them.

But that was one of the learnings we had from newcomers was that they wanted to see who the people were behind ICANN. It's one thing to always read these policy documents and see the content, but they really want to understand who the people were. We're trying as much as possible to humanize who we are as an organization so people can then feel more welcome and be able to join the conversation. There's quite a bit here on this. Understand we test this. We showed this to newcomers. We showed these pages and said, "Does this page work for you? Does it provide you content?" We are doing that now.

Another thing on the news page – there are no results. Am I on there? Yes, I'm on there. I'll come back to that in a second. When it comes to resources, one of the problems we keep hearing about in terms of veterans as well as newcomers is being able to view PDFs. If you click on a PDF going forward, you will be able to access it inline and be able to

page through this. I am aware that we need to address that we're using tools that are accessible. This is again one of those tools which is accessible and people can use it with screen readers and things like that.

Obviously we're also reworking other areas or just looking at many of the areas. For instance, public comments. Nothing really new there in terms of we're not affecting it, but we're making sure that what is there is just conforms to what we have already done in the past but is just in a more digestible view perspective so that people can easily navigate the content that's there. In the future, as we test this out, to be able to sign in and have a public comment right there and then instead of navigating away to another website to view a public comment. So the comment would be in line with the policy or the proposed policy.

There is a great deal more. I'm out of time, but there is a great deal more here. Again, I want to be very, very clear about a few things. One is this is just the bare bones, the framework. We are going to work with all of you. There is going to be a meeting for people to comment on this website, on the tools, on anything on this. Within the tool itself. You'll see right here down below there's this little tool. It will allow you to suggest ideas. So you'll be able to comment. You'll be able to suggest ideas for the website right here and we'll be able to see them and react to them, as Tijani said, as rapidly as we can.

Because we're working on this with you, we fully expect this process to take about four months. We're not rushing it. We're going to take our time and when we are all content and when we are all satisfied that this

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meets our needs, then we we'll switch sites and we'll make this the main site. I'll stop there.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Chris. We have a couple of minutes for questions, so Carlos Aguirre. And we'll have Philip Johnson. First Carlos.

CARLOS AGUIRRE: Thank you, Olivier. Great job. Excellent work. Incredible things in the page. But, a question. This development is only in English?

CHRIS GIFT: That is an excellent question. It is not only in English. So, thank you, we are actually – I don't have a good solution yet for the other languages. We still don't. We've talked about this. We are still thinking of several ideas. What I don't like, well, none of us like, is the experience we currently have on ICANN.org, which is the content is in one language, but the navigation is not changing. It's very difficult for somebody to navigate and experience it.

We don't like that at all and that will not be repeated here. I can say that. The issue that we'll struggling with is we don't have enough translation resources to translate everything. So what do we translate and how does that still make an experience that makes sense? Because we translate some things and not others and if all we show is that, the

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experience won't necessarily make sense. They won't connect the dots between everything.

I apologize. We just don't have an answer. We are working on that. It will be part of the roll out, though, that it is a meaningful experience for all languages.

OLIVIER CRÉPIN-LEBLOND: I've seen quite a few people who want to comment. Goodness. Okay, Tijani, very, very short comment, please, and then we'll have Sergio, then we'll have Jose, then we'll come to you, Philip. Sorry.

TIJANI BEN JEMAA: It's even worse, Chris. When you click on the other language, sometimes it switches to the other language but it is not the same content because the translation is not a good translation. For example, for the learning module, we never have to translate something because you will not get what you want. You have to produce material in the other language. This is a bigger fault that you have to do. You are not listening to me. No problem.

CHERYL LANGDON-ORR: Tijani, if I could make a quick intervention. Some of the regional strategies are also looking at local solutions and I don't think we should lose site to that. With 56 languages in Asia-Pacific, we kind of know what we're talking about.

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OLIVIER CRÉPIN-LEBLOND: Sergio Salinas Porto?

SERGIO SALINAS PORTO: Thank you very much. I will speak Spanish. Please use your headphones. Is that right? My question has to do with something more technical in nature. We're speaking in a PHP for the development of these tools? The second question is, if we are working in PHP, are we using some CMS, some content manager, or is this our own development? Because if we have a CMS, there are many CMS that are known to everyone that allows us to have this translation tool. This translation tool is manual. We need to manually translate everything.

But we guarantee that there is no automatic translation and every content and all the manual is translated in at least the six languages of ICANN. Being that the case, we should gear to the road to that end. Thank you.

CHRIS GIFT: Thank youThank you for that question. We do use a standard CMS, an open-source CMS, and that is Droople, which I think is familiar to some of you in the room and certainly globally. Yes, I do agree that the navigation should be completely translated. That is, to us, that's not necessarily the issue. The issue is how do we support the amount of content that we create. We create so much content on a daily basis. I agree with you, it should be and it will be translated, the navigation.

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Some of that touches on machine translation and outsourcing tools for translation and how do we do that, involved the community in that. I can provide some of those tools, but to be honest, Nora Abusitta is the one who is running languages for us and I think she's coming to address the group? She is not coming to address the group. Then perhaps I can – She just arrived. She is the best person to ask that question of, if you don't mind.

OLIVIER CRÉPIN-LEBLOND: Jose Arce?

JOSE ARCE: Good morning. I will speak Spanish. Basically the question is general regarding communication strategy. I would like to know. ICANN strategy. How many pages do you want to have uploaded on to Internet? Because we have ICANN page, MyICANN, the wiki, ICANN Labs. I can go on counting. The more pages with information we have uploaded that I can have a search or I write down ICANN and that will be confusing because there will be many pages. Is the idea to merge the pages? Because I don't know what the strategy is.

For example, when you have beginner, you have to tell them, “You have to go to that page and get information.” Or a person sees ICANN and clicks on Google and there are six or seven pages different. The question is: is there some idea to unify and merge every content?



CHRIS GIFT:

A very good question, and yes, we are absolutely merging the content and the proliferation of tools into one tool, and that will be ICANN.org. We could not do that in the past because the platform would not have been able to support the applications we wanted. Due to the speed at which we were moving, we created these additional things.

However, we absolutely, 100% agree that they need to roll into I apologize the text is very small, but the plan is for, in phase three – we're at the end of phase one right now where we are showing this and making this open to everybody. A lot of people have already participated in this, but to open it up to everybody. Phase two is to production-alize the system and what we have. So gather even more and more community input and then launch it. Then phase three is to migrate all of those individual tools into this new platform.

We're not going to remove any of that functionality. That functionality is very useful to many people. We're just going to migrate it into the new ICANN.org.

OLIVIER CRÉPIN-LEBLOND:

Thank you, Chris, and last question from Philip Johnson.

PHILIP JOHNSON:

I'm Philip Johnson, incoming AFRALO leadership member. Let me first congratulate the two teams – the global outreach of Sally and communication team. They have done quite well in the outreach program. But what concerned me is what kind of strategy have they put

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in to place to make the local – for example, in the community, from what's in this digital outreach?

I come from a less developed country. Let me say that. That may find difficulty in understanding the digital outreach that has been developed. They are brilliant, but you would need, for example, a local [ALS] on the ground who in turn promotes these digital outreach tools to the civil society, the government, all the stakeholders. For example, the university recently [inaudible] the manager for the global outreach in Africa, wrote me and said, “Philip, I'm going to your region on a mission. What role can you play?”

These are the things where you should have some strategy. What role can the local ALS on the ground play in helping the global outreach team and the communications team reaching ICANN to the entire community?

CHRIS GIFT:

Thank you, very much. Another great question, and I think it also ties into some comments made earlier about localization of content and making sure that the experience and the information is relevant to people within a particular region. I can't answer part of that question. Certainly we are working on – and I think this is where we're going to need a lot of help because we're only in the very beginning of these ideas and we need to engage with everyone on this, is how do we create regional experiences of this? We don't have those. How do we

create a regional micro-site, if you want to call it that, because it doesn't necessarily make sense.

Let me take a step back. When we talked about translating this with many members in different regions and creating a localized experience at ICANN.org, people didn't necessarily like that. They thought that they wanted to see one unified global experience on ICANN.org. They felt that, for one reason or another, if they were getting an experience that was tailored to them, they were missing out on the global conversation. So, we thought hard about that and we said, "Okay, ICANN.org itself must stay global."

But then, we should look at regional sites that have some of the same information but then, again, content that is relevant to that region. It's not answering completely your question. How we create those micro-sites, how we create templates for them and make it easy for people to put them up and populate them is something we've just started to look at. This, hopefully, will answer some of the regional questions, regional websites. I suspect that it will take us a few months working together to create a strategy for that and then to launch it based on some tools that we have. As for promoting those digital tools once they're up, that really is a question for the regional vice presidents, unless – Duncan?

