
TERRI AGNEW: We'll start with a roll call. Good morning, good afternoon and good evening. Welcome to the APRALO Website Revamp Brainstorm Session on Thursday, 20th of August 2015 at 19:15 UTC. On the call today we have Ali AlMeshal, Maureen Hilyard, Siranush Vardanyan, Cheryl Langdon-Orr and Holly Raiche. We have apologies from Laura Bengford. From staff we have Ariel Liang, Jeff Salem, Kim Carlson and myself, Terri Agnew. I'd like to remind all participants to please state your name before speaking for transcription purposes. Thank you very much, and back over to you, Ariel.

ARIEL LIANG: Thank you very much Terri. First, thank you all very much for spending time to speak with us about the website. I know it's not the optimal time in the Asia Pacific region, so we really appreciate the time and effort you've put in. Today we're going to show you something, a webpage, and also a document, and also slides. I'm going to share my screen the whole time. Today Laura is not able to join us, but we have Jeff with us. It's a very simple Agenda. We're going to have a really quick update about our progress on this project, and then we'll go straight into the brainstorm session.

To give you a quick update on the project, we showcased the new At-Large website homepage during the BA Meeting, and as we explained to you earlier, we were focusing on the policy section for this website. As you can see on the screen, the first section is called "policy advice" where we've categorized all the topics that ALAC drafted statements on, and [unclear] in this interactive pie chart. We're also able to show the

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latest policy advice development activity. This right section shows each individual statement the ALAC developed or is in the process of developing.

For this particular section we're focused on integrating the public comments on ICANN.org with this webpage, so that we can lessen the manual work in creating the statement pages and be able to reflect the progress in coordination with ICANN.org. That's the first focus area. We were also a little ahead of schedule when we were working on the regional activity event, and that's the second section you see on the screen here.

The main highlight is this ALS and independent members' map. You can click around and see the number of ALSes. We're brought this to the session today, because we're bringing ahead in this particular session to reflect the regional activities, and we want to build pages for each RALO for them to highlight their activities. That's why we're having the brainstorm today; to gather your feedback, so we can come up with an appropriate design.

Also, to give you a preview, we're currently also working on the third [bend 00:03:50], which is the outreach and engagement [bend], that focuses on the Working Groups in At-Large. That's our first basic design, but we're refining it at the moment. You can also see the [lower end 00:04:06], we have a section that shows the featured events in At-Large. These are some other things we're working on at the moment. If we don't have any questions or comments about this current progress, we will go straight into our discussion. Holly?

HOLLY RAICHE: I'm looking at the pie chart. What are we going to do when we run out of space around... If you look at that, is that all of the policies that... Are you going to try to represent all the policies, past and present, on that pie chart? I'm staggered, because there are a lot of policies. I'm thinking just... I'm on about three or four Working Groups. I'm not sure any of them are there. Are you trying to distribute ALAC, or is that everything around the pie chart?

ARIEL LIANG: Thanks Holly. This is more like the topic that ALAC has written statements on. We consulted with the other colleagues in the Policy Department, and we have this general ICANN policy taxonomy that categorizes all the policy areas that ICANN deals with into 18 topics. These are the topics reflecting these 18 areas of policy work that ICANN deals with. It's also corresponding to what ALAC has written statements on. If you click on each of the slices of the pie, it will take you to the individual pages.

For example, this is the page on WHOIS, and you can see all the statements that are about the WHOIS topic, published here. We also have some [unclear 00:06:17] information, and resources, and the latest news. That's how we try to give some kind of organization to the policy work in At-Large, through this pie.

HOLLY RAICHE: Thanks.

JEFF SALEM: I'll just chime in and say that you probably noticed that, as Ariel was mousing over the pie chart, the numbers there. Those numbers reflect the actual number of statements for each topic. The whole pie chart is meant to show the volume of work that At-Large is doing within each topic area.

ARIEL LIANG: Thank you. Any other comments on this progress? If not, let's go into the discussion. We prepared about eight questions to ask all of you. We'll do the first three together, and then the fourth question, we'll have some documents to show you its analysis of the Wiki, and then we'll go to the next set of questions. Our first three questions are mainly about the role of APRALO in At-Large and also the key issues and activities of APRALO. We want to know this background because it will be helpful for us to come up with a design for the APRALO page and understand what the events or issues are that we really need to highlight on those pages.

This is a free-form discussion. Just feel free to chime in any time. Our question is, first, what's the primary role of APRALO in your opinion? Second, what are the key issues or activities in APRALO, which occur on a regular basis, and which are more ad-hoc? Any comments or input on these first two questions? Cheryl?

CHERYL LANGDON-ORR: Thank you. I'm sure you're hardly surprised to see me put my hand up immediately. In a very biased way, my view of the primary role of our RALO - but I'd extend it to say all RALOs - is and should be the facilitation of the work of ALSes and individual Members into what we have agreed to do with ICANN in terms of two-way communication and activities. That said, there is an equally important role of a RALO acting not only as a conduit, but to ask in the best interests of its membership, at large - not At-Large alone.

It needs to act in the best interests of its regional organizations and established individual Members. It also needs to act in the best interests of Internet users; in other words, carrying on the primary purpose of the At-Large, in terms of community sense. That said, it will often lead to, as a regional organization, "apparently" on its own part. In other words, it may create a regional view on things and undertake regional activities and regional outreach and engagement, as well as established regional Working Groups. But primarily, it's a facilitation enabler. Thank you.

ARIEL LIANG: Thank you very much Cheryl. Holly?

HOLLY RAICHE: I'm going to say one word. I would say RALOs - not just APRALO, but all of the RALOs - are a conduit. They should be a two-way conduit input into ICANN of the views of the region, and the other way, a conduit of ICANN and what's going into ICANN, out into the region. So if you want one word, I'd probably put conduit, and that says a lot.

