
LOS ANGELES – At-Large CROPP Meeting
Wednesday, October 15, 2014 – 17:30 to 18:30
ICANN – Los Angeles, USA

DEV ANAND TEELUCKSINGH: Okay. Good morning, good afternoon, good evening to everyone here. This is the At-Large Community Regional Outreach Pilot Program meeting. I know it has been a long day, so let's see if we can now go through the agenda.

I've uploaded a presentation in the remote room. Susie, if you could show that presentation and move on to the next slide. Thanks. Just to show the agenda.

What I was planning to do – and I'm seeing a few new faces here, so I'm going to go through quickly the introduction and background behind what is CROPP. Next slide. Thanks.

Okay, many of the ICANN constituencies have made outreach travel requests during ICANN's yearly budget process. In FY14, ICANN developed a Community Regional Outreach Pilot Program (CROPP) to support outreach efforts. Next slide.

Just to give a background what that entails, it's five individual trips which are allocated to each of the five Regional At-Large Organizations. The expenses include transportation, lodging, and a per diem for up to three days/two nights and for certain meeting logistics, for example, conference fees. All travel is booked by ICANN's constituency travel. Next slide.

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.

What has to happen is that the travel proposals have to be approved by the At-Large and from ICANN's regional VPs. These regional vice presidents of stakeholder engagement and [inaudible] consistency with the regional strategy or overall ICANN mission. So going for a vacation to the beach, this probably would not qualify.

Travel proposals must be filed six weeks before with ICANN. The trip assessment has to be filed by the travelers three weeks after the outreach trip to describe how the purpose and outcomes were realized. The outreach event can be attended by multiple persons, but each traveler is counted as using one of the RALO's allocated trips. One RALO could choose – unwisely, I might add – to send all five travelers on one trip. Next slide.

That's also some of the operating guidelines. You can't split or compound or try to give one trip to another RALO. It is what it is: five travel slots per RALO. New trips also have to originate and conclude within the same region and should be taken by someone working in or approximate to that territory. All the trips must be completed before the end of ICANN's 2015 fiscal year, which is before June 30, 2015. Next slide.

So what's the At-Large community process for CROPP? Similar to how the budget requests were reviewed by the ALAC Finance and Budget Subcommittee before it was submitted to ICANN Finance, the CROPP Review Team was established to review and approve those travel requests from the RALOs for CROPP:

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- 1) to ensure that the objectives of the travel request are in line with ICANN’s strategic and regional engagement strategies as well as any At-Large outreach strategies,
 - 2) to get approval of the RALO travel requests from development regional stakeholder vice presidents that the purpose is consistent with ICANN’s regional engagement strategy,
 - 3) and then once approved, submit the travel request to ICANN. Next slide.

The At-Large CROPP Review Team has ten members. Two members would be from each RALO and one member being from the Outreach Subcommittee and one from the Finance and Budget Subcommittee. We tried to create a regionally balanced group here. Okay, next slide. Next slide. Yeah, sorry.

SUSIE JOHNSON: This one?

DEV ANAND TEELUCKSINGH: Yeah, the one with the CROPP RT members. The RT members are listed there on the screen. As it shows, persons from each of the five RALOs. I won’t read it out. You can see it on the screen here. Next slide.

We’re going to now review the At-Large CROPP procedure and explanatory materials. There has been some confusion within the RALOs as to how the CROPP procedure works. At our last CROPP call, I was tasked to try to come up with even a flowchart to do this. However,

there have been some challenges in this, but I think I have to send some of the text for approval and for comment. Next slide.

The idea is before the submission of any outreach travel proposal, the RALO needs to track and regularly review possible outreach events that will occur in the region before June 2015. Now, how do you track possible outreach event? You may not know this, but there is an At-Large external events calendar on every RALO page. When you go to the Wiki page for your RALO, the calendar also includes an At-Large external events calendar.

