

---

DURBAN – Academy Working Group Session  
Monday, July 15, 2013 – 12:30 to 14:00  
ICANN – Durban, South Africa

SANDRA HOFERICHTER: Okay. So welcome everybody for spending your lunch break with the ICANN Academy Working Group. I'm very happy that so many of you are here and I hope we will get some more attendees later on.

My name is Sandra Hoferichter, I'm sharing this working group since I think, almost two years, one and a half years now. And first of all, I would ask everybody to just introduce themselves quickly. Say your name, your stakeholder group or your affiliation, and maybe a few words about your interest in this working group.

Avri would you be so kind and start?

AVRI DORIA: Sure. My name is Avri Doria. I'm a member of At-Large. I'm a member of GNSO. I'm into doing curricula for academies and schools of all sorts.

UNIDENTIFIED: Hello. I'm [? 0:01:34] .... I work with the Gambian YMC dot, the not for profit operational constituency [? 0:01:42]. I'm part of the meeting strategy working group of ICANN. Thank you.

---

*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

---

**GLENN MCKNIGHT:** Good afternoon. My name is Glenn McKnight. I'm with NARALO and also the NARALO representative to Nom Com. I've been participating with the Academy and with [? 0:01:59] with the [noodle 0:02:00] concept that we suggested a couple of years ago.

My background, I developed IT certifications around the world, particularly Linux. And I'm working on mobile applications as well. Thank you.

**GARTH BRUEN:** I'm Garth Bruen, Chair of NARALO. And I educated consumers and end users on ICANN procedures and policies. So I have a keen interest in making sure this type of program gets off the ground. Thank you.

**UNIDENTIFIED:** I'm [? 0:02:34] from Internet Society [? 0:02:35] ALS. I'm a member of this working group. Thank you.

**DEV ANAND TEELUCKSINGH:** Good morning everyone. My name is Dev Anand Teelucksingh, ALAC member selected by Latin American and Caribbean community. I'm also a former LACRALO secretariat. I'm interested in the work of the ICANN Academy.

**SILVIA VIVANCO:** Hello. My name is Silvia Vivanco. I am ICANN staff.

**MATT ASHTIANI:** Hi. I'm Matt Ashtiani. ICANN staff.

---

SUZY JOHNSON: Hi. I'm Suzy Johnson, ICANN staff.

HEIDI ULLRICH: Heidi Ullrich, ICANN staff.

CHRIS GIFT: Christ Gift, ICANN staff, also for online community services.

NORA ABUSITTA: Nora Abusitta, ICANN staff. I oversee the Public Responsibility Programs of ICANN.

KLAUS: Hello. My name is Klaus [? 0:03:36], I'm from Austria. I represent a [Different 0:03:39] Austria. And even if I'm working in the environment, internet environment for many years, a lot of things are also new for me so I think it's a very interesting initiative here.

And very happy to be part of this working group today. Thank you.

UNIDENTIFIED: [? 0:03:56] from China. I'm representing ccNSO.

TIJANI BEN JEMAA: Tijani Ben Jemaa. I am from Tunisia. I'm vice chair of AFRALO and a member of ALAC and its Executive Committee.

---

AZIZ HILALI: Aziz Hilali. I am from Morocco. I am the secretariat of AFRALO.

UNIDENTIFIED: I am [? 0:04:20] from Fiji. And I chair the ALAC capacity building working group.

UNIDENTIFIED: [Darma Daily 0:04:26] from North American At-Large and acting as secretary for this meeting.

SANDRA HOFERICHTER: And we just have a new arrival. If you could quickly introduce yourself.

UNIDENTIFIED: Thanks Sandra. My name is [Mc-Tim 0:04:41] I do internet governance capacity building amongst other things. I'm here with NCSG this week.

SANDRA HOFERICHTER: Thank you very much. I heard that we have numerous online participants. Matt would you please introduce who is participating online?

MATT ASHTIANI: Hi. This is Matt Ashtiani for the record. Online we have Alan [Skews 0:05:04], Darlene Thompson, Gordon [Chill-cot 0:05:07], Murray [? 0:05:10]... Ron Sherwood, and Tina [Dam 0:05:14].

And if I could please remind all participants to speak slowly and clearly and to state your name before speaking for the interpretation, that would be very much appreciated.

---

SANDRA HOFERICHTER: Thank you very much Matt. It's Sandra speaking. On today's agenda, we have two main points. For the first main point, I'm happy to have Nora Abusitta and Chris Gift with me. They will speak about the current status of the online education platform.

Just for you to recall, we had a similar meeting in Beijing, where Matthew Shears was still in charge of development for the online education platform. As Matthew Shears has assigned for a new job, a full-time job, he would not be able to work on this project anymore.

And Nora and Chris will give us an update on the current status of development and how we are going to collaborate with our community. And our second point will be a closer look to the pilot leadership training program.

We distributed of our proposal which went into the budget of financial year 2014. And we are still in a good hope that our proposal will be approved, probably in Durban or shortly thereafter. And we should use this time of the face to face meeting here today to discuss the most important things, how we are going to proceed in case it's going to be approved.

But now, I hand over the floor to Nora and Chris to explain to us a little bit more about the online education platform.

NORA ABUSITTA: Thank you Sandra. First of all, thank you all for inviting us to your meeting today. I'd like to start by explaining why online education

---

platform has now become online learning platform, and this is really a reflection of many conversations we had with community members who preferred that we change the term education to learning.

So just to clarify why things have changed. It was really a reflection of many discussions that we've had with the community members who were more comfortable with that term. To start with, I'd like to go over the business plan that Matthew Shears had prepared.