DUNCAN BURNS:

One of the things we're working very closely on, and I missed some of Sally's session, the global stakeholder engagement plan and then the plans in each region is very focused on that issue. It's what's our

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strategy? What's our approach to achieving what we collectively want to achieve so that we're not just asking scatter-gun for community involvement. There's a real approach so that you have a sense of what the opportunities are, things you might be interested in engaging in. That it's not the same demand to the same person every time. I think it's a work in progress, but I think it's something that, with Pierre and [inaudible] for example, we're very focused on.

OLIVIER CRÉPIN-LEBLOND: Thank you, Duncan. I'm seeing Rinalia make a face, being very unhappy. Go ahead, Rinalia. You have the floor. Otherwise she will kill me.

RINALIA ABDUL RAHIM: Thank you, chair. I'm not unhappy. I'm very happy with Chris. I was asked to be nice to him and I don't think that's a problem. He's a nice person and he's doing good work.

I wanted to make a suggestion. Many years ago, the World Bank started something called the Global Development Gateway and that was global initiative. Then they also looked at the issue of how to make that more localized and having national gateways and a can't remember if there were regional gateways, as well. We have a new member of the board, Bruno Lanvin. He used to work at the World Bank. I suggest you sit down and talk to him and find out what not to do. Very important. Then you'll know how to go forward.

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OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Rinalia. This pretty much closes the door on this session. However, just one more thing. There is the At-Large Summit taking place in London next year. It also coincides with ICANN's 50th meeting. Sally Costerton is assembling a team in London to be able to work on those matters. I'm part of that team and, of course, relaying all of the work that we're doing in this community. There is an At-Large summit to sub-working group in At-Large. The ATLAS II working group dealing specifically with public relations, and I think that members of this group will be working directly with you and with Sally and everyone in your team to be able to build the best At-Large summit, but also the best ICANN meeting ever.

If there is anyone in the room who is not part of that working group, they can go and speak to staff to get added on it, as well. And anyone remotely, as well. It's a vital component of the work that we are going to do. With this, knowing that we are more than 15 minutes behind schedule, we'll take a ten minute break. There is coffee still served outside. I thank you, very much, Duncan and Chris, for joining us. Ten minutes, exactly.

UNIDENTIFIED FEMALE: Just to let you know, the coffee is just out the glass doors and to your right. There are absolutely delicious pastries over there, as well.

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OLIVIER CRÉPIN-LEBLOND: Okay, take your positions, please. Okay, we're all set. Let's have the recording on, please.

Thank you and welcome back to everyone after this short break. We now have the next part of our morning program during the ALAC and Leadership Meeting on today, Sunday. The next part is looking through a hot topic. The hot topic today is to do with the At-Large selection process for the board director.

Just a quick intro. As you know, our current board director that was selected by At-Large is Sebastian Bachollet. His term comes up at the end of 2014, but we do have to go through a process to select a new director way before that. What we're going to do here, we have less than one hour now that we're running late, but we have some time to be able to explain what the process is, where we are going, what the different deadlines are, and any of the intricacies of the process.

With us we have Roberto Gaetano who has joined me at the head table. Roberto Gaetano is the, I think we'll make introductions afterward. He's the chair of the BCEC, the Board Candidate Evaluation Committee. Unfortunately, we do not have Tijani Ben Jemaa, who is the chair of board process – BMSPC. He's at another meeting. I've just seen him walk out.

Let's get going first with I guess with the process itself. How is it all coming together? We also have Cheryl Langdon-Orr who is here who was shepherding the first process that took place. We'll go through a

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quick introduction on what we are about to launch or what has just been launched. Who wishes to start? Alan?

CHERYL LANGDON-ORR: Alan.

OLIVIER CRÉPIN-LEBLOND: Okay, so we have Alan Greenberg.

ALAN GREENBERG: Thank you. I had the pleasure or something of writing most of the documents that led up to this whole process. For one reason or another, we built a very complex process with a lot of checks and balances in it, so this is not something that can be described completely in two minutes. Overall, the process is that we will be soliciting candidates who are interested in taking on the position of seat 15, the BCEC, the board candidate evaluation committee, will be doing evaluations of those and proposing an initial slate of candidates.

After that is published, the RALOs have an opportunity to identify candidates who are not selected by the BCEC but who did put in an initial application. Essentially, the RALOs can petition that additional candidates be put on to the slate. It requires three RALOs to support any given candidate to put them on to the slate. Following the creation of the final slate and with an opportunity to interrogate the candidates, to ask questions, to have them make statements, there will be a voting

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process. The voting process will consist of multiple votes, potentially, depending on how many candidates there are.

The process is that the first vote will narrow the number of candidates down to three. Then there will be one or two successive rounds until somebody receives a majority of the votes. The electors are the 15 sitting ALAC members and the five RALO chairs. The RALO chairs may, depending on their own RALO's rules, either cast a vote on their own conscious or it could be directed by the RALO. Any direction by the RALO that is the decision to direct and the actual value of the direction must be done through formal votes of the ALSes of the RALOs.

One of the things that we will have to be doing in leading up to this process is making sure that we know who the RALOs are, who the ALSes are because, clearly, since it's a formal vote, if you have ALSes that are essentially defunct, if we don't do something to clean that process up, you end up having essentially no votes and you may not end up with majority votes based on whatever the quorum rules are of the RALO to carry out that kind of vote. There's a lot of cleanup work that's going to have to be done. The preparation for the summit will be doing some of that cleanup, but of course, the summit comes after the election, so it's not quite in enough time.

That's the quick summary. As some of you have seen in e-mail, and we'll be talking about, when we re-wrote the rules last year, there were one or two things we seemed to forget that have become important. I don't know, Olivier, if you want me to talk about that now or go through the overall introduction and then raise it? I think I'm done, in that case.



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OLIVIER CRÉPIN-LEBLOND: I was going to say, go through the overall introduction and then we'll raise it. Go through the introduction first and then we'll raise it so as for everyone to understand the process and be able to get to the concern. You're finished?

ALAN GREENBERG: I can raise it now. It will make sense based on what I've said, so I can finish with this. We have a number of rules. I've said who the basic voters are, but there are some caveats. For instance, someone who is running for the position cannot vote. That's a bylaw issue. We have ways of substituting those so that the RALO is not disadvantaged in losing a vote because of that.

One of the things we didn't cover was a situation that happens to be the case today where we have a RALO chair who is also a ALAC member. That would give one person two votes. The general feeling is that the optics of that are not very good. So I have proposed that there be a way to replace the chair's vote with somebody else.

The other thing we neglected to address is what happens if one of the electors, because of illness, physically being away or whatever during the election, will not be able to cast their votes. There are times when we know this ahead of time and we're asking that we add a provision to replace those, also.

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All of this going down to try and make sure that no RALO is disadvantaged because of a quirk of fate and getting less say in the selection than otherwise they would have.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Alan. Next, I guess, we can then move on. Are we going to first take Roberto and then – or Tijani, perhaps, first. Tijani has stepped back into the room, so he is the shepherd for the process for the selection process itself. Tijani, you have the floor.

TIJANI BEN JEMAA: Thank you. Alan had a very good summary of the new rules, how we will do it, etc., so I don't think it will be good to repeat what he said.

I can tell you that our committee has just started working. We have very tight agenda, very tight time to do what we have on our agenda. Today in the lunch break we will meet because we need to publish the time lines and we will do it today after the meeting. Our committee will be overseeing the process. Roberto's committee will be selecting the candidates to be on the slate. We have two separate missions. They are complementary, but they are separate.

I think I don't have to say more because the process is clear. Perhaps Roberto wants to say some more?

OLIVIER CRÉPIN-LEBLOND: Thank you, Tijani. I then hand the floor over to Roberto Gaetano.

ROBERTO GAETANO:

Yes, Roberto Gaetano, for the record, chair of the BCEC. Yes, I wanted to add just a couple of quick comments to what Tijani has said. Most of the people who are hearing us and who are attending this meeting know what I'm going to say, but there are newcomers. And then also for the record, I think that we need to explain why the procedure is so complex. Other SOs or advisory committees have much simpler procedures for appointing a member to the board.

The point is that we want to have this as the largest possible participation, so we have to include people from the civil society, the possibility of having them as candidates, and not taking people just from a small circle of insiders. In order to do this, we need to set up a series of checks and balances and make sure that we have a separation of power so that the process is transparent and fair. Since the fact that we can allow any individual interested in the process, in the position, to present their candidature for the board, we need to have in place a sort of nominating committee, the equivalent of what a nominating committee does, generally for the board. That's the BCEC.

Why do we have another committee that is Tijani's committee is because we want to set the rules in a way that is transparent and who has the power to set the rules and who has the power to prepare the slate of candidates that has to apply the rules. It's two different sets of people and that is an additional check and balance.

Then, what we do as BCEC, we do not select the board member. We do prepare the slate of candidates. We verify the qualification of the people and we do a first ranking so that we can prepare. Instead of having the RALOs to discuss 55 candidatures, they will discuss about five candidatures. Then the real vote is taken place according to procedures in the RALO.