How it's supposed to work – I'm not sure, and perhaps I can ask staff for some clarification – is that the RALO leadership are supposed to e-mail the ICANN staff. Then they would update the external events calendar. Heidi, does that happen in terms of the external events calendar? Is it being updated?

HEIDI ULLRICH:

According to Gisella who is the one tasked with that, it's not a proactive system at the moment. Particularly, she searches for e-mails that have information about regional meetings. A much better system might be where the RALO officers or the secretariats would send Gisella the information about regional activities in their regions or perhaps a Wiki page set up where they can post that. I know some of the regions have that. For example, EURALO had that years ago, but I'm not sure to what extent that's updated anymore.

DEV ANAND TEELUCKSINGH: Okay. So I think then perhaps what should be recommended is that the RALO leaders could e-mail a list of the events to staff and/or create a Wiki page. But in either case, the RALO has to track those possible outreach events.

The reason why – and that’s the next slide – is that the relevant persons have to be within the RALO that needs to be involved in the decision for the RALO. What has been happening is that in the previous year, we suddenly got supposed RALO travel requests from ALSes that went ahead without consulting the RALO leadership or the CROPP RT members. This creates some confusion.

Who is involved? This is, again, before you submit the proposal. The relevant person should be the RALO leadership. It would be the chair, secretariat, or in some RALOs the Board; the RALO members on the Outreach Subcommittee; and the RALO members on the Finance and Budget Subcommittee. The CROPP RT members are included in that relevant persons from the RALOs because the CROPP RT members, as I mentioned before, are in either the Outreach Subcommittee or the Finance and Budget Subcommittee.

Again, it is suggested for the RALO to regularly share or ask the RALO community by their mailing list or during the RALO monthly calls for suggestions of outreach events and to discuss prospective travel proposals. What should also happen is that the outreach travel proposal ideas could be shared with the regional VP for any comments. Next slide.

Other factors that the RALOs should consider. Since the RALOs have only five travel slots, decide if more than one traveler is needed for an

outreach event and decide on what's the purpose and goals of the proposed outreach travel and attempt for quantitative outcomes.

I'll speak more to that because this is one of the concerns raised by the CROPP administrators from the FY14 program and is flagged for possible improvements for this year.

Another aspect, ensure your RALO travelers will be able to perform his/her outreach effectively. We have had situations where a RALO traveler was sent to a country that did not speak the native language and required interpretation, which was a severe complication to overcome.

There have also been some concerns regarding visas. If you have to go and require a visa, that's another hassle for the potential traveler and expense just in time taken to the passport office, whatever, to [apply] for that.

There has also been another concern regarding religious holidays. Some persons are not able to travel on certain days because of their religious backgrounds, so that's another concern.

Any other factors that RALOs should consider? I'll just open it up for any questions or comments. Ali?

ALI ALMESHAL:

From experience, Dev, I have noticed one of the points it the arrangement for the hotels and the different timing between the airlines and the checkout times. Exactly this time, I have experienced a 12-hour difference between the flight and the checkout time. When we

ask the CROPP team they say, “This is the only arrangement which is for only two nights.”

So for 12 hours, where should we be? From 12:00 afternoon until the flight is at 2:00 AM in the morning. This has happened with me, with Holly, and with others. Maybe it will happen with some other people as well. I mean, this directing it without having a bit of flexibility, I think this is a big concern to us. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, Ali. A quick follow up question. Were you aware of that discrepancy when you saw the travel itinerary? I suspect a way to do it is to really flag it one time before it’s booked and say, “Hey, is that the only flight available?”

ALI ALMESHAL: It is the only flight available.

DEV ANAND TEELUCKSINGH: I see. Well, that is indeed a challenge. I’m not sure what’s the appropriate answer yet for that, but I guess we’re going to have to have a talk with CT and see what could have done in that circumstance.

ALI ALMESHAL: I have tried [inaudible] to speak with them, and they ask us to fund that by ourselves. They said, “This is an extra half day and you have to pay it from your bucket.”