We're basing all of our work on the research, and the conversations, and the plan that he had presented, we updated it a little bit to make sure that it reflects the feedback you gave him in Beijing and beyond. As you know, the online learning platform came as an answer to a need that was expressed by the communities, by the staff, and by the leadership.

It is really an answer to the question of how do we compile all the learning and education and material that we have available to us? And how do we make it easy to use and available to everybody? We at ICANN were thinking of the best way to do this, and we decided that we would find the proper technology.

And I think Chris Gift will talk to you a little bit about that, but the actual platform, to choose the actual platform we had to go through several demos and we finally decided on one last demo. In terms of personnel, Matt if you could move on to the next page.

Within ICANN, we're going to have one education expert that will work on this program. We will have one full-time curator that will also serve as the liaison between us and the community members to make sure

---

that your content and your materials are properly included in the platform, and presented properly.

And then we're going to have a system administrator that will make sure that the platform is functioning properly. Our deployment, our phase one, we'll probably have something up and running in August. We'll have it ready for you to start trying in Buenos Aires.

We're getting closer to that. We compiled enough material for phase one. We've chosen the right platform, so I think by Buenos Aires, you'll be able to see the platform and function. Phase two will be really where we interact the most with the community because we're going to go beyond what we have available to see what the community would like to see present on the platform.

And this is where we're going to interact with every constituency and every group that would like to have a presence or a piece in the education platform. And of course, the last phase which would be beyond 2014, we would add a different kind of modules, which are the skill building modules and the professional development modules that...

And perhaps even as an ICANN certification or an ICANN diploma that will be rewarded to the users or to the students. And that will definitely be done with an educational establishment. So it wouldn't be an ICANN thing, it would be a collaboration. And we're talking to several educational organizations that might work with us on that.

I think you've all seen the methodology that is going to be used, we're not changing anything in that methodology. If you can move on to the next one. So the content will be organized into modules. You have...

---

And then... You'll have several modules, and then then the modules will make up track.

And the important thing to see here is that the same module can be used in several tracks. So it's just really a reorganization of existing materials and building them in certain tracks to answer the needs of every student. Matt, the next page please.

The development of content. In phase one, we will really be pulling existing material. And frankly, I thought this was the easy part, but it was a little bit challenging because we realized that a lot of the existing material is outdated, so a lot of work needs to be done there.

Just a note on content, all of our content will be provided in languages that we provide for ICANN, so the six UN languages. And that's also another challenge because not all the existing materials have been translated thus far, so we're working on that as we speak.

Those modules will give a good overview of ICANN, ICANN's role, the constituencies. So basically, the basic knowledge that one needs to be able to operate in ICANN. Phase two will have content that will address the needs of the communities, and it will involve the communities heavily.

So we've prepared a sample module just for you to see what it might look like. This is just a sample, it's just to show you how we were able to pull a lot of the materials off of the ICANN website and so on. Next one please.

---

So ICANN 101, for example, would look like that. We would pull existing material. These are... So every line shows a module, and all of these modules are put together to form the ICANN 101 track.

As you can see under the language line... A lot of them do exist in several languages, but not all of them exist in all of the UN languages. Also something to note here is that every track will cover different levels of knowledge of the student or the learner. So we'll have tier one, which is the simplest, and then tier two is a little bit more complex, and tier three is really for the advanced students.

This is another track which is ICANN in Africa. Keep going Matt please, thank you. And then this is another track that we're basing on the fellowship program. The tracks will consist of videos. The videos will be provided also... We will provide the transcripts of all of these videos, will provide audio.

We will have materials pulled from training modules that we've used in the past. And that's it really in a nutshell. I thought it would be good for you to see what kind of information we were able to pull thus far. And I look forward to answering your questions.

SANDRA HOFERICHTER: Thank you Nora. Chris, do you have any additional points at this stage? Please, go ahead.

CHRIS GIFT: This is Chris Gift, ICANN staff. So I don't have any slides. I will just say some of the same data that we presented in Beijing, but I just want to reiterate it and make sure that – well, I'll just leave it at that. Reiterate it.

---

We... As a platform, I think most of you know, we ended up selecting Moodle as the platform. [Laughs] Yes. It is in many ways the obvious choice, not only because of the cost, it is an open GL so no open source license, but also the amount of global support available for Moodle.

The number of people that are familiar with the platform. There is people around globally that are familiar with the platform. So general acceptance of it. I do realize there are other platforms out there, there are other choices, but when we looked at that in terms of what the community could be able to access in terms of resources locally for them to access, there are people everywhere in terms of that can provide training on Moodle.

And that is well for ICANN in terms of IT support and supporting the platform, it was a very clear choice. So we're moving forward with that. We have contracted with a service provider who is going to help us configure Moodle, because as many of you, or some of you, know Moodle out of the box is – it's not very appealing out of the box.

It is a very generic experience. So we hired a firm to help us with these courses and help with the experience in Moodle. So Moodle, we are working... We have the contract signed with that firm. When we contracted with the firm, we did go through a selection process, a RFP process.

We sent out the RFP to I think, roughly eight different providers globally dispersed. Some in Latin America, some out of Europe, North America, and also in Asia. We selected a couple in Singapore to get the RFP. And we selected them based on the number of clients that they had and the

---

experience that they had in terms of deploying Moodle, and working with a global client base.

After that process, we ended up with a provider and we're moving forward with... We are aiming to have Moodle up and start populating the content in August. So I don't exactly when we'll actually turn it on and make it available to everybody, but we are aiming to have the first courses up and the system configured in August, as well as the internal training happening and all of that.