That is the overall concept. In terms of my committee, the committee that I have the honor of chairing, it's composed by two people from each RALO. We will adopt rules that are strongly similar to the procedures, to the rules, that the NomCom uses that includes a serious check on the conflict of interest, serious commitment about confidentiality so that personal data of the candidates are not becoming public record. And the whole thing is rules by an ethical behavior of the highest level. That means that we are already at work to set in place all these papers that we ourselves have to sign, conflict of interest and engagement to confidentiality and all these kinds of things.

Where we are now, we are now working in collaborations with Tijani and the high supervision and advice from who has done this work before, Cheryl and Alan, and the coordination of Olivier. In this space, we are working together so that we are in phase. From a week from now on, we are going to be completely separated to ensure that there is no confusion of roles and duplication of effort. That is basically it unless you want me to say something about the different subject.

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**TIJANI BEN JEMAA:** Olivier, just two words. Why there is two committees. It is because the BCEC is not like the NomCom. NomCom appoints. They choose people, select people. The BCEC don't select people. The BCEC select the short list, if you want, more or less. So this is the difference. There is a step further to be done and it is done by the BMSPC, plus the fact that the BMSPC is overseeing the whole process.

**OLIVIER CRÉPIN-LEBLOND:** Thank you, very much, Tijani. Next we have Cheryl Langdon-Orr.

**CHERYL LANGDON-ORR:** Thank you, Olivier. I wanted to say a couple of things. First of all, I think you've both, as leaders of these two committees, explained very clearly why there is this necessity for separation, but I wanted to pick up on what I would consider, and in my experience was one of the most significant parts of the work of your committee, which is now known as the BMSPC under our new Rules of Procedure.

For those of you who want to fit in to the corporate memory of what happened in our first experience, we called it, way back then, the At-Large Board Member Design Team. So there's a committee that disappeared, has grown up and has become this BMSPC.

But one of the very important things – and this is why it needs to be continually seen as oversight and design – is that you do a check and order at the end of the process not only to see that things have gone as the rules would indicate they should, but also to take from the

experiences of Roberto's team on what they believe may have been better ways or different ways of doing things.

And indeed, you can choose, and I suspect between this second run and the third, I would encourage you to choose, not just can choose, but to choose to go back to the wider community, to the At-Large, and get some feedback via survey or whatever, to allow you to build the next best model three years down the track. That's a very, very important part of what the BMSPC does.

I just wanted to recognize something which, Tijani, you started to explain, but I'd like it on the record because it is a tad confusing. In most real-world situations, something we call a nominating committee or equivalent does a search, discovery and then set of suggestions.

For reasons known only to the bizarreness of ICANN, they've called something a NomCom, which I'm having the honor of chairing and many of you have had the honor of serving on and some of you are now about to serve on with me, they call the ICANN NomCom the wrong name. It is, in fact, a selection committee. The ICANN NomCom selects and appoints, which is not a NomCom in any other world. It's just here in our bubble.

So we could not, when we were looking at how we do seat 15, call what is our BCEC what it should be called, which is a NomCom. So we came up with this somewhat convoluted term, which is the Board Candidate Evaluation Committee. So forgive us for having to put more alphabet into your minds. It's all because of the historic precedents of ICANN

having NomCom which is a selection committee and us having a selection committee which really is somehow now called something else.

I just wanted to take a moment, if I could, Olivier, to point out how lucky we are to have not just the team leaders, but the quality and talent that the regions have sent to populate both of your committees. You've got some amazingly good people to work with and I'm really very impressed and I think it is a measure of our maturity that this much energy and effort is going into it.

But I also wanted to particularly note where, Tijani, where you are known now because you're with us now, Roberto, I'm going to ask you to do a bit of self-promotion here. You've had touch points on all that is ALAC and, indeed, all that is ALAC review and the matter of seat 15 in a number of places in a number of times over the last 15 years. Some of us know who you are and where you come from, but I think we should put into the record why you are the absolutely perfect person for the job. So, I could do an intro, but I'd like to hear it from your perspective. Thank you, very much. A little self-introduction, for the record.

ROBERTO GAETANO:

Thank you, Cheryl. I don't know if I'm the perfect person for the post. I hope I can prove to be good enough for the position when this process is going to be over. Yes, maybe some of the new people – people who have joined in the last months or the short time – are wondering, “Who

is this guy who has been parachuted from God only knows where into this process to get such a responsibility position?”

Just a little bit of history. I have been participating in the committees that were in '97, '98, creating ICANN and so, if there's somebody to blame for this mess, I'm here to be blamed. Then, once not happy about the mess that I have contributed to create with ICANN, I thought that the mess was not going to be complete if we did not have the presentation of the users at the table. I had, in the beginning, unsuccessfully, tried to create a constituency for the individual users. That never saw the light. It is the famous seventh contingency that was never approved.

The second try was with ALAC. That was, I think, 2001, 2002. So I was one of the first NomCom-appointed members of ALAC. In this capacity, I was the first ALAC liaison to the board. Then, after, when things were almost complete and you guys were only waiting for me to clear the scene in order to get it really up and running, then I was appointed to the board. And I served a total of more than six years on the board, either as an ICANN liaison or as a director.

I'm saying this because I think that I have a good idea of what is the profile that is needed on the board, what is the best profile of director? But there's another thing that, to me, is also important. It's not just a director in abstract. I have seen the dynamics of the board and I have seen how you can be an effective or an ineffective board director. You can be fully qualified for being a board director but you can be also ineffective.



Since I am committed to the At-Large community and, therefore to the At-Large advisory committee, I would like to propose a slate of candidates that will be not only good directors but will be also able to bring the instances of the At-Large use of community to the board in an effective way. I think it is of the paramount importance that we, that the At-Large community, has a voice on the board that is effective.

I will just use another couple of minutes. I beg your pardon, but I think that this is important. When I was on the board as liaison in the beginning, the At-Large was seen as just a little bit more than window dressing. It was important, it was useful, but what are those [inaudible] not really. We were not on the peer level.

I think that it is only after years of action on the board, supported by the good work of the At-Large Advisory Committee, but it is also necessary that this is [inaudible] board in a good way that we could acquire importance.

At one point in time, I think it was 2008, 2009, when I was chairing. I was on the board and I was chairing the board governance committee, that we made the proposal for changing the non-voting liaison to the board to a full voting member. That means a director that had the same full power as any other director. I can assure you, it has been a big fight. But really a big fight. I think that if there is something we have to be proud, the action of the At-Large community and the collaboration with whoever was on the board at that the time that we have achieved this result.

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I think that it is essential to continue this. Sebastian has done an excellent work, but we need to have somebody on the board that has the confidence of the fellow director. That needs to be somehow embedded in the profile of the person that is going to be selected.

TIJANI BEN JEMAA: For the record, Roberto is a non-voting chair of the BCEC. So he's leading BCEC, but he doesn't vote.

OLIVIER CRÉPIN-LEBLOND: Yes, thank you, Tijani. And thank you Roberto for this extended intro. I think it's very important for people to understand the knowledge that you have in, as you mentioned, the profile – the type of profile required for a board director. I hope that you will be able to transmit this knowledge to all of the members of your committee so as for them to make the right choice in the selection of the slate that they're going to be making. We know that's going to be pretty hard work knowing that there are quite a few very good people in our community that would be able to assume that post. Alan Greenberg, you're next.

ALAN GREENBERG: Thank you. I just wanted to point out, for those of you who like self-punishment or history, the Rules of Procedure have a number of adjunct documents. One of them, adjunct document three, is essentially the history of the rules and the more detailed history of this first selection. But it includes pointers to the first white paper that was done.

If you question why is the final process the way it is, and Roberto gave a good reason of the rationale for the logic of why it is, but if you want to understand what six different things we looked at and then ended up with this one in each of the stages, the white paper, in fact, looked at options. Because there were many people in the community who suggested things that were quite different from what we ended up and tried to analyze the various options and come up with rationale for why the selections were done. There's a lot of history and detail there, if you're curious. Now whether we would make the exact same decisions today, who knows, but there's a lot of well-documented history there if you want to look into any further detail.

OLIVIER CRÉPIN-LEBLOND:

Thank you, very much, Alan. I open the floor for questions or comments on the process at this stage whilst I've asked the staff if they could just put the schedule up and I was going to ask Alan to just take us through the major dates, the major deadlines. Not every single this and that, and when the committee needs to make its decision and things like that. But when do we need to have a board member selected and, working backwards from this, why are we so concerned? If we're saying it's going to be needed for April 2014, that gives us so many months to get there, so why in the world do we need so much time?

ALAN GREENBERG:

I can try. And Tijani, who owns the process right now, may also have some insight. The last time, if I remember correctly, it took us about

four months to go through the process and some of the periods were very compressed. For instance, we had multiple rounds of voting, but we didn't have an opportunity to formally consult with the ALSes between the rounds. We had a process by which the RALOs could appoint someone. Not appoint someone. Try to add someone to the slate, but that was a little bit compressed.