DEV ANAND TEELUCKSINGH: Okay, well, I know that Constituency Travel has certain rigid conditions for travel for ICANN-supported travelers. Okay, noted, Ali. Any other comments? Okay, good. Glenn, go ahead.

GLENN MCKNIGHT: In dialogue with Chris and Darlene back and forth, what Chris has said for North America was he really wanted to as a result of the outreach a well-documented report but also leads. Like almost you've got to treat it like a marketing opportunity where you go somewhere and the salesperson goes out. They come back with actual names, actual contacts. You've qualified a lead, so you're doing a follow up.

I've got to stress that this is a different way of going to an event. If you're thinking you're going to some IGF and you're just going to wax eloquently on topics on Internet governance – not to diss Internet governance to my associate here – that's nice, but will you leave with a nice contact that is not an ALS potential?

Part of this is you've got to get into the mindset that you're doing outreach and its potential ALSes. You're talking to people. So when you make your list – and it doesn't have to be a huge list – but it should be a hotlist of people that you're going to as an organization and it should fit in with the priorities of what your RALO is doing.

DEV ANAND TEELUCKSINGH: Thanks, Glenn. Actually, that point is noted in a future slide. Yuliya.

YULIYA MORENETS:

Thank you. Yuliya Morenets, EURALO. Actually, we do agree with what Glenn just said because it was our concern as well, at EURALO level at least. The point is how to measure the effectiveness of the outreach. We were not really 100% sure the outreach activities were very efficient, well done by the participants who had successful [applications] with the CROPP.

Our idea within EURALO was mainly to have a booth. For example, you are a sponsor and you are a part of CROPP applicant. You go there to the event, and you host a booth or a kind of very precise activity for the awareness raising and etc., in [link] with what you do in your region.

Also, how do you measure afterwards the effectiveness? For example, it could be the list of contacts. This could be one of the points. But maybe we have to set the list of these different points that will allow us to measure afterwards what was done, etc., in order to be efficient and useful for [all of us].

DEV ANAND TEELUCKSINGH:

Indeed, and some of these points are captured in a later slide. Well, actually, I'm seeing most persons are aware of this, so I think we're going to just – let me just see what happens. Here is the actual CROPP procedure which is the actual submission, which is the next slide.

I think everybody is well familiar with this. You have to submit it eight weeks before. You edit the Wiki and then e-mail the proper RT members to announce that the draft proposal has been filed. Next slide. We're going to breeze through some of these slides quickly.

Within two weeks, CROPP RT will then discuss the proposal, asking clarifying questions. The CROPP RT members will update the proposal based on feedback of the RALO leadership, the travelers, etc.

Once it's approved by CROPP RT and also the regional stakeholder engagement VP has also agreed with it, the members then e-mail ICANN that the draft has been approved. The next slide.

Glenn McKnight drafted this document. Glenn had pointed out that these are some of the tips for this for outreach events. Volunteer to facilitate a session. Volunteer to do an impromptu "birds of a feather." Actually, Glenn, perhaps you might want to explain what is birds of a feather given the context here?

GLENN MCKNIGHT:

I was at the [inaudible] session in Washington for my CROPP trip, and what we did is we were able to do a tent. At lunch, you can announce what your topic is – say, Internet governance. People who were interested in Internet governance would aggregate and have their lunch around you, and you would facilitate a discussion. It's not a lecture; it's just a lovely chat. That's what I did. Very informal.

DEV ANAND TEELUCKSINGH:

Thanks. Endear yourselves to the organizers, especially if you've got a free pass to the conference. If possible, get the brochures in the delegates' bags. E-mail electronic versions to the webmaster of the event. Engage the sponsorships booths with your literature. Make sure you get early to the lecture seminar sessions and distribute brochures to

all the attendees. Reach out to the radio and television crews with a canned speech.

These are all very useful tips. Actually, this is on the CROPP FY15 program for all community members as suggestions to follow, but I thought I would just highlight it here. Yuliya and then Ali.