I think the last point I want to make on this, is – so if anybody has any questions about the technology, feel free to reach out to me. But I think, one of the things I think we need to be very cognizant of and aware of over the next few months and perhaps even longer, is...

What I want to make sure is that Moodle, or the online learning platform, doesn't become a standalone offering off to one side. I really want to make sure that it's fully integrated in the engagement experience and online...

For me, at least, the online engagement experience so that courses are offered to people at the point that it's appropriate for them to be offered. So whether they're joining a working group to have courses available to them that are appropriate for that working group and that level of knowledge, as well as if they just coming to ICANN as new people, as new comers, that they get the appropriate course work presented to them as well.

So I just think when we talk about this and when we think about it, I think over the next few months any feedback and input, and as I start to

---

work through that digital engagement project, any feedback and input on how we can make sure that seamlessly brought together, I would greatly appreciate. Thank you.

SANDRA HOFERICHTER:

Thank you very much Chris. It's Sandra speaking. Before I open the floor for question to Nora and Chris, I want to recall what we have on the agenda today. And I think this is really important now that we have the chance to talk to Chris and Nora in a face to face manner.

The question is, how is this working group, this ICANN Academy working group can contribute to populate the online learning platform? Which means, how do we get on the content? I think it's very important that we are looking on the same picture, and I would ask Matt to upload the picture which was in Nora's presentation.

It was very small, but very – where this graphic was about this modules, about this circles. Exactly this one. Maybe enlarge it a little bit that we can also read the content in this pictures. And on the other hand, I'm not sure that if this is possible that you un-light the slide I forwarded to you.

Yes. So that we can actually compare and discuss the picture on what we're talking about in terms of the ICANN Academy, and what we are talking about in terms of the online education platform and how this is going to be together or to be connected.

I think this is important that we are very clear on this and that we get clarity on this. While Matt is uploading the slides, I would like to open

---

the floor. I know we have one question from Roxanna online, but I see that [? 0:21:20] you already raised your hand first.

UNIDENTIFIED:

[? 0:21:34] from ISOC [? 0:21:36] ALS. And at the early stage of the working group, some of us members of the working group were the first to talk about integrating an online platform as part of the ICANN Academy. And volunteers from my company, it's a design company, did actually build a model platform.

You were saying that it was very difficult to configure, so you had to float an international contract for services. And so, straightaway we built it more or less to configure it. It is still online. It is still online.

And if you would like to make use of that, you could make use of it free of cost. Thank you.

CHRIS GIFT:

Yes. Moodle. You can get Moodle up and running within actually two hours, it doesn't take very long. But the reason we went to this other provider – and, by all means, I'll definitely spend more time on it, is that they had another layer... They have a few more tools that they use with Moodle that greatly help the experience, and it will help us integrate it with everything else that we're going to have going on.

And as I said, we're investing... When we're investing in it, we're investing in making sure that it's – how best to put it? That the... That it's just a rich experience in Moodle. So by all means, I'll definitely – thank you very much, I'll definitely take a closer look at that.

---

And then see if we can use any of it, see if it can be integrated in. Can I have the... I'll touch base with you offline after this meeting. Thank you. I apologize, that was Chris Gift.

SANDRA HOFERICHTER: Thank you Chris. Roxanne, Matt would you please read out Roxanne's question?

MATT ASHTIANI: Sure. This is Matt Ashtiani for the record. This question comes from Roxanne [? 0:23:37], Roxanne asks, "Are you going to involve local communities in the process of translating your platform into the six UN languages? I'm speaking firstly of Russian."

NORA ABUSITTA: We are actually looking into different ways of providing these translations. We haven't made the final decision yet, so we'll definitely let you know. Oh, this is Nora, sorry, for the record.

SANDRA HOFERICHTER: Thank you Nora. Next in the queue is [? 0:24:15] and if there are no – and [Darma 0:24:17], okay. And then I close the queue because I want to go to this...

UNIDENTIFIED: Thank you Sandra....

SANDRA HOFERICHTER: I'm sorry. I haven't....

UNIDENTIFIED:

Thank you Sandra. [? 0:24:28] for the transcripts. Just very quickly. I find that the spirit in which the online platform was selected is in complete contradiction to Fadi Chehadé's opening remarks in terms of the vertical and horizontal governance mechanisms.

Having said that, one and a half years ago, I've been advocating online platforms, and it is a good thing. Don't get me wrong. But the issue I have is, in essence because we... The facilitation and the selection process that's going to serve the global ICANN community, I have serious concerns in terms of the considerations and also the mechanics in which the selection process occurred.

And I feel that the community was not involved whatsoever, particularly in the selection process. And also, some of the potential considerations that should be factored in is critical and necessary.

Iran, for example, the government is deliberately slowed down bandwidth, where there are instances where citizens have – don't have proper access to content and that sort of thing. And you have extreme instances like in the Solomon Islands, in the region where I come from, where bandwidth 18 megs costs 300 US.

And so I find that, yes, while this is a serious thing we should work on, but I would like for you guys to consider putting on the brakes a little bit, not stopping, but slowing down and involving the community, not coming up with something and asking us for input, and asking us to beta test it, but open to the global community to participate in the selection process. Thank you.

---

SANDRA HOFERICHTER: Thank you. It's Sandra speaking. I think that is what the working group is for, to be involved and to give the community input. I had just got the message that Hung has to leave in two minutes, so I would ask everybody in the queue to let her speak first.

UNIDENTIFIED: Thank you. Sorry for jumping in. Well, I appreciate presentation made by Nora and Chris...