This time, we vowed that we would not do things late. Nevertheless, before we got all the pieces in place, we were left with only five months instead of even more. So we're still tight. The bylaws require that we identify who the incoming board member is six months before they are seated. In this coming year, the board member will be seated at the end of a meeting on October 16th, and therefore, April 16th is six months ahead.

The reason for the large gap is to allow for the NomCom in its selections, the NomCom is obliged to enforce certain balanced rules. That is there must be at least one director from each region. There must be not more than three or four – I don't remember which, five – directors from each region. But, of course, they also have to try to balance gender and skills and a lot of other things. So knowing who all the AC and SO directors are early in their process gives them more ability to pick the right directors in the NomCom process.

The overall schedule – basically the landmarks that we were looking for is, sometime relatively soon, the BCEC will have settled on what questions they are going to ask the prospective candidates and solicit,

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put out a call for expressions of interest. There will be a deadline for submitting those.

The next major step is the BCEC evaluate those applications, the expressions of interest, look at the references. They may choose to do interviews – I don't know what else they're going to be doing – and come up with a slate. There will then be a several week period by which RALOs can, and by the way, everyone who applies, it is a public process. Unlike the NomCom, we will be posting the names and the parts of the applications for every person who applies. If someone has applied and not been selected, there is an opportunity for at least three RALOs to say, “We want them on the slate anyway.”

I'm presuming that there will be some process by which the RALOs can interact. I don't know. Roberto may even want to interact with them privately so they understand why they weren't put on the thing.

CHERYL LANGDON-ORR: I believe that currently there will be a single-purpose, multi-regional and At-Large community call on the fourth of February.

ALAN GREENBERG: Correct. I forgot about that. So, essentially there is a several week period under which RALOs can petition to add someone else to the list and that's followed by, as I mentioned earlier, a series of one or more voting processes by which the candidates are narrowed down to one.

Particularly because we have an even number of voters, but anyway, when you have more than two candidates, there's an opportunity for ties. The rules call to allow the BMSPC, in the case of a tie, to rerun the election. That presumes that there is an opportunity for people to talk to each other, maybe change their votes. If there is insufficient time to re-run the election in the view of the BMSPC, and it's their sole choice, or if the second one results in a tie, as well, there will be a random selection process which will replace voting because we have an ultimate time.

Pardon me?

UNIDENTIFIED FEMALE: [inaudible]

ALAN GREENBERG: The documents do suggest one. One of the problems with the random process is audit-ability, and you have really two choices. You can say, "I trust this person to do it properly," or you can use a process which can be repeated independently by someone else. My personal preference is that one because then no one can say, "They picked someone we don't trust." Hopefully, by the end of that period, we have a new director.

OLIVIER CRÉPIN-LEBLOND: Thank you, Alan. Wolf Ludwig?

WOLF LUDWIG:

I would just like to record that at some regions there may be different procedures for the candidate selection process. For the last one, we had a consultation at EURALO because our RALO chairs have a guided vote from their communities, as we said before, and I think it's still mentioned in the procedures. I will stick on this democratic-based process. I would never cast any vote of my personal preference. I will only cast the vote which is backed by the majority of my community.

Last time, we had two consultation rounds before we finally came up with a regional recommendation. This two consultation rounds is time taking. It took us minimum three weeks. This, I would suggest, should be considered in the planning process. Thanks.

OLIVIER CRÉPIN-LEBLOND:

Thank you, Wolf. I know that Tijani wanted to speak and then back to you, Alan. Tijani?

TIJANI BEN JEMAA:

Thank you. Wolf, you always have the possibility to have a directed vote, and it is in the Rules of Procedure. The other thing I wanted to say is that, Olivier, you asked when we need to have the director selected. We will need to have him selected in April. Why April? Because the bylaws say that we need to send the name of the director selected six months prior to the AGM. Since the AGM will be in October, we need to make the selection before 16 of April.

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OLIVIER CRÉPIN-LEBLOND: Thank you, Tijani. Alan?

ALAN GREENBERG: Just to follow on to what Wolf was saying, the rules currently say – the rules that are in place for this selection – that at the RALO's choice, the chair's vote may be directed. In the last vote, there was also an option for ALAC member, certainly the RALO-appointed ALAC members, to be directed by the RALO, and indeed some RALOs chose that. This time, there is an explicit rule saying that is not allowed.

There's nothing to stop a RALO member from deciding to follow advice, but they cannot be mandated to follow advice. They are put on the ALAC with some level of trust and the rules allow them to exercise that trust. So that is a change from the last time.

As Wolf pointed out, EURALO did do some consultations in the second round of the voting, which was done on very, very short notice after the first round. I believe immediately. That second round of consultation was not very easy and I believe we were told that some of the voters actually cast their vote prior to the consultation actually being finished. Hopefully the schedule won't allow that to happen.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Alan. Back to Wolf.



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**WOLF LUDWIG:** Just a quick remark. Democratic procedures are not easy, as a rule. They can be very complicated and time-taking, but I think it's worth this effort.

**OLIVIER CRÉPIN-LEBLOND:** Thank you, very much, Wolf. Just before we finish off this session, I wanted to add one more thing. As you know, we currently have a board director who is going to join us very shortly. But, one of the elements that Steve Crocker has recently introduced on the board is the notion of a 360-review. The 360-review is an Anglo-Saxon term for a few people who are on the board with you, so on the same committee, that will basically be assessing your performance. The exact way that it was done, I know that it could be actually more than two people. It could be more people, as well, but you basically are being assessed fully on what you have been doing and on several aspects of your performance.

There are varying thoughts on whether the 360-review has been performed for the current board member or not, but in any case, I'm currently in discussion with Steve Crocker for that 360-review to be available to me, to the EXCOM, to the ALT, to the ALAC. We're not quite sure yet. The Board Governance Committee has been sent a question as to what should be the spread of this information. We should soon find out, hopefully be getting an answer pretty soon.

I don't see anyone putting their hand up, so thank you very much, everyone, regarding this. Thank you, Roberto. And good luck for this hard work. I would like to specifically thank the people who have

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volunteered to be on those two committees because it's actually quite hard work. It's always great to see new people who are coming in. As you know, the committee, specifically the Board Candidate Evaluation Committee, needed to be made up of people who were totally unconflicted. If you were on the committee, you could not vote. That meant no ALAC members, no RALO leadership chairs and so on. That was, thankfully, done. We had some very good response as to all the regions being represented on there. So good luck for all your work.

TIJANI BEN JEMAA:

Olivier, there is a problem. The electorate can be on the committee. It's only the candidate that cannot be on the committees, but the electorate can be on the committee.

OLIVIER CRÉPIN-LEBLOND:

They cannot vote if they are on the committee. Anyone who is on the Board Candidate Evaluation Committee does not have a vote.

TIJANI BEN JEMAA:

Yes, only BCEC.

OLIVIER CRÉPIN-LEBLOND:

Correct. That's what I just said. Tijani, I think you might wish to speak to our good friend, Sergio Salinas Porto, who has an unlimited supply of [inaudible], and I think that's probably where we'll all have to get a little bit. We're all jealously watching you thinking, "We need some of that."

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And with this now, we are joined by Sebastian Bachollet, who is the current board candidate. Board member.

SEBASTIAN BACHOLLET: Not yet.

OLIVIER CRÉPIN-LEBLOND: We're not sure about the candidate. There's a question whether he wants to continue another three years on the board, but he is joining us here to be able to respond to our questions and to engage in dialogue with us and let us know a little bit about what's happening at the top whilst we are completely at the bottom. There's quite a distance between up there and down here. So, Sebastian, I guess you have the floor. Do you wish to take specific questions?

SEBASTIAN BACHOLLET: Thank you, Olivier, and thank you, everyone. I am ready to try and answer questions. I wanted to do a few introductory remarks.

First of all, I hope it's just a joke between you, At-Large and me that you are at the bottom and I am at the top. I feel that sometimes in the board I am at the bottom and some [inaudible] at the top. I try to be as much as possible with you and that's for me more important to have your inputs and to be able to act with inputs from your side.

This meeting, as usual, it's with a lot of things going on and it will be difficult to make a choice where to concentrate, but I wanted to tell

you, for example, the meeting we just finished about Technical Liaison Group, this meeting was supposed to be with the organization with technical [inaudible] like SSAC, ISOC and the TLDs, the IETF, the [inaudible]. Excuse me with the acronyms. That's all the organizations we take care of standouts in one way or another. On my request, it was open to all the participants to the organization, to the SO and ACs, all our SOs and ALAC. It's just to show that it's one thing I tried to take care of.