YULIYA MORENETS:

Thank you. Maybe when you propose to give a speech at the event, it should be a speech related to the At-Large or national activities within ICANN and not the expertise of this particular person. I can go and give a speech on cybersecurity, but it's not what I'm doing here and it's not my role here. So to be precise about this particular point. Thank you.

ALI ALMESHAL:

Just to add on what Glenn just described on the birds and feathers, it's exactly what we have done there. I found it is more effective than the official standing and giving the speech when you do networking and speaking about a specific topic. Maybe we haven't done that tent, but I found that as an experience when we speak on the networking or on the break time, we deliver and we give more informative information and we deliver the message that we want more effective than just standing and giving a speech within half an hour or for an hour. Thank you.

DEV ANAND TEELUCKSINGH:

Thank you, Ali. Okay, so next slide. After the outreach event has taken place, the traveler should file the post-trip assessment within three

weeks, editing the Wiki page at that link and also if you have photos or links to any local media reporting, number of contacts received.

Because what can happen is that those contacts, even if you met a person who is not a perspective At-Large member they could be sent to the ICANN regional stakeholder VP for follow up for other stakeholder roles, whether it be the government minister or business constituency or whatever, because there are obviously other stakeholder roles in ICANN. If you have gotten those contacts, collect them all and give them to the ICANN regional VP for follow up.

The trip assessment should be e-mailed to the CROPP RT members for review so that the CROPP RT members can just do a quick look over of the trip assessment. We haven't done that yet, so we haven't put a particular timeline. But once there are no further comments, the RALO CROPP RT members then e-mail to ICANN's admins that the trip assessment has been approved. That's the procedure as such.

Any comments or questions? Okay, seeing no comments or questions – oh, Holly?

HOLLY RAICHE:

I think this is really very valuable information. I have to say when I went looking for anything on the ICANN website to say, "How do we actually report?" I found nothing. We did a report, and it is I think a [fulsome] report and there are lots of pics and there is the local story in the news. We covered on television and we met the minister and all that kind of stuff.

So that's in there, but there's no form. If we're going to do something, I think part of it has to be, "This is the documentation." That's not there now. I'm listening here thinking, "I didn't know this. We did this, but I didn't know this." You're going to have a report that doesn't look like this.

DEV ANAND TEELUCKSINGH: Oh, okay. Yuliya?

YULIYA MORENETS: I completely agree on this. Actually, I was thinking about the same. From our perspective maybe it should be one of the points how to measure. A kind of person report with the longer detailed report which is obligatory and to have a short press release to send to staff, to the press, to the staff responsible for press and media, etc., in order to publicize this on the website, once to show to ICANN community and other constituencies that we are active, we do something, and to others what was this about.

DEV ANAND TEELUCKSINGH: Thanks. Actually, once the report has been filed, the regional VPs have posted this on the ICANN blog. For example, for the LACRALO, the outreach trip to Haiti and the Dominican Republic was posted, and a NARALO event was posted. I'm not sure what the event was. The detail escapes me right this second, but it was posted ICANN's website and shared on ICANN's social media accounts and so forth.

So once again, but saying, “I went there and attended the session,” and you don’t really describe who you met, or you give a speech and then there are pictures or videos. Those are the things that give it a more meaningful impact when it’s publicized.

Glenn?

GLENN MCKNIGHT: This has nothing to do with CROPP, but since you brought up the idea of press releases, Murray McKercher is doing a hub in Toronto at [MakeWorks]. We crafted a press release and a media advisory.

One of the areas that I pushed it out to is to 4,200 members in the chapter that I belong to on IEEE. They were all very tailored, very focused, computer-engineered, so the release was very tailored to the society, as Satish knows very well. We had a [inaudible], and then the regular went to just any of the main media. So it’s targeted marketing that you have to remember. I have to go back upstairs.

DEV ANAND TEELUCKSINGH: Thanks, Glenn.

GLENN MCKNIGHT: Don’t forget 6:30.

DEV ANAND TEELUCKSINGH: Yes. We’re trying to finish our meeting before then.