MATT ASHTIANI: Sorry, I don't mean to cut you off, I apologize. Please remember to speak slowly [CROSSTALK 0:26:56]

UNIDENTIFIED: Right. My name is [? 0:26:59]... and yeah. I'm very interested in that online module Nora just presented, especially on the new GTLD. It's going to be launched pretty soon. And the local community would really want to know some basic information, and you have some local engagement center but they don't have much things to do.

I guess this is really a good starting point. I wanted to know, whether the new GTLD module is online or not. If it's already available, it is very good to connect to these centers to circulate information. I would have a quick response. Oh yeah, thank you.

Let me jump to agenda item two, I'm sorry about that because I'm leaving. Item two is about the matrix, here is my suggestion. That's

---

because the capacity building projects in ICANN is become very complicated. There is so many sources, so people are confused which one they should join.

I guess the starting point has been very neatly outlined in our one page proposal for the pilot leadership projects. It is a one, two, three list is here. I guess a starting point... Should we start from categorization of the different existing capacity building or training projects existing in ICANN community?

Such as the first one is a fellowship or a newcomer launch, the second one it could be the ccNSO's tech day or the ASO's technical training program, and the third one it could be just the new ones that's going to be built for the leaders at ICANN.

I guess we take the initial step. We've been doing a lot of research, we need to take actions. Yeah. Thank you very much.

SANDRA HOFERICHTER:

Thank you Hung. Next in the queue is [Drama] and then Tijani and Oliver and then sorry, I close the queue already. Okay. Can we agree... I just learned that we put are... Yes go ahead.

So Glenn then I close the queue after Glenn then, okay?

UNIDENTIFIED:

So I heard the other day, Chris Gift came in and gave an overview talk about this work around engagement strategy that is going on at ICANN and I'm very excited about this new approach to addressing the continuum.

---

And I see this work of – the online work as a real cornerstone to jump starting things. But I do have my own sense what I wanted most when I was coming in to this space as an At-Large member, was to understand my own specific value in this process.

So one part of that is sort of understanding what ICANN and how ICANN works, and the other part I think requires a different pedagogical approach than the module approach, which is to understand sort of the co-construction of how the work that I do outside of this work, which was why I was recruited here, how that connects to ICANN.

I spend most of my days thinking hard and working hard on understanding how diverse communities in the US, underserved communities in the US can get information that they need in a crisis context. And ICANN is a little tiny, not even really a footnote in that work.

And I won't say that it's not related, but it's a very far removed. So the commitment on me as an At-Large member and probably lots of other folks in other constituencies as well, to figure out to make that leap, how that was dealt with in the past, was by slapping people down all of the time and saying, "Oh you're bringing something into the room that's not related. No that's not ICANN. That's not ICANN. That's not ICANN."

So I think part of... There needs to be some kind of space that helps people to kind of bootstrap that element as well. And I also feel that that kind of co-construction is a fundamental skill for working in a multi-stakeholder context, because what you think – maybe you don't think my work is at all related.

---

But somehow finding a space within the educational forum for that seems like it would be very helpful. Thank you.

SANDRA HOFERICHTER: Tijani you have the floor please.

TIJANI BEN JEMAA: Thank you. I want first to congratulate you Nora and Chris for the work you've done, that you did, and for also the time you took. It's very good, we need... My name is Tijani, I am sorry. Tijani speaking.

So you did it very well in a very short time, thank you very much. This is what we need as a community. Second point now, I want to make it crystal clear that the online platform is a tool. And this tool can be used for the ICANN Academy for any other program of learning.

I am fighting for long time to make ICANN decide on a global framework for the learning efforts, which is the ICANN Academy so that any learning effort must go through the ICANN Academy. Anyone who needs any program for capacity building, for learning, for education, can do it through the ICANN Academy using the platform, this platform, using the face to face capacity building or education.

Using any other local means of learning, so we need to be clear that, as Nora said, that there is a problem of content because the content available now is not up to date, etcetera. That's right. But the most important thing is that the two works very well.

And then the content, we are all in charge of it. Everyone need to contribute on the content, according to our need, according to our

---

knowledge, according to what we want others to learn from this platform. So the platform I think is a wonderful tool because it permit for anyone to go at any time to the shelves of the platform, and to take the content they want and use it.

But we need to be clear that it is not the learning system of ICANN. It is a tool for learning system. Thank you.

CHRIS GIFT:

This is Chris Gift. Just a short response, we agree 100% with you. The online learning platform is a canvas for the community on which you build the courses within the Academy framework, whatever that framework is for you to do.

And I think it goes along the lines, the same lines as with you [Darma]. I think it is a space where people can co-create content to share amongst each other to share within the community. So I 100% agree.

SANDRA HOFERICHTER:

Thank you Chris. It's Sandra speaking. This is actually the point where I want to get the discussion so that we discuss the structure and the picture, how it's going to look like. But, I just go through the remaining questions of Olivier and then Glenn.

And then I hope you can discuss the very important point Tijani just mentioned so that we get a clear picture how we organize among our self, and how we see the connection of the online platform as a tool, and the Academy as a concept. Olivier, you have the floor please.

---

**OLIVIER CRÉPIN-LEBLOND:** Thank you very much Madame Chair. My name is Olivier Crépin-Leblond. It's very existing to see the position that we're in right now. About a year, two years ago, when work even started already in this community for capacity building, for different positions as to what type of tool could be available, etcetera, this was just not at all on ICANN's radar.

So I'm particularly happy to see that this has come up. Concerns have been expressed by my colleagues and friends around me, and one of the concerns I think which might have not been made strongly enough is that the fact that we do have the leadership program that is due to take place, the first step of the leadership program, first pilot of the leadership program, that will take place in Buenos Aries.