For example, when we were in IGF, we had the board briefing with staff each morning and I suggested it that we open it to the leaders of the SOs and ACs. Fortunately or unfortunately, the only one who showed up was Olivier. But for me, that was enough. No, it's never enough. But the other SO and ACs didn't come to the breakfast but [inaudible] was able to come and that was great because we need to be more closer from the community.

The [inaudible] inside the meeting, but not really discuss because I heard [inaudible] was here. He's about the Internet governance issues and I guess you already talked with Fadi about that. He's more eloquent and has more information than me, but it's an important point where you need to be involved one way or another. It will be your choice, a choice of your organization of your ALS, but it's really important to participate. I will stop here, Olivier, and will try to answer any questions.

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OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Sebastian. And so, I already see a few hands up. First we'll start with Eduardo. Eduardo Diaz, go ahead.

EDUARDO: Sebastian, I have a couple of questions. Can you give some advice to the new candidates who are coming in to this new process about the work and if you're going to be part of the board. That's one question. And the other question, and this I'm curious, in the three years that you have been there, what has been the most challenging thing that happened to you being in the board, if you can share that with us. Thank you.

SEBASTIAN BACHOLLET: Thank you. Time commitment. If you take each board member, it's very different from participating in the meeting and preparing a little to participate through committee to working groups, and to do some international works or travel, then my time commitment is something around 75% of my time. When I made this calculation last year, I even didn't count the time I was in a plane for ICANN. But it's nothing. I will not say it's something more than a lot of you. It's time consuming, but I know that some of you are doing even more than me. That's the first answer.

The second, it's a strange animal and it's an evolving animal, the board. You need time to understand how it's working and to be exited by the other. I was the first elected with a voice to vote. I think it's changed the way of behavior of the other board member liaison. I was not there

when the liaison was on the board, but I see the liaison of other groups, the relationship it's a little bit more easier, I will say, because at the end they don't participate to the vote.

I really think that the board have still improvement. It's a way of working even after those three years. Just to take one example, I am still struggling to have the voice allowed within the Adobe Connect, because it's very complicated to tick a box. But generally speaking, you At-Large, ALAC have better tools, better support. I will not talk about persons and I will not talk about staff, but you have a very good team. And you are very engaged also to user tools. That's something other part of ICANN could learn, and specifically the board.

OLIVIER CRÉPIN-LEBLOND: Thank you, Sebastian. Next is Tijani Ben Jemaa.

TIJANI BEN JEMAA: Thank you, Mr. Chair. I'm going to ask you a question in French so that you won't understand. Muchas Gracias.

Sebastian, we are very good friends, but now that I have to choose, I'm forced to ask some questions. We have chosen a member of the board for him to get to the board our point of view and our concerns and so that he would push within the board for we want to get do so that it gets done. So can you tell me, since you were appointed board member, what have you managed to do? What are your achievements for At-Large and for ALAC, specifically?

SEBASTIAN BACHOLLET:

I have short reply, and that is nothing. I think there is one thing that should be understood, because what you're telling me is I am your voice before the board, and that is not the case, actually. I am not a liaison.

It is the difficulty of the situation I struggle with. The others, the other SOs, the other ACs, bring policy resolutions. The SOs give policy resolutions. You are the only advisory committee or committee at all presenting recommendations to the board who no longer has a liaison. Board members are not supposed to be the go-between, meaning that when the time comes, I don't explain what ALAC does or that I do not push for certain things to be done, but it is complicated, actually.

Because when you get to the board, the first thing you're told or the first person that you meet is the Devil's Attorney, the ICANN attorney. You're given the list of what you cannot do and then you have a list of what you can do. You can do one thing, actually. And that is to vote taking into account the entire organization. As they say in California law, by taking into account the corporation.

So it is all this difficulty that is associated to the position that I hold today with the added complication that, among those chosen in general for each organization, SOs choose two members. At-Large only has one, which makes it even more uneven.

I am going to give you some examples which seem useful. Certainly, you have worked very much on all these examples that I am going to give

now because it might come in handy, and I'm only a small part of that. But I think if ATLAS II in London takes place next year, I think I gave my small piece of help and the opening of a number of meetings which are quite closed to others and, particularly, to your chair. That is, to me, an important element. And I also helped for the ICANN Academy to advance.

But conversely, there are things that I did not manage to get them to understand, such as the fact that the board decided to shut down three committees. For one thing, the committee that dealt with IANA. That was a committee that advised on delegations, re-delegations and so-on. Then, secondly, the committee that dealt with BGRC, that is the Board Global Relations Committee. So they dealt with global relations. And that is for it to be shut at the same time as they are launching and participating in the OneNet initiative.

Then they also shut down the [PLCC], which only changed names actually, because it didn't even change the charter. So there used to be a Public Participation Committee, which was a PPC, and then became the Stakeholders Engagement Committee. And they also decided to shut it down. That was a [BCEC], secondly.

I mean, they do a good job, but I think it is very unpleasant to be a member of a board which considers only its internal affairs, which is only looking at its own problems. I think there's very positive things. There are things which have progressed. There are others in which I find we have involved, actually, but we could evolve throughout this week. So that's all. Thank you.



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OLIVIER CRÉPIN-LEBLOND: And keep looking forward rather than looking backwards as to what we've done in the past, but as to more of what we have to do this week and what we have to do in the future.

We've got a queue with Glenn McKnight, Jose Arce and Fatima Cambronero, so first I will have Glenn McKnight.

GLENN MCKNIGHT: Olivier, you must have been reading my mind because it's great to hear what you've done, and it's great that you understand board governance and a lot of us don't really understand confidentiality and the whole issue of responsibility as a board member. Moving forward, though, what do you hope to achieve in terms of as a representative on the board?

OLIVIER CRÉPIN-LEBLOND: If I could actually just stop this because we're not actually in the election, selection and so on discussion. We're looking at what is needed this week from this community? What are the subjects which we're going to be focusing on? Not on what Sebastian is going to do as a person, as a board member.

GLENN MCKNIGHT: Sorry. I didn't intend that. I hope you didn't read that into it. All I'm saying is that, now that you're on the ground running, you're familiar

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with the job, you're getting used to the job, there's certain things moving forward this next year that you feel that maybe I need to put more energy in. Is that okay, sir? Okay, thanks.

SEBASTIAN BACHOLLET:

It's difficult to answer your question because to put more energy. Really, the point is to have always the voice of the users through me, because I was the only one. It's not be any more true because I think Wolfgang Kleinwächter could be also a very good advocate for the voice of the user. I was the only voice and then I was trying by any means possible to advance that. I want to continue and I hope I will get the [inaudible] for that.

Now, to take the question of Olivier, frankly while it's important for the people who are here for the two days of training, I guess we get the more important issue. ATRT-2, consumer trust, the strategy planning. You have – and if you need my help, I will give you as much as possible. The ATLAS II, that's for me next year, the most important event for ICANN within an ICANN meeting. And, already ideas on the top figure to invite, and that's good, but at the same time, you invite the bottom our organization, and that's more important for this organization. That's 165 or 170 people who will be gathered need to be really treated as well as possible and to be efficient during the summit and during the ICANN meeting.

I know, of course, during this week we will talk about Internet governance in general and that will be very important that you all

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engage, you participate not just during the meeting but after the meeting and at the OneNet initiative.

OLIVIER CRÉPIN-LEBLOND: Thank you, Sebastian. Next is Sergio Salinas Porto. Did I get the right person? No, I did not. Jose Arce. Sorry. I apologize. I just have this [inaudible] in my head at the moment. Sergio, I'm looking at you all the time. Over to you, Jose.

JOSE ARCE: Two very brief questions. The first one has to do with this. How important is it for a board member to perceive or to have salary? So how important is that salary for a board member? And secondly, can you comment on the effectiveness on the ALAC work on the board when you make decisions, what is the impact this has? How the board members see this work?

SEBASTIAN BACHOLLET: The salary is \$40,000 annually for each board member. And the At-Large and ALAC work is well welcome for the board, but the chair of the board is working on how we can take your advice. I don't know now how to say this word in Spanish. Advice. How to take you advice how it is captured, without just reading a paper and wondering what they are going to do with that. That is what we are doing right now. This is the task we are undergoing right now.

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We, I hope, will have some changes in the organization bylaws because the recommendations are also important as the GAC recommendations. This is something we need to take into account. Thank you.

OLIVIER CRÉPIN-LEBLOND: Next is Fatima Cambronero.

FATIMA CAMBRONERO: I apologize beforehand if this issue has already been dealt with and discussed before. I couldn't participate in the selection process of the board member, and on this occasion I will participate as an ALAC member. I would like to have very clear on my mind certain issues.

Before, you had said, Sebastian, that you are not a liaison within the ICANN board. So what is the nature of this representation? Once the ALAC member is within the board, is he going to work on his personal capacity? Does he go into represent the interest of the At-Large community or not? because somehow the way in which this role is performed, this will have to do with the answers or replies that the At-Large community will request. We are now having a first representative before the board. What are we accounting for? What is the ALAC community asking for? In this case to you or to any other member.