GLENN MCKNIGHT: Don't forget to wear yellow.

GLENN MCKNIGHT: Oh, well. We'll try our best. Okay, moving on back the meeting here. Okay, yes, going back to your comment about – oh, sorry. Are there any remote questions or anything like that? Okay, sorry. Oh, okay, Louis? Go right ahead. You have a question?

[LOUIS LEE]: [On the remote]. But I wanted to expand on what Glenn just said. Sometimes you want to target what CROPP, you think that you will be targeting [inaudible] recruitment, and the outcome is totally different. It doesn't mean that it's not positive, it's not useful. It's kind of outreaching and being able to [inaudible] new groups like IEEE, what I've been doing. Glenn has been doing that with [inaudible]. I've been doing that in Montreal. The first outcome is, "What is ICANN?" and now they know. Did I succeed? But I don't have any [inaudible].

DEV ANAND TEELUCKSINGH: Well, I mean, I guess in terms of coordinating with the RALO is then showing how all those lots of materials. Again, that's why there's a six-week gap before the travel proposal has to be filed with ICANN because you can then request those type of brochures, materials to explain those concepts like "What is ICANN?" because there's lots of the materials already from global stakeholder engagement. Of course, there are electronic versions of these things so that if you wanted to present on that directly, you don't have to manually create a slide or anything like that. You just use the existing slide.

Okay, so RALO reporting on possible outreach opportunities for CROPP. We are moving ahead. Okay, next slide.

I note that the current approved proposals can be found at that link. If you go to that link, we have five proposals. Two from AFRALO for travelers to attend the AfriNIC 21st Public Policy Meeting. APRALO meeting which has taken place. Well, I believe it has taken place.

UNIDENTIFIED FEMALE: You've seen the pics?

DEV ANAND TEELUCKSINGH: Yes. Which has taken place in September 2014. The AFRALO trips are going to take place at the end of November 2014, and there are two NARALO trips in early 2015. Those are the three trips. Well, I saw Tijani has stepped out of the room, unfortunately, so I won't be able to ask him what's any planning for the AFRALO. Any further thoughts regarding the APRALO trip that has taken place? Quickly.

CHERYL LANGDON-ORR: We finalized our report. Ali is happy with it. The Cook Islands are a very different place. I have to say the broadband they've got is about as wide as a piece of string, less. So we gathered a lot of information about what the broadband isn't. We actually heard some of their proposals in terms of connectivity, but had a lot of talk about it. Ali talked about some really good ideas.

Let me go back and start at the beginning. The first morning when we arrived, there was a session on ICANN where I talked about the

background to ICANN all the way up through the NTIA proposal and the structure of what it is. We had Save there talking a little bit more about the structure, and then we had a long discussion about what ALAC is and where we fit in ALAC. So there was an information session there and some conversation, obviously, in the tea breaks.

The next day was the actual official opening. The minister was there. We have a nice little picture of us with the minister, which is very nice. After the morning speeches, I gave a speech. It was really about they are deregulating telecommunications. Now the view that I took and what I talked about is what does that mean for the Internet user getting broadband.

My understanding is those slide and my talk and everything have gone to the Crown Law Office for comment in terms of what it means for the end user. Because their need is for broadband that is affordable, and as you can imagine 15 islands separated by a lot of water is going to be a real challenge for them.

Ali just wowed us all with everything that Bahrain Internet Society is doing, and it made a very good example of what, in fact, can be done with an Internet society – the sort of outreach they have, how they deal with their community.

We also had terrific opportunities just to talk to the people who were there about ICANN, about ALAC, about what we do. We had brochures. We were covered in the local newspaper. Maureen did a spot in the local television. I wouldn't have any numbers as to how many people's minds we changed or whatever, but certainly we got out there and talking and distributing information.

The statistics, really we do have figures on who attended, including the number of government officials – because it is important that you talk to them – NGOs, and community members as well. So insofar as that’s a metric, it’s a metric. I don’t know if anybody is going to join or not. I suppose with broadband capacity what it is in the Cook Islands, I’m not sure. Ali can answer any other questions.