And that's four months away from now. I note that there are knowledge modules being developed and my question to you is whether knowledge modules are being developed for that leadership program, and if they are not, would you consider developing them with this group?

**NORA ABUSITTA:** Absolutely. And again, this is a tool that is for you so ultimately if you do recognize that by Buenos Aries there are certain modules that need to be present, and of course we would work to develop something for them.

**SANDRA HOFERICHTER:** Okay. Next in the queue and last is Glenn.

GLENN MCKNIGHT:

Thank you so much Sandra. Glenn McKnight for the transcript. I think it's great that the crew is used Moodle. And I posted, you can't see it here, but we created a short video on how to use Moodle with ICANN. So when this goes down, you'll see it in the chat that we have.

I can't believe [Darma] actually said a lot of what I'm going to say, so I'm going to have to not repeat it. But it's great that we're moving in the right direction, because I remember when we first talked about this it was very little interest in moving in this direction.

But I have to remind you of, with a short story, when they created the Oxford Dictionary, most of the people went mad creating it because it was such a huge project. This is such a big project. I can tell you from Nom Com we have so much to teach new people coming in.

The easiest thing for you to have done is not do it. The difficult thing is to, how much do you put in this? But you've got... The journey takes first step, right? I would say to you, and I said it to you before, I do a lot of photos, I do a lot of video, more than happy to share with what you're doing.

And many of the people in this room, I've done short little one minute video clips. I think it's really important reaching out to almost everybody, not just the occasional person. We do a professional video, but some really talking, short, videos with our community like Wolfgang and others. Okay.

NORA ABUSITTA:

Thank you. In fact, a lot of the examples that I showed involved a lot of very short videos with – that are really interviews with community

---

members. That explain, you know, this is how I get involved or this is how I can participate and so on.

Again, we're very conscious of the fact that bandwidth might be problematic in certain areas, so we are providing transcripts and we are providing audio for that.

SANDRA HOFERICHTER:

Thank you Nora and Glenn. I want to let us recall how, and maybe introduce to Nora and Chris, Nora might not – you were not on board at that time when the first proposal for the ICANN Academy was designed, which is still up.

You can see it was discussed, or it was actually during the Prague meeting, and when at this time the online education platform, or the online learning platform, was not under discussion yet. We realized that some sort of advanced virtual learning tool must be included, just the right brick.

And our proposal took a long way to agree on this proposal, that we used outreach strategy of ICANN, which divides their community into observers and contributors, leaders, and ambassadors. That we use this structure to be mirrored in the ICANN Academy concept, so that everybody has easy access and – or can identify themselves into one of these groups.

These levels of engagement they are still up, they are still under discussion and are still used in the outreach group. And I think we should keep that element. And now that we have the online learning platform in development, Matt can I ask you to flip to the next slide?

---

From my... Exactly. Now that things have changed, and I've just tried to make a new framework, a new picture, how could actually look at the ICANN Academy and the inclusion of the online education platform now.

And this is for discussion. I transferred the level system, the blue is observer, green is contributor, and yellow is leadership level, which includes face to meetings and which includes also online material or online learning. And I think we should... Or every stakeholder group within ICANN should be given one trick where they can say, "Okay. We need this trick built on the online education platform."

Or, "We need education or a learning trick." And I would be very interested, how you see this framework, if you understand the two dimensions of the ICANN Academy, which is the vertical level, according to the level of engagement. And you can see the arrow in the very right corner, which is the vertical level according to the needs of each stakeholder group.

I'm not sure Matt, can we put the... Exactly. Just stakeholder group. So we have actually two levels. The vertical and the horizontal level. And I would ask you all, would open the discussion if you can agree on such a structure, because this would then be the starting point to discuss how this working group can contribute to populate this learning platform, once we are clear about the picture we are looking at.

Tijani, you have raised your hand, you have the floor please.

---

TIJANI BEN JEMAA: Thank you Sandra. Tijani speaking. On principle, it's okay for me but I don't manage to read what is onsite. But generally speaking, it's okay for me.

SANDRA HOFERICHTER: [? 0:43:16]

UNIDENTIFIED: Just a few quick comments about the framework. Firstly, Sandra I would like to say that it's not easy starting from nothing, and so that's awesome. But just some of the things that I think should be considered, maybe when you are rehashing that is in relation to the staff, in relation to the staff, I would assume that with what Fadi just mentioned, one and a half hours ago, like now that they have Miss Bennet looking after Admin, that there will probably have some kind of internal mechanism doing that sort of training.

And there needs to be a sharp distinction between operational, administrative, capacity building, I mean learning, as opposed to what we would – what Fadi has probably termed as – he didn't term it, but I was outside that umbrella, outside the admin, ICANN admin forms part of the content.

So in that context, I would say that red vertical line, would probably be shortened. It would probably be shortened. And I would also go further to say that at some stage, what really needs to be seen is some sort of horizontal introductory thing that – where all the different...

---

This vertical bars that you've identified, there needs to be an introductory – what do you call it? Introductory block where each... Where the ASO, the GNSO, the ccNSO, At-Large, and whatever, would be agreed that this is central, this is core basic.

So in other words, what I'm saying is, what are the common basic things, so very introductory level. And then the second beat is something that can be built upon. Just a thought Sandra.

SANDRA HOFERICHTER:

Thank you [? 0:45:24]. I think what you say is actually included in the graphic Nora provided, where... And I think they both have to be brought together somehow. I agree we should make clear that the sort of introductory level, or – I don't recall that level or module or whatever, is going to be used by all of the stakeholder groups, because some basic knowledge is the same for all the groups.