SEBASTIAN BACHOLLET: Sebastian Bachollet speaking. To answer your questions are really complicated because we have been elected by a group. This is the At-

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Large group. And when we are elected, we do not understand or we do not have any connection or any link with the electors. But after three or four years, that is in my case, we have to return or go back to our electors. It is difficult. But let's see what happens when we discuss this with the electors. I will try to see what we can do and what we cannot do. As I said before, it's a very good question because we don't have still any representative in the board.

OLIVIER CRÉPIN-LEBLOND: We still have Leon Sanchez and then we'll have Sergio Salinas Porto, and then the queue is closed because we do need to move on after that. So, Leon.

LEON SANCHEZ: Thank you, Olivier. I will speak in Spanish, as well. In a previous meeting, we discussed about a second seat within the board for ALAC. Is there any plan to carry out this in a period or in a time frame once this project is concluded? And I think it would be a good opportunity to start thinking in case this is done, how the election will be carried out. I imagine we will follow the same procedures but, in that case, the stakes will be scaled.

SEBASTIAN BACHOLLET: Well, to tell you the truth, that is your responsibility. I cannot do much. I can say that the studies of the ALAC functioning as two members to the

board, and we have only one member. But it is in fact you who are the ones who should work. I can help you, but that's all.

But I think that it is very important and if we take that into account with ATLAS II, I think we can have success. We can be successful because we had already, in ATLAS I, we have proved that we can work together in each of the regions, but behind the regions also and at the global level. So we can make a better work in London. We can show the community that we are ready to have a second member to the board. Thank you very much.

OLIVIER CRÉPIN-LEBLOND: And finally, we have Sergio Salinas Porto.

SERGIO SALINAS PORTO: Thank you, very much, Mr. Chairman. I will speak in Spanish. I would like to thank you, Sebastian, not only for your task on the board but also for your activities within the Latin American region because you always have made the effort to speak in Spanish and we are very thankful for that. This is very important for the diversity within ICANN, also.

On the other hand, I will keep on insisting on what Leon said. I remember, during the first summit in Mexico, in 2009, talking about this in meetings with the board and in public meetings, and I think that [inaudible] pushed me to speak about this in one of the public debates, the topic of equal co-government.

I mention this because the multi-stakeholder model should be based on the fact that all of the stakeholders should have the same amount of participants or representatives. Sometimes I feel like no matter how much effort ALAC makes or At-Large makes within ICANN to have this space of representation, this is not taken into account by the other spaces.

So the weakest part in terms of economic structure, of economic power, we are also in disadvantage whenever we have to debate these issues. For us, it should be of vital importance to have an equal representation level, equal to other sectors within the ecosystem.

I would like – I wanted to emphasize this because I don't know if you had had the opportunity to ask or debate this, but the question is: is there any possibility that the board member may debate this? Or this is not being taken into account by the board?

SEBASTIAN BACHOLLET:

My reply is this. I do it as many times as I can. The structure improvement committee of the board, when we discuss these issues – for example, yesterday I had a debate. It was not an official meeting, but it was a debate. The GAC recommendations should be taken into account. And I said, “But we also have recommendations by ALAC.” Some members of the board said, “But that is not important.” Many others said, “Yes, they should be at the same level.”

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So we must keep on working because we have a long way to go, but we will do it together. Thank you, very much. I was not ready to speak so much Spanish because I need to practice my Spanish. Thank you very much. And now we can continue discussing all together.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Sebastian. I guess that's very good practice for the rest of the week, since we are in Argentina. I'm sure you'll be solicited on quite a few occasions to speak Spanish. So take it as good practice.

We are going to continue now because time is ticking and I know that we haven't got much time at lunch time, as well.

TIJANI BEN JEMAA: Mr. Chair, we have an informal meeting in this room at 1:00.

OLIVIER CRÉPIN-LEBLOND: That's what I'm saying. Time is ticking. Okay, we're on the next part of our meeting and we have Susanna Bennett joining us at this table. Welcome. And Susanna is the new chief operating officer. New as in not that new. Recent, more recent. I think that one of the things is you've got quite a few new people around the table. It would be good to introduce yourself and introduce some of your background and really sort of what are the news with regards to operations and what's happening in your part of the ICANN world. Over to you, Susanna.



SUSANNA BENNETT:

Thank you, Olivier. Hello, everyone. Thank you for inviting me. Yes, I'm not that new, actually, with ICANN. I started on July 1st, so it's been several months. It's been very exciting working with the team on several things.

Quick background on myself. I don't usually like to talk about myself, so I figure in this environment, I should introduce a little bit with my environment. Started in finance first but very quickly, early in my career, I took on several other areas in operations side, for example HR and IT and administration, many of these operation areas. I found there's a lot of advantage having the finance background to expand into those areas and be involved with many aspects of mergers and acquisitions, IPOs and whatnot. As a result, learned a lot from many of these events and from the responsibilities and the people who I worked with. I'm very fortunate about that.

So, over the years, I fully built up a passion for operations excellence. I had an opportunity working with Fadi in a start-up in 1999. Six years later we sold it to IBM. I really respect Fadi as a leader. When he contact me earlier this year and I was very excited to have the opportunity again working with him.

Since I joined, the focus has been definitely operations excellence. That's one of the four objectives of fiscal year '14. In addition to that, we also focused on globalization. As you know, we sat up the hub in Singapore and the hub in Istanbul. So very happy to announce the team

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worked very hard on getting the hubs ready. Now they both are ready and we already have about five staff at each of the sites. Very excited about that. We're looking at about 15 staff at each of these sites towards the end of this fiscal year.

The other areas of focus for us is operations excellence. Many projects have started. We applied the EFQM model and quite a few low-hanging fruits, I should say. We were able to make changes and improve very quickly. We have a plan to roll out several things in trimester two and three to really get us to another level of excellence.

With that, I would like to hear some questions that I can help address in the meantime. Thank you.

OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Susanna. The floor is open or questions from our community. Operations on programs, etc.

I guess some of you might remember Akram was your predecessor, and of course he's moved over to a new position that's now dealing specifically with the new gTLD.

SUSANNA BENNETT: Right. Akram had definitely a little more responsibility. He had what I'm overseeing right now and many other things, including GDD and new gTLD division. What he did was move the finance, HR and administrative

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responsibility to me and he kept the very critical areas of GDD and he is the president there. Thanks.

OLIVIER CRÉPIN-LEBLOND: Thank you. So the floor is open for questions. Tijani Ben Jemma, go ahead.

TIJANI BEN JEMAA: Just open the discussion. Thank you Susanna for coming and you are in charge of, for example, the travel support. It's your remit, so perhaps we can speak a little bit about that. We have to perhaps think about those small problems that make people, volunteers, coming to those meetings sometimes very [inaudible]. If we can, together, think about those points and try to find a structure or something that can be sustainable and that we prevent that. For each meeting, those questions arise.

SUSANNA BENNETT: Tijani, you're talking about the travel area, yes? Absolutely, I think it's very important for very good representation from all over the world at this floor here. It's very important to the world, to ICANN, so you're absolutely right. We need to work together to try and address many issues, especially relating to visa, that many countries have problems issuing visa for various other countries attendees.

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Thank you for highlighting that to us. We will work together to do whatever it takes to do the best we can to mitigate that. Thank you for pointing that out.

OLIVIER CRÉPIN-LEBLOND: Thank you, Tijani. We've already got a queue. We've got Alan, Salanieta and then Evan. So Alan Greenberg?

ALAN GREENBERG: Thank you. I'll follow up on Tijani because the travel ones are one of those things that, no matter how well you do it right, you're not going to get an awful lot of praise. But when you do it wrong, it's easy to criticize, and we understand that. The issues like visas are difficult and we're always likely to have problems. If you do work ahead of time, they're easier.

The parts that really bother me, and I know bother a lot of other members of our community, and our community is a little bit unique in that although you provide travel funding for a lot of parts of ICANN, we're about the only part that, if you stopped, we wouldn't show up. Whereas the GNSO, some would manage to come anyway. The money you give them is nice but they have other companies and organizations that will pay for them. That's not the case for us.

In particular, I'll identify one or two sore points. There are people here who depend on the per diem to be able to spend the expenses they have to. ICANN, which doesn't have a lot of cash flow problems at the

moment, there is no reason that the per diems show up in our bank the day before we leave, or sometimes the day after we leave. Getting them to us a week ahead of time for those who really need the cash – and I'm not one of them, but those, it would be a real boon. It used to happen that way. They've moved closer and closer in. I know that there's a danger that if you send it a week early, maybe someone will cancel their trip and you'll have to retrieve it. Give me a break. It's not an issue.

Similar issues are repayment of travel expenses. You will not repay them until after the meeting. If you buy a ticket three months ahead of time, you spend the money. If I buy the ticket, I have to carry the float. Again, if I don't show up, there's an issue that doesn't happen very often. You've told us this time that you're going to pay the reciprocity fee for those who have to pay it, but you'll only pay it afterward.