DEV ANAND TEELUCKSINGH: Okay, thanks. Okay. All right, Yuliya.

YULIYA MORENETS: Thank you. Just to give a very quick update on EURALO activities. We have any submission for the moment, but it will come soon and probably will concern the EuroDIG, which is the European Dialogue on Internet Governance as last year but with maybe a different mechanism and the consultation of our[RALOs]. Actually, I have to apologize because I have to jump to actually European strategy and EuroDIG meeting, so thanks to Dev for this great help during the last year procedure and to Heidi as well. Thank you.

DEV ANAND TEELUCKSIGH: Thanks. Ali, do you have any comments you want to add [inaudible].

ALI ALMESHAL: Yes. Just to add a few words as well on the experience of this event. We have been through even the At-Large and detail of At-Large – what they do, what we have, what opportunities, working groups, how they can join these working groups and become active.

We were trying to encourage them to be part of that and then step out of the engagement. What are these working groups? What's the procedure of joining these working groups and to register for it? Even we explain a bit about the CROPP so if there is a possibility from there for them to utilize these opportunities.

And even on the next day, as Holly mentioned, I've shared the experience that we have gone through in Bahrain. And I was amazed at their responses and the discussions that we had and how they can build up more to their ISOC chapter and how to get a way for funding their activities that they are having there.

Plus we have, as we said before on our side discussions, we have done a lot about the e-government, and I've been discussing with – I don't recall the name – one of the prime minister office. They were very much interested about the e-government and how they can build up that platform for that. Thank you.

DEV ANAND TEELUCKSINGH: Thank you, Ali. Indeed, it sounds very fruitful. I assume the report itself, which I'll admit I have not had a chance to read.

HOLLY RAICHE: Don't read that version.

DEV ANAND TEELUCKSINGH: I see. You're going to be submitting an updated version?

HOLLY RAICHE: We're going to put all the pics in.

DEV ANAND TEELUCKSINGH: Great.

HOLLY RAICHE: Not all [inaudible].

DEV ANAND TEELUCKSINGH: Okay, that was Holly without a mic speaking in the background there. Okay, so next slide.

We are making good time here. The administrators released a summary report of the Community Regional Outreach Pilot Program. Well, I didn't really want to post the link to that report, but there was a concern expressed in this report and it's probably something we have to take into account when submitting outreach travel proposals for this year. Next slide.

The text reads, "One of the findings that can be gleaned from the administrator's summary report is that the program" – this is for FY14, by the way – "the program is weak in terms of quantitative outcomes. Certainly, a portion of that assessment can be attributed to the shortened amount of time that the program was in full operation. However, another factor relates to the trip proposals themselves and how the purposes/goals/objectives and outcomes were originally framed. A thorough review of the [inaudible] trips shows that most of the goals and outcomes are heavily qualitative in nature."

This is for the FY14, which was run from a period third quarter 2013 to second quarter this year, 2014. It's not surprising to us that most of the goals and outcomes were articulated qualitatively. However, in terms of justifying CROPP's value for a third year, we think it's important to work together in shoring up that aspect of the program. Next slide.

These are some of the ideas that staff assembled. Ensure that regional community strategies are in place which contain specific outreach goals/objectives for which CROPP could be [inaudible] realization. Reinforce the responsibility of the vice presidents, the RALO leaders, the CROPP Review Team to review each trip's purposes/goals and expected outcomes to ensure that they are specific, relevant, and measurable to the maximum extent feasible.

Similarly, on the back end, review the trip assessments to ensure that they are specifically addressing each of the purposes/goals and how they were achieved and all realized outcomes are fully documented.

The third point, establish measurable goals/outcomes which could include: a) recruitment targets (ex: quantities of new members), b) regional extensions. That is, development of candidate pools quantified in territories where there's little or no presence. For example, if there were persons that may be eligible for another stakeholder role, be it the IPC constituency, GNSO. Even if you met a minister that's not involved in ICANN, maybe that could be for the GAC, etc.