And I see this graphic for the first time today, and I haven't finished my thinking about it, how to combine this. And I think that it's good that we have them both here, and I ask you to give me your ideas on how we can best combine or connect those things. [? 0:46:25] you want to reply?

UNIDENTIFIED:

Thank you Sandra. In the interest of time, I would suggest that what is core in terms of introduction action that there are in terms of content, there are certain things we would don't have to reinvent the wheel. A program that has already been pre-developed and already hosted.

---

It's like introduction to internet governance, by [? 0:46:51] foundation, or content that's been facilitated by the European Summer school and internet governance, that sort of thing. Or the African Summer School on Internet Governance.

And I would like to tie it back to what Olivier was mentioning, in terms of the leadership moving towards the – in preparation of the leadership training and identifying really that basic content. So in essence, what I'm trying to say is, we have the introduction but the content that hasn't been prepared, or may have already been prepared by the ASO's for instance, in terms of numbers and that sort of thing that you can just add as addendums to the content.

So that way within the four months you can deliver on content.

SANDRA HOFERICHTER:

Thank you. Nora do you want to reply immediately on this, or is it another point because then I would go to... You want to reply. Okay then please, you have the floor.

NORA ABUSITTA:

This is Nora. I agree with you that there has to be an introductory or a basic knowledge track that goes across. We are using existing materials, we're not letting those go to waste, and we are relying on partners and on things that were published by other institutions like [? 0:48:16] and so on and so forth.

So we're very conscious of that. I think... I personally would love to pull as much of the existing material as possible and not having to reinvent anything until phase two, where we come to the communities and we say, "Okay. Now that we've covered everything that is already

---

existing, what can't you find information about? And how can we develop that information?" Thank you.

SANDRA HOFERICHTER: Next in the queue is [Darma], then Tijani, Chris, okay then [Darma] would you please give Tijani the floor first?

TIJANI BEN JEMAA: Thank you. Tijani speaking. I hope that this graph will not replace [our bricks 0:49:01] because it is part of our [bricks], it is what is related to the online platform. But we are not restricted to the online platform.

This the first point. The second point, the question of Olivier, I would formulate it in another way. Would you please be ready? Will the tool be ready for Buenos Aries or not? That's all. Because the content, we need to prepare it. The ICANN Academy has to prepare the content.

It is the role of the ICANN Academy. But to tell you the truth Olivier, even if the online platform is not ready, it is not a condition to make the leadership program. We can do it without this platform. Thank you. And I have to leave.

SANDRA HOFERICHTER: Thank you Tijani. I think this is something which must be discussed. We organize the population of the online education platform, and a proposal could be that the staff section, which is going to be developed by staff themselves, could serve as an example for other SOs and ACs to see, okay, this is the way staff is organizing it, so maybe we can take some points out of it.

---

And take it as an example of how we are going to develop our own learning trick. And I think the Academy group is in the position to bring or to collaborate with each SO and IC, to bring the knowledge to the online education platform and to the ICANN Academy framework.

Next in the queue is [Darma].

UNIDENTIFIED:

Thanks. And I would say clarify, because I think I was a little misunderstood, perhaps I was being too delicate in what I was saying. What I think is... What I was trying to say was that learning... To be able to fully participate in ICANN in a meaningful way, I need to – I need route learning, which is what these modules present.

I need information like what ICANN is, and factual information that is authoritative and presented by ICANN. This is where ICANN stands as a community on the multi-stakeholder model, etcetera. I also need, so that's one step forward.

The next step, I also need a reflection on where I fit into that. So these two things... To really fully participate, you need to accelerate both, one step, the other step, the other step, the other step. So what I was suggesting was that these other – outside of this, route context, authoritative, here is what it is.

But some connection to be online discussions... So other places where it's not authoritative, but it is multi-stakeholder co-construction kind of pedagogy, reflective practice approach – pedagogically. Even if you're not calling that, those things learning, that the people who are responsible for thinking through learning happening in ICANN, are

---

putting some attention there, and that there is spaces for that to happen.

And any kind of leadership engagement, etcetera. And historically, my experience with ICANN is that that has not been – that people are almost immediately turned off because there is not a place for that to happen.

SANDRA HOFERICHTER: Thank you [Darma]. [? 0:53:01] you have the floor.

UNIDENTIFIED: Thank you Sandra. Just really quickly. [? 0:53:07] for the transcript. I think in essence the crux of what [Darma] is saying, and pardon me [Darma] if I'm miscommunicating it, but it's also something I think should be reemphasize is, at the end the day, it should be consumer centric.

And I know that Tijani, even though he is gone, he had mentioned that you develop content for everybody. But I think the – what the challenge is, if you're developing it for leaders, the leaders of the community or whoever is going to be benefitting within four months from now, there is a specific content, a context.

And that will have an implication on the content that's been developed –that's been prepared for them. On the same token, if it's been prepared for ordinary members, those who are coming in, just ordinary members of the public, then of course that's a different range of content again.

---

And I think it's very critical that that distinction is made. Was that what you were trying to say [Darma]? Thank you Sandra.

SANDRA HOFERICHTER: Okay. I will give the last word to Chris and Nora. And then I would like to close this discussion about the online education platform. We will have plenty of time to further discuss this in the [? 0:54:27].

And I would then go to our second point looking at the pilot leadership program. I don't who of you wants to be first.

CHRIS GIFT: I'll go first. This is Chris Gift. [Darma], I absolutely agree and I think we want to fully encourage those kinds of spaces, certainly just in general and digital engagement. I think that's one of the great values in what we want to bring with that.

I think we've always acknowledge... That there is spaces for the working group, and then that's about it. All right? There really isn't anything else, and we need to create those spaces. And the online learning platform is definitely one of those.

