I. **Share progress, feedback we heard, and new home page mockup with colors (15min) (Laura)**
    - **Feedback we heard:**
        - Focus less on news and media, more on the policy work
        - Perception and feeling of the site / home page should be the work and the value that is being added.
        - Focus less on numbers and stats, more on activities and meaningful links
        - The map might be too prominent, leverage filters and other other existing content - discuss
        - Content / Admin – Ensure we have ability to update button labels and urls. Yes. Add links to existing content.

    - **Guidance Principles:** http://goo.gl/UYl59X
        - Align home page content around some common definitions and new meetings strategy recommendations

Definitions:

Cross community interaction is defined as activities occurring between two (2) or more SO/AC groups.

Internal SO/AC work includes work within one AC or SO (including stakeholder and constituency groups), or one AC or SO group and the Board or members of the Board.

Regional activities are defined as activities across the community whose participants are members of the same region, with the intended purpose of discussing ICANN-related issues relevant to that region.

Outreach activities are defined as activities conducted by SO/AC groups or cross-community groups with the intention of increasing awareness and interest in ICANN with individuals and organizations outside of the ICANN community.
- These activities are consistent with ICANN's function and mission. In ICANN's global multi-stakeholder model, policy is developed in a bottom up fashion, a process that is enhanced and strengthened by reaching out to external communities, educating them about ICANN and encouraging them to participate if they wish.

Capacity building is defined as any learning effort (including education training and tools), and special emphasis on leadership training at Meeting C.

II. Discuss a list of questions to solicit specific feedback (40min) (Laura)
- Are we okay with the general color scheme (why we use the blue and purple)
- Top Nav:
    - Logo (simple ICANN logo vs. At-Large logo)
    - Width of the top navigation bar
- Hero Banner
    - Hero text placement and transparency - Should we use the Photo with hero text at the top of photo or across the middle?
    - Search box placement – Is the Search prominent enough, should it be in the photo or Top Nav?
    - What three buttons should go under "Get Started"
        - Should we consider removing the Capacity Building band and having button links to the "Capacity Building Materials" page?
        - Should the calendar be more prominent at the top - we have a button that links to the calendar page?
        - Do we mind repetition (e.g. content under "Get Started" may be similar to the content in the top navigation bar)?
- Do we like the general 3 band structure, with right and left columns horizontally aligned?
    - Style guide will include option for 1, 2, or 3 bands.
    - We are trying to align the content with the standard definitions from the meetings recommendations – Work (policy), Regional Activities, Outreach, Capacity Building – helps us build common format and language
- Band 1: Policy Advice Development section
    - Ariel will show the bar graph and pie chart and ask for preference.
    - Besides those, other suggestions for graphic representation of the policy advice work?
- Band 2: Regional Activities & Outreach
    - Are we okay with putting Outreach and Regional Activities into one band?
    - Map: what type of view we'd like to have?
        - Representation of ALSes based on countries (with color gradient)?
        - Events based on regions? https://features.icann.org/events-near-you
- Band 3:
    - What content we should put under capacity building? All the other bands reflect our "accomplishment" in different areas of work. Capacity building should similarly reflect the "accomplishment," ie. the knowledge capacity that we have helped our community members build.
    - If we still decide to list the capacity building resources that At-Large has produced, are we okay with the icon or tile representation, with featured links listed below?
- Placement of the calendar.
    - Does the calendar deserve a band for its own? If yes, what's our vision?
    - If not, are we okay with the current placement? Do we need to modify?

III. Brainstorm ideas on visualizing the Policy Advice Development activities (e.g. show graphics created by Ariel) (10min) (Ariel)

IV. Share Topic Page content ideas from Ariel (e.g. WHOIS) (20min) (Ariel)
- Outline
  - What is [topic]?
  - Why it matters to you?
  - What is ICANN's role in [topic]?
  - What you need to know about policy related to [topic]?
  - How the At-Large community has contributed to policy related to [topic]?
  - Latest Development
  - How can you get involved?
  - Resources
- 2nd or 3rd person perspective?
- Do we want to clearly define our target audience in our writing? Do we have a clear definition of our target audience? Registrant, consumer, end-user, etc.?
- Translation?

V. Next Step
- Obtain sign-offs for the homepage mockup & style items >> finalize wireframes and style guide & move on to development phase
- Obtain sign-offs for topic page outline and sample writing >> proceed with creating static content