There's all sorts of annoyances like that, and there's certainly a bunch of things we're not going to go into right now on scheduling the travel. I'm allowed to arrive on a certain day. If arrive five minutes past midnight. If I arrive five minutes before midnight, that's the previous day and it doesn't count. There's all sorts of annoyances and sometime we have to spend some time looking at them.

SUSANNA:

Thank you very much for those points.

[audio switches to Spanish channel]

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ALAN GREENBERG: We've been doing that over the last five or six years, but we'd be glad to do it again.

SUSANNA BENNETT: I'm sorry. I didn't know that you did that already. Excellent. Definitely, I'll review that with the finance team. Xavier is actually here in this building. I'm not sure why he's not in this meeting. He was invited. I'm sure he got tied up somewhere. I will work with him and the finance team to review and also the travel team, Joseph and Diane. You are Diane, right?

She is amazing. She knows a lot of history so she can definitely help all of us understand what are the challenges and how we can work on each one of them and we'll get back to you. If those things can be easily fixed, we'll fix them. If those things, we have issues with, we'll get back and chat with you. Okay? Thank you.

OLIVIER CRÉPIN-LEBLOND: Thank you. Next we have Salanieta Tamanikawaiwaimaro

SALANIETA TAMANIKAIWAIMARO: Thank you, Ms. Bennett. Just because of the challenges in time zones and the people who will be reviewing the transcripts later who may not necessarily be here in this meeting, whilst you were talking, you briefly mentioned some sort of model, FQW. I couldn't hear

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properly. But just for the sake of the transcripts, could you perhaps describe that acronym?

SUSANNA BENNETT:

Yes, EFQM model. that is the European model for operations excellence. I think the team before had presented this model that we've been applying for a couple of years now. I have been through and completed the first version of the model, actually had it audited and past the audit very well. So the reason we chose the model is because it's not just U.S.-based. It's international. EFQM is a non-profit organization, so it's a really good model that we chose to follow.

OLIVIER CRÉPIN-LEBLOND:

Thank you, Susanna. Next we have Evan Leibovitch and Glenn McKnight, and then I'd like to Xavier Calvez, who has just joined us, to take the floor. So first, Evan Leibovitch.

EVAN LEIBOVITCH:

Okay, I want to explain this whole thing, rather than just talking about the travel itself into talking a little bit overall about meeting strategy. There is a sense that now that business interests have got their way and the gTLD program has been approved, that there's less for ICANN to do so we need to shorten the meetings. So we had a situation where board meetings that used to take place Friday night now take place Thursday. As a result, that cuts one day off so somebody's saving some money. But At-Large still has a very big load.

We still have meetings going on on Friday. Yet, we still have people who are at meetings on Friday who are told to pack up and leave on Friday. Basically they have to check out of the hotel, go to the meetings and then immediately go from the meetings to the airport. There's a sense of humanity in this, I think, that's missing. I mean, in general, the meetings are being compressed to a point where our load isn't getting any shorter, and yet, the meetings are becoming more compressed.

Now there's more conversations about doing different things on Monday that used to be done elsewhere in the week, with the intention of efficiencies as opposed to having to actually accomplishing what we have been. I'm really concerned about this. I mean, we find our workload sometimes getting bigger, not less, because the issues that we've had aren't just with the gTLD program. And so we continue to be working with ICANN on many things.

Can you make a comment on the meeting strategies, whether or not there is any fear at all of things being contracted even further, which is a real concern seeing where the trends are going. And that we're able to do the work that ALAC has been mandated to do when we're here. That's starting to be, to me, a bit concern.

SUSANNA BENNETT:

Thank you for your questions. There's a couple of things as I address them. One is on the meeting strategy has been committees have been working on this exact thing, the future of the meetings. I started getting involved in the planning for this meeting in Buenos Aires and learned a



lot. Amazing how many meetings need to happen in Buenos Aires. Fadi and the steering committee talked about how creatively we can change and be more effective in running ICANN meetings.

One of the thoughts was, ICANN meetings, the most important thing is for the different groups, different community groups to interact. If we can focus the ICANN meetings just on that, then we can cut down on a lot of the conflicts. However, if that is the case, then that would not facilitate many of the community groups the opportunity to meet together.

There are various areas the committee is looking at, and Sebastian actually is the chair of the committee. It's still ongoing and I believe the team will get together again in January to get to a good draft to propose. That's on the strategy part.

In the meantime, we have hundreds of sessions like this one in Buenos Aires. I believe we have 200 or 300 sessions to cram in in now four days. It is very, very challenging. I totally agree. I have never seen any conference so amazingly run. And it's definitely very tiring at the end of the week for everyone. H

Having said that, regarding in the first part of your comment, actually Heidi and Olivier already brought that up with us, along with Tijani. So we tried to figure out different ways to address and in the meantime not to go out of the policies for the entire community. Xavier can get more into the policy side.

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What we talked about how we can mitigate this one immediately is that if we can have the Friday meetings start a bit early and then make sure that there's breakfast served in the meeting room, and the meeting can be finished around 11:00 or noon. This way would still be at the time or check out or before the time of checkout so the meeting members can have time to get things ready and check out and still have time to go to the airport. That's an interim mitigation. Hopefully that will work out well or better for most of the meeting members in the meantime until we have a more thorough look at the policy for the entire community.

OLIVIER CRÉPIN-LEBLOND: Thank you, Susanna. Next is Glenn McKnight.

GLENN MCKNIGHT: I applaud the committee for supporting the pilot project CROP. I think it's a great opportunity for At-Large to reach out to new ALSes. One thing we brought up last year, which is something that is probably a burning issue more to me than a lot of other people, but I think we all share the same thing. The fellowship program is great and I'm not against it, but it neglects the first nations or Native Americans and Canadians, which are disadvantaged, just like a lot of least developed countries. I'd like to appeal to your office to reconsider the idea of supporting fellowship programs through first nations.

CHERYL LANGDON-ORR: Indigenous communities?

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GLENN MCKNIGHT: Some people call it indigenous. American call it Indian. In Canada, we call the first nations

CHERYL LANGDON-ORR: I understand. But I would suspect you would like to have it global, not just regional.

GLENN MCKNIGHT: I'm referencing it to Canada and the United States. Thank you.

SUSANNA BENNETT: I need to get educated on this one much more than I am right now. Xavier, do you have more background on this you can comment on? No? Okay, so please forgive me. I need to learn a lot more about this before I can speak to the comments. Thank you.

EVAN LEIBOVITCH: Olivier, may I? I can give a little bit of very brief clarity. Right now, the policy for this is that it's restricted to lessor developed economies. We have also poor communities within rich nations that, right now, are excluded. That's the very quick way to describe this. That's what I'm talking about. You have situations where, within countries where you think, "Well, North America. They can afford it. They're rich economies."

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But within them, you have communities that, themselves, are very poor and I think qualifying, perhaps, of the same kind of benefits that are allowed elsewhere. Thanks.

OLIVIER CRÉPIN-LEBLOND: Thank you, Evan. We still have Yuliya Morenets and then Garth Bruen. Yuliya?

YULIYA MORENETS: Thank you, Yuliya Morenets, EURALO secretariat. I wanted to just support what was said concerning indigenous communities and what may be vulnerable or marginalized groups. But we believe each should go together with outreach program, which was discussed this morning. So she should also try to tie this to ICANN activities and afterward to have some specific fellowship program. Thank you.

SUSANNA BENNETT: Right.. Very good point. Thank you.

OLIVIER CRÉPIN-LEBLOND: Thank you. Garth Buren.

GARTH BRUEN: Thank you. Garth Bruen, chair of NARALO. Very quickly, in the United States, some of our indigenous communities don't have the benefit of

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government sponsorships. There's a certain amount of autonomy. Politically, they're almost separate from the United States. I know this is something that's difficult for people in the rest of the world to understand, and that's why they need a little bit more sponsorship.

SUSANNA BENNETT: Thank you. Good point.

OLIVIER CRÉPIN-LEBLOND: Thank you for this. We now have Xavier Calvez, who has grabbed the mic. So, Xavier, the floor is yours now.

XAVIER CALVEZ: Good morning or good afternoon. Sorry to have been a bit late. I'll speak quickly on the FY '15 operating plan and budget process, a couple of comments and then I'll take your questions on that or anything else that you would like. I'll try to be very brief. As a result, I won't do it in French.

Two main subjects on the FY '15 planning process this year. As you know, there is an ongoing process that started a few months ago to re-document, I would say, rather than re-define, the five-year strategy of ICANN, and that process has started, will continue through approximately April or May of 2014. This process will be happening effectively in parallel of the development of the FY '15 budget.