So I think we... The community needs to come up with some sort of structure on how it wants to have these structured courses, but at the same time, there should absolutely be a place that provides for online learning, which falls out of that structure. And which is created by everybody who has a need or who has an urge to share what they've learned. I absolutely agree.

NORA ABUSITTA:

This is Nora for the record. Just to give you an example of why we were working on this. In our minds, we were thinking about engagement. The other thing that we were thinking about is honestly the not very impressive record of online education, people lose interest very quickly.

So how do we keep them engaged? And so we were thinking of several examples. One idea was that at the end of every page, we had put something like, where do I go next? Or how can I be more involved?

We're looking at chat rooms. We're looking at Facebook pages. We're looking at a lot of other tools that will go with this online education platform, that will make sure that there is conversation and engagement. The second point is, we will rely a lot on you and on the communities to direct people to this platform.

I mean, we will make it present, we will make it usable, but we rely a lot on the community and on the constituencies and all of the groups, to make sure that you're sending people to the online education platform, online learning platform.

I was considering even asking people to strongly suggest that anyone who wants to join, goes through the ICANN 101, or the basics, but I think we will rely a lot on you to advertise it. As I mentioned in the presentation, we will have an academic advisor, someone who will basically help us decide on the format of the content, and how best to present it.

And the curator really will liaise with all the groups to make sure that their content is well presented on the platform. I think that answers all the concerns. Thank you.

---

SANDRA HOFERICHTER: Thank you Nora and Chris for joining us. I think this working group has now some ideas on how we can proceed further and how we can collaborate. And I think we will have many discussion online, via email, phone calls, etcetera, how we are going to best organize the collaboration between this project and the Academy framework. Thank you very much.

SANDRA HOFERICHTER: Okay. Now I want to go out... We have only like 20 minutes remaining, we have to stop early, to the second point of our agenda, to the pilot leadership training program. I put on three points for discussion. First, to discuss and agree on the target audience and how to reach out.

Second, to define principles to appoint trainers for the pilot leadership program. And third, discussion on the curriculum. Due to the shortness of time, I would like to skip actually the discussion on the curriculum because we already have a draft curriculum and the discussion can be made on the mailing list.

And I would also put the discussion of the target audience in brackets, because I think this was also discussed quite a lot all ready, and I would be more interested in how we define principles to appoint trainers, because we didn't speak about this too much, and I think this is a very sensitive issue at the end.

Who is going to train our community during this pilot leadership program? There was a proposal being made – I don't know if it was on

---

the mailing list or during a – it was during the last conference call, that we define principles.

So we say, okay, we have those principles where we are going to select and reach out to the trainers. And I would be interested in your ideas, how this principle could actually look like. [? 1:00:01], am I right that you raised your hand? Please, you have the floor.

UNIDENTIFIED:

Thank you Sandra. [? 1:00:07] for the transcript. In relation to matters pertaining to critical internet resources, I would suggest that we, in terms of the selection of the trainers, that we invite the ASO and the ASO to field trainers in relation to that.

In the matter of the introduction for internet governance and that sort of thing, I would strongly recommend Professor Wolfgang [? 1:00:41]. He is immense experience, particularly in delivering, facilitating training. And also, could you put up the previous slide that you had? It makes it easier.

The one with the bars.

SANDRA HOFERICHTER:

[? 1:01:06], sorry to interrupt you. You starting with proposing names, this is not what we're looking for at the moment. We should not, we should strictly avoid proposing names. We should think about principles, how we can choose persons.

---

And another thing that I did not understand, why do you recommend the ASO? Of course, the ASO will be included, but what about the other stakeholder groups?

UNIDENTIFIED:

Very quickly, if we are –sorry. [? 1:01:38] for the transcripts. Very quickly. If we are targeting leaders and developing content for them, I would assume that they would either have some level of knowledge already in terms of internet governance. I could be wrong.

Whether... If they already have a prior knowledge, and so the added training that is going to be done is essentially more this secondary [? 1:02:05], then if -- I mean, like as in complex ICANN policy matters such as whether its dealing with numbers, or domain names, then especially for numbers, the best, the experts for numbers would be the ASO.

And they have a whole bunch of people, and allow them to sort of make the selection of the trainers, and that sort of thing. And it would be good for our budget in terms of cost savings because we already have budget mechanisms for training anyway. So it would just be part of the record job description.

On the matter of general internet governance, I'm wrong to have suggested names, and I withdraw. But what I would certainly suggest is that the ICANN Academy consider being careful in how it does its selection. That they be people of... That they have been known to have facilitated training, particularly in the context of internet governance.

That they be not only academics, strictly academics, but that they be very much involved in the industry and there is a need to balance

---

academia and practical. Those are the suggested considerations off the top of my head. Thank you Sandra.

SANDRA HOFERICHTER: Thank you [1:03:32]. So from your intervention, can I take that your proposal for one principle would be, and that they have to prove to be internet governance related, and should not only have an academic background but also people from the industry? Would you propose this as one principle?

UNIDENTIFIED: I was trying to say that they shouldn't be pure academics, just theory published, but they should be a tie between – that they have the relevant academic qualifications and expertise, but at the same time very much involved in the industry.

So I shouldn't be naming names, but people like Avri Doria for instance. Thank you.

SANDRA HOFERICHTER: Thank you. Other thoughts on how to define principles and which principles? [Darma] you have the floor please.

UNIDENTIFIED: Well, again, ideally I think the people that can model a multi-stakeholder approach, which is not something that we're all skilled in doing, and that's a skill, I guess, that we need to cultivate in this space.