Count attendees at seminars, exhibits, the symposia where CROPP representative is presenting information about ICANN and also actual application forms completed or expressions of interest in joining the At-Large or a constituency. Next slide.

Also, the fourth and final point was that when events are concluded, travelers should document the formal trip assessments within three weeks while the information is timely and fresh. If you wait too long, the information might get stale. Travelers should be reminded that the assessment should primarily focus on the original outreach goals/outcomes and deemphasize the value in summarizing the event’s activities, be it agendas, seminars, topics, speakers.

Those were the four points that the CROPP administrators have pointed out in their review for the FY14 program. Any initial observations or thoughts? Okay, Holly?

HOLLY RAICHE:

I think sometimes it’s going to be difficult to quantify. I’m just thinking of Ali’s and my trip. It’s really hard to quantify the outcomes of spending two days talking to a lot of people, providing a lot of information. We don’t know if anybody is going to sign up to PICISOC or not. We don’t know if we’re going to actually change policies or not.

The quantifiable would have to be there were that many people there. We talked to that many people about these things. Here are some numbers and attendances. Here is our presentation. Here are pictures of us standing and smiling at the minister. It’s going to be difficult to quantify everything. I think if you are covered in the local news, if you are covered on the regional television – and for example, one thing that won’t be able to be quantified.

The whole proceeding was taped, and that can be used and will be used by the local chapter in the future. How do you measure an [income] like

that except that they have now got a resource that they can use to say, “This is what [AfrICANN] is. This is what it does. These are the things that we can talk about.”

So not everything is going to be immediate quantifiable.

DEV ANAND TEELUCKSINGH: Thanks. Well, I mean I suspect one way to introduce a measure of quantitative metrics is actually capturing the contacts. You said you talked to 20 people, and you said, “Okay, get their e-mail addresses,” that type of thing. It is I think as Glenn pointed out earlier that you have to treat it like a marketing exercise.

It’s like if you go on a marketing trip to some expo or whatever and you come back to the marketing and you talk to your boss and your boss asks you, “Well, who did you talk to, and what leads do you follow next?” and you have nothing to show. Then you know, well...

HOLLY RAICHE: You’re fired.

DEV ANAND TEELUCKSINGH: Yeah, you’re fired. So I think that then you really have to get those contacts. I mean, even though they may not themselves sign up, maybe there could be follow up action to say, “Hey, we had a conversation a few weeks ago. There’s this online conference call.” That type of stuff. Have a dialogue after the conference. That’s probably one way of quantifying it. It may not be entirely successful, but at least it is quantifiable in that regard.

I saw a hand. Louis?

[LOUIS LEE]:

I just wanted to add I totally agree with reporting within three weeks. That's fine, but the results that you will probably have or see will take much longer time to get alive. Right now, I'm talking about an event that CROPP helped me to participate to in June and right now the real results are arriving.

We're teaming with IEEE organizations, chapters with ISOC Quebec with a different perspective. We will hold an event. We are planning together an event to inform them what the Internet Society is, what ICANN is, what it's doing, how they can participate, and so forth.

So, you know, we're far away from the three weeks of the report. I should be reporting it in [two] years probably, and I might be more successful with the report.

DEV ANAND TEELUCKSINGH: Thanks, [Louis]. That's an interesting observation. Any other thoughts or comments? Satish?

SATISH BABU: I was just wondering, do we take with us any brochures or any giveaways when we go? Is it a practice that we follow normally?

DEV ANAND TEELUCKSINGH: Thanks, Satish. Yes, indeed. What you can do is request. In the travel request you can say, "I will need 400 brochures or 300 pictures," or

what have you. Then the global stakeholders will try to get those materials to you. Of course, the global stakeholders have a lot of these things in electronic form. So if you don't want to distribute paper versions and you wanted to use that as slides for your presentation, you can of course do so.