As a result, we will not have as we would normally need it the input of the strategy at the beginning of the budget planning process. This is going to be another interim year where while the five-year strategy is being developed, we will conduct the FY '15 budget process. As a result, we will have a phase of the FY '15, budget process that will enable us to formulate objectives at the end of FY '15.

So between basically January 2014 and June 2015, what do we want to get accomplished? What do we want to achieve there as an organization? By function, at I wouldn't say a very granular level but by each of the functions of the organization – level of service, specific projects, and along the lines and documented with the dashboard that, as I may have mentioned, we're going to put in place a rather specific system of metrics and progress. This is going to be the intermediate approach because we're not going to have the five-year objectives. But we're going to formulate the one year and a half objectives.

While doing that, we will therefore, have a dimension of resources to achieve those 18-month objectives until the end of FY '15. When the strategy will be finalized towards April or May, we will, of course, ensure that there is sufficient consistency within the FY '15 plan that will have been developed with the immediate output of the strategy so that we can take that output of the strategy into account and possibly, of course, accommodate some of it immediately in the FY '15 plan. We do intend to plan to introduce as much flexibility in the FY '15 plan to be able to take into account actions that would come out of the five-year

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strategy and that would be applicable right away, I would say, during FY '15.

How do we intend to introduce that flexibility? We are thinking right now on trying to have within the limits of the revenues, which is the standard approach for us to budget for expenses. We budget for expenses no more than we expect to have revenues. Within the level the limits of revenues, to increase probably the proportion of contingency, which is the amount included in the budget that's unallocated to any specific expenses. To increase that amount so as to allow to absorb potential costs that would not have been defined as part of the FY '15 budget, but that would result from output of the five-year ICANN strategy.

The second item that will change a little bit on the FY '15 process is the SO and AC additional budget request process. Two main things that will change there. We're intending in the next two weeks to share the list of criteria that are being used to evaluate the requests on the one hand so that everybody has those upfront. The other change is, if you remember last year, we introduced two steps into the process in terms of timing. We had the first step of approvals in Beijing for those requests that need earlier approval because they are relative to actions that are coming earlier in the fiscal year. And we had a second phase, usual timing I would say, June approval, with the rest of the budget.

This year, to try to leverage the advantage of last year and to eliminate the issues of last year, we are thinking to bring everything forward. Having one process only, one step. But scheduling it earlier. Meaning in

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Singapore and by Singapore, we would have received all requests, reviewed all requests and evaluated them and submit to the board for approval a list of requests in Singapore. All requests would then be approved or denied by then.

It's obviously an accelerated process and the purpose of that is to make sure for everyone there is sufficient time to be able to be able to plan then for the actions. So your feedback on that would be helpful. I think last year in recognizing that the meeting last year, the spring meeting last year, happened a month later than it will happen next year, because Beijing was in April. Singapore is in March. We're going to start the process earlier this year, as well, because last year we started at the end of December.

Cheryl, do you want to start? Tijani and I will work a little bit more precisely on the timing, but that's the intent in order to allow for simplicity on the process. Last year, splitting it into two had the advantage of bringing an earlier decision process, but also created a bit more complexity in the process for all of the organizations and for us in terms of processing. In order to simplify it, providing one process, one deadline, is expected to make things a little bit more simple. I recognize it therefore makes for less time to formulate those requests. So hopefully you can react on timing and timing required to formulate requests.

Tijani, I don't know if you can help provide comments or the sense of the process that is being used to formulate requests. Is it something that you think can be accommodated within this timing or not?



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OLIVIER CRÉPIN-LEBLOND: Thank you, very much, Xavier. Tijani, please go ahead. Okay, thank you, Xavier. I was going to say the floor is open for questions. We're kind of running out of time because we're a little bit late, but then Tijani is running this next session, as well, so it really is up to him in regards to when he wants to end this one. But with regards to having the earlier supporting organization and advisory committee, SO-AC requests, that's something which certainly is going to benefit some of our regions, especially the ones that their events are traditionally taking place during July and August. That's one thing.

That said, of course, it does mean that we need to launch our own process of SO and AC requests and get our regional and At-Large organizations to file these much earlier. So, do you have an exact date by which we need to have those requests ready?

XAVIER CALVEZ: No, the end of February.

OLIVIER CRÉPIN-LEBLOND: End of February we need to have SO, AC requests ready, sent, vetted, etc.

XAVIER CALVEZ: Submitted.

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OLIVIER CRÉPIN-LEBLOND: Submitted. Okay, so we could work them in January. We're not looking at having a December 15th date were we needed to have started the process a while ago. We have time on that.

Okay. Rinalia Abdul Rahim?

RINALIA ABDUL RAHIM: Thank you, Mr. Chairman. Xavier, the Asia-Pacific region has a problem with the timeline in the sense that December is a gone month for everyone and January is a gone month for Asia-Pacific region in general because of the diversity and the festivals and Chinese New Year, etc. It's very difficult and extremely compressed for us. We need another solution.

XAVIER CALVEZ: Okay. We'll think about it. You should suggest options, as well, because I can't introduce more months into the year.

OLIVIER CRÉPIN-LEBLOND: I have a solution to this, to abolish time zones and months and whatever and have one month and one time zone for everyone. Tijani Ben Jemaa?

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TIJANI BEN JEMAA: Yes, [inaudible] question. I think that let him go with his deadlines and we will negotiate the Asia-Pacific case particularly. I think it will not be a problem because they will have time to treat the other requests. When your request comes, they will finish it. I think it is feasible.

XAVIER CALVEZ: Of course, you don't know until you've done the process, but do you think that the type of requests that would come out of the process of inquiry and formulating those requests would be significantly different in nature or in types of activities than the ones of the previous years?

CHERYL LANGDON-ORR: Because CROP is active and we're very supportive of this, you can take most of those types of requests out of the equation. But I will note most of the Asia-Pacific focused activities that we would have want to have had something like CROP.

Something like CROP support [inaudible] falls outside of the FY '14 timing, so any of our activities are already excluded. So you've inadvertently disadvantaged Asia-Pacific in CROP, but we're supportive of getting the pilot running and making it work. You will take all of those away. We won't put in CROP-like activities because it should be dealt with CROP, but none of our activities fit in the limited space that CROP gives us, as well. So you won't be getting a whole lot of stuff from Asia-Pacific, other than angst.

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OLIVIER CRÉPIN-LEBLOND: Thank you. Anyone else? Back to Tijani and then Sala.

TIJANI BEN JEMAA: I think that, in the future, the additional requests will be very, very slim because the CROP will replace any outreach request and I think that, and I will work with Xavier and Susanna on this, we need to include the participation of the community in the international events inside the core activities in ICANN so that it will not be an additional request. It will be budgeted with the activities of ICANN. So at the end we will have only the small things that are unforeseen that we have to ask for. Thank you.

OLIVIER CRÉPIN-LEBLOND: Thank you, Tijani. Salanieta Tamanikawaiwaimaro?

SALANIETA TAMANIAIWAIMARO: Salanieta Tamanikawaiwaimaro, for the transcripts. First I'd like to just quickly comment on the fixed variables, which we have no control over the end of the financial year for ICANN and the sequences that follow. But what we can certainly do to bring some sort of viable solution to address this is perhaps both finance or operations can work together with the regional communities to perhaps have more strategic development plans of framework for a longer period of time.

Having said that, understanding that the budget process and requests and applications happens annually, and so there's some difficulty, I

think a distinction can be made between certainly what can be forecasted and I see where you're coming from Xavier, but at the same time being flexible enough to counter for the unforeseen potential activities that could surface. I thought I would just add that to the mix. Thank you.

OLIVIER CRÉPIN-LEBLOND:

Thank you, Sala. Any other comments or questions? I see no one else. Okay, well thank you very much for joining us, Xavier, and no doubt we will be following up with you. And if there is any follow-up, we do have the finance and budget subcommittee of the At-Large Advisory Committee. I think I can also add that we might, with some of the changing leadership here – in fact we do need – to send out a call for new members of the finance and budget subcommittee.

As you know, without members of the FBSC, then we cannot make those requests. If we don't make those requests, we're not funded. If we're not funded, then we can't do things. There's a whole process here where you need to obtain the funds in order to be able to get our communities together to be able to do things. I know that the process has improved over the years.

Just a few words? So, okay, great. Thanks for joining us Xavier and thank you to Susanna Bennett, as well for joining us.

Now we have a housekeeping note, which is going to be the length of the break that we have for lunch today, and it appears that on the paper

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it says from 13:00 to 14:30, which is indeed the case. However, there is a joint working group meeting of the BMSPC and the BCEC. Not quite sure how Tijani wants to play this or Roberto wants to play this. I'm turning to the two chairs. Gathering people to the table I guess and, for everyone else, you're free to go and enjoy your little break, coming back here at 2:30 is when you're regularly scheduled programs restart.

Please be here on time. We did start a little late this morning and this is what brought us a little late now. So, if we can stick to the time, it would be great. Thank you.

[END OF TRANSCRIPT]