---

So I think that that might be – there might be – there is many ways to do that. You might be able to bring in expertise for different kinds of people from industry and academics and so forth. That they're facilitated by somebody that has that kind of multi-stakeholder leadership ethos and experience.

And that might... That that seems to me like one component of the team that leads this kind of effort.

SANDRA HOFERICHTER: Thank you [Darma]. So this goes – is actually in addition to [? 1:05:38] intervention that you go one step further to say the multi-stakeholder experience must be somehow proven.

UNIDENTIFIED: Well, I think it sets things back if you... That's part of what also needs to be taught.

SANDRA HOFERICHTER: Sorry. My attention was taking away.

UNIDENTIFIED: If it's possible to model that with the leadership of the training, is if the first introduction that people have to ICANN is if there is someone that has – the team – maybe it's a team approach to teaching, or whatever it happens to be.

To be able to model the sort of behaviors that you want to encourage, streamlines the learning process of how to engage here.

---

SANDRA HOFERICHTER: I think we have two types of participants. One will be nom com selected participants and it could be that those participants are absolutely pure, new to ICANN. So we should take care of this.

On the other hand, we will have already contributors to ICANN which are now just taking up a leadership position. So let's say, somebody, our next ALAC Chair, after Olivier, will be able – or will be sent to this leadership training program.

This will definitely be a person who has a huge knowledge about ICANN already, but needs special leadership training now. So there are two types of people. One, nom com selected and nom com is known sometimes select brand new people to the Board, and they need an onboarding process.

And others which are coming out of the community. This is also in accordance to how ICANN leaders are selected. Some of them are – a percentage is sent by their communities, and the percentage is nom com selected, which gives us the balance. So this brings in two types of participants.

[? 1:08:11] you have the floor.

UNIDENTIFIED: One of the next consideration that I think I should put to you would be... [? 1:08:20] for the transcript. Would be, has to have served, has to have considerable understanding in the significant subject matter, whether it's new GTLDs.

---

And if they have understanding, they must not only have written about it or maybe published, but served in working groups and respected in that community. Which brings me to my second point in terms of another consideration, which is tied to the comment I made earlier in relation to ASOs.

That we should also consider working closely with the SOs, like the GNSO, and the ccNSO in relation to the selection process of who should facilitate subject matter experts. And allow them to come up with a pool of names of training in relation to whether it's ccTLD matters or if it's GNSO GTL, generic matters, and that sort of thing.

Or if it's a security, then recommendations of a pool of names from the SSEC, the Security Stability Advisory Committee. Things like that. Thank you. Madame Chair.

SANDRA HOFERICHTER: Thank you. Sandra speaking. So I take as a principle that it would be an advantage for a trainer if this person has served in working groups related to the topic he likes to speak on?

UNIDENTIFIED: Again, [? 1:09:56] for the transcript. What I meant to say is that they would have to be subject matter experts, and preferably those who have served within ICANN in various specific working groups.

And what we should really consider is also benchmarking it and involving the SOs and the various ACs in making the selection. So allow them to give us a whole pool of names. With whom they would deem

---

as these experts. Because for instance, many of us would not be experts in security, but the SSAC would be the best people to recommend who are credible security experts who can deliver training in that particular content.

Thank you Sandra.

SANDRA HOFERICHTER:

Thank you. I think we're getting closer to the solution now because I agree we should ask our constituencies for their expertise to send people who are giving the – who are having the expertise on this. But to do so, they need a set of principles.

And I think we should also think about matters like the ability to teach. It's different if somebody from – if a native, an English native speaker is teaching, and or if somebody who has difficulties to express themselves in English very much.

And I also think we should look into the ability of the people, how interactive they could organize a session. Because I think this is something which is crucial for the leadership program. This would be my proposal for the set of principles. [? 1:11:56]

UNIDENTIFIED:

Thank you Sandra. I'm in complete agreement with you. I note that we have a GAC representative here on the table. And I also see on the week's agenda that there is GAC capacity building going on, and so I think that – when training is going to be done for GAC members, I'm not sure whether they are actually included in the ICANN Academy thing.

---

I assume that they are very much. But it would be good for – to ask the GAC themselves to list to the ICANN Academy working group, what they would consider as credible considerations.

SANDRA HOFERICHTER: Sandra speaking. My question to Klaus, do you have any knowledge about this capacity building going on within GAC?

KLAUS: It's Klaus [? 1:12:51]. Unfortunately not in any detail, but I think....

MATT ASHTIANI: Hi this is Matt Ashtiani for the record. I apologize for interrupting you. Please speak into the microphone.

KLAUS: Okay. This is Klaus speaking. Unfortunately I'm not involved in the capacity building system in the TLC, in the GAC. But I think there could be highly interested also in these discussions. Thank you.

SANDRA HOFERICHTER: Okay thank you. Now that the group is going to be very, very small, I just wonder if there is any other questions or any other business, because otherwise I would close this session because I also have to run to the next meeting.

I'm already a little bit delayed. [? 1:13:37] you have the last point.

---

UNIDENTIFIED: [? 1:13:39] for the transcripts. I just wanted to say, Sandra and to the Academy working group, you guys are doing a great job, and should be commended, and almost there.

SANDRA HOFERICHTER: Thank you. Sandra speaking. Point three, next steps, I think this makes no sense to discuss this here at the moment. I would like to make my proposal on the mailing list for discussion, and ask the working group members to respond on this.

I think it was a problem that we put our working group session into the lunch break. I think that we learned from that, it's just simply not working. Yes. And I would go for point three to be resolved on the mailing list and close that meeting at this point.

Thank you very much for participating and staying here for the whole meeting.

**[END OF AUDIO]**