So the answer is yes. But obviously that's why you must file your request six weeks before and also, for the At-Large, eight weeks before so that the CROPP Review Team has two weeks to do its review.

Okay. Any other comments, observations, questions?

UNIDENTIFIED MALE: [inaudible]

DEV ANAND TEELUCKSINGH: [laughs] Yes, absolutely. Okay, so what I will do is post the slides for comment on the CROPP Review Team list. I don't know if you can really still do the flowchart because it's really more of a recommendation what the RALO needs to do beforehand and the steps they need to take: communicate with the RALO, share during the RALO monthly calls, and so forth.

The actual technical aspect for the CROPP Review Team part, in fact, I don't think it even needs to be really publicly documented at all. It's really more for the CROPP Review Team. I think the CROPP Review Team already has a grip on how to edit the Wiki, all those things, so I don't think even that needs to be shared. It's just really, "Here's your pre-outreach checklist. Do you have this? Do you have that? Have you



talked to the stakeholder engagement VPs?” etc., and just have that as the thing rather than a flowchart.

Holly?

HOLLY RAICHE:

I would also say, “By the way, this is the form that you will have so that when you come back within three weeks, this is what we’re going to be asking you,” so that from the very start, the people who apply are going to know this is what is expected of you. This is what will be asked.

DEV ANAND TEELUCKSINGH:

Okay. Thanks, Holly. All right. And seeing nobody raising their hands or making any comments, I think we can then – oh, Olivier?

OLIVIER CRÉPIN-LEBLOND:

One more question which needs to be asked, and it’s that of our chair here. As you’re an outgoing ALAC member, I was wondering whether you would agree to continue your fantastic leadership of the CROPP Review Team.

DEV ANAND TEELUCKSINGH:

Thanks. I do think I was [trying to think] to say yes.

UNIDENTIFIED FEMALE:

No. Don’t drag it out.

DEV ANAND TEELUCKSINGH: But...

OLIVIER CRÉPIN-LEBLOND: Now that your wife has left the room.

DEV ANAND TEELUCKSINGH: Yeah. I do think I probably need to just be involved with it a little bit more just to see this thing through. I do note – and this is probably a reminder for the RT members – that we really do need to take a close look at those proposals because I take a look that and I start making observations as the dates are completely wrong and so forth. Which would create endless amount of problem going back and forth between CT when it does get submitted. So it's really to be vigilant with this.

It's relatively low traffic work, but the real work as I see for the RT members is really at the RALO level. Trying to find outreach events, deciding which ones are the priority, do we send more than one traveler – that's where the work really lies. So I don't think the CROPP RT part is actually – really it should be – it's a very small segment in terms of time taken to process it and review it and so forth. If you have done the homework before, it should be very straightforward. If you haven't done the homework before, you're going to create a lot of problems for the Review Team.

Yes, so I'll continue as the CROPP RT chair, at least for this fiscal year.

OLIVIER CRÉPIN-LEBLOND: And you're doing a darned good job of it. Thank you.

DEV ANAND TEELUCKSINGH: Thank you. Yes, thank you very much. Okay, so thanks everybody. So this call is now adjourned. Thank you and have a good evening. Bye for now.

HEIDI ULLRICH: Thank you very much, Dev. Great chairmanship, but just to let everyone know. We have the showcase in Olympic right now starting in about five minutes. Fadi, his wife, and his mother are already there enjoying some drinks, so maybe go join them.

UNIDENTIFIED FEMALE: Excuse me. One question online.

UNIDENTIFIED FEMALE: Too late.

DEV ANAND TEELUCKSINGH: For the remote participant, the question was: “It sounded like there was a plan to extend the CROPP into FY16.” The answer for the participant who I hope is still listening, the answer was yes. But obviously this has to be approved by the ICANN Board. This is why the quantitative outcomes need to be discussed. I hope that answers the question. Thanks for the question. Take care. Bye.

[END OF TRANSCRIPTION]