ARIEL LIANG: Thank you Holly. Any other comments from Maureen or Siranush about the primary role of APRALO? Okay. Maureen?

MAUREEN HILYARD: Thank you Cheryl, and Ariel. I just want to ask a question. When we're actually looking at these questions - the roles and issues and things - who are we targeting? Holly, I was just listening and adding words like "conduit" and all this sort of stuff. Are we targeting our APRALO page for our ALSes, and in the types of language that we use, are we even just looking at the introduction that we've got in our Rules of Procedure?

I think we should try to keep to that, because that's quite a significant document for us. Perhaps you might alter the wording or something, but we should be consistent in the way that we reflect what our RALO is all about. Are we wondering about the kind of language that we use? Is it more focused at the broader...? I'm sure it is. Can our ALSes and people who work with us in our community also identify with it? I think one of the key things for APRALO is we have an informal mission, and it's celebrating diversity. I really would like to see that that is reflected in the way we actually portray our site as well. Thank you.

ARIEL LIANG: Thank you Maureen. I'll come back to you after Cheryl.

CHERYL LANGDON-ORR:

Thank you. As I said in the chat, regarding Maureen's wise and sage-like comment that she made just then, also in the chat earlier, I would certainly be using quotes from our recently reviewed Rules of Procedure as almost a mast-head on the page somewhere, because that's our core mission. It is the agreed mission, and we do need to stick to it. In terms of the audience, I suspect we probably have to bifurcate there a little bit.

It will be both a landing page and space where one can then dig down into greater detail for ALSes and existing individual Members, but I would also think it's just as likely to be a promotional page, at least at the higher levels, the parent paging, for people who are just having a little look and deciding whether or not they're interested, from a regional sense, in getting involved. To that end, I think we need to have a fairly layered approach, where you can see the topics - and the current design certainly does this - but you've got the ability to effectively drill down and find more information as required, rather than be drowned in information, which tends to happen with the Wiki-based stuff we've got now.

In terms of the key issues and activities, our activities will be diverse. Most of them will be aimed at getting a regional focus or input, or regional and sub-regional engagement and activity underway, but there's the key issue, which is one that we have also literally printed on our business cards, and that Maureen mentioned as well. It's diversity. We're culturally diverse and language diverse. We're structurally diverse. We're economically diverse. We have strength in our diversity, and we do have sub-regional issues.

So it's not an easy question to answer, but one that we do need to have an underlying awareness that that diversity will, in our region, perhaps more than some others, require certain design modifications, such as looking into local languages. Thank you.

ARIEL LIANG: Thank you very much Cheryl. Jeff?

JEFF SALEM: Thank you. I just wanted to follow up on what Cheryl said, and reiterate that yes, our audience is diverse in that we will be acknowledging current Members of the RALO, and prospective Members of the RALO. To that degree, I think in the future we'll definitely be looking at analytics to help us decide which audience the page should skew towards. Then our initial stake in the ground, we'd love input from you on whether we should be addressing one segment of the audience more than another. Do any of you have an opinion on that matter? Should the RALO page be skewed more towards recruitment? Or more towards current RALO Members?

HOLLY RAICHE: That's hard.

CHERYL LANGDON-ORR: It's hard, but I'd like to suggest that we still do need to do both, but my priority would actually be existing, because we have other work going on with the expectations on our Membership. I think this new design will

be an enabler there. That said, we can't duplicate the very weighty stuff up at the highest layers, which we have done before, which is pretty much a put-off for anyone new. So we don't want them having the joy of clicking on a nice, simple, interactive map and pie chart, and then being slapped in the face with more data than any human is expected to dive into easily. Thank you.

ARIEL LIANG:

Thank you very much Cheryl. So if I may then ask the question: can any of you elaborate a little bit more about the activities in APRALO? Perhaps provide some specific examples so that we have a better understanding of what the activities are that we really need to focus on? We understand the theme, like increasing diversity, but we'd like to know the specific efforts that APRALO has done. Any comments?

CHERYL LANGDON-ORR:

Ariel, our monthly meetings are obviously a priority, but those meetings could be far more effective if there was warm-up and wind-down activities that were allowing people to prepare themselves and look at briefings, and things like that. So there's an engagement aspect around our monthly meetings. We also have a number of APAC hub regional activities that are going on, that our RALO people need to be more integrated into and involved in.

We have a number of projects, including the local language projects, and specific sub-regional outreach activities and planning. There is, for example, a complete Oceania set of documents and strategic plannings that could be implemented, just in that particular sub-region alone. Be

careful what you wish for, because we could drown you in some stuff. Let's be selective, and a little bit small easy steps oriented here. In general, they're all about outreach and engagement, but there are some missing bits.

For example, we have the tyranny of time, where the reset of the ICANN world seems to think business hours for them is the only time meetings should run. We probably need to do more than just the hub occasional webinar duplications or additional webinars on topics that are important to get regional outreach and input from. We could of course benefit by having specific time-friendly activities, or perhaps not only reliant on real-time activities, where policy input could be collected. So there's a whole bunch of stuff there.

I would not suggest that we duplicate, as we did in the past - because it didn't work - regionally based duplicates of either ALAC or larger ICANN Working Groups and Task Forces. That segregated the work rather than complemented the work. We need to find mechanisms that will allow some time-zone friendly and language-friendly input and output into existing processes. Thanks.

ARIEL LIANG:

Thank you very much Cheryl. That's very helpful information. Ali? Please go ahead. Terri, can you chat with Ali to help him with his audio issue? Okay, I can hear you now.

ALI ALMESHAL: Okay. Thank you. On top of what Cheryl just mentioned, as well as what Maureen has typed there in the chat room, like the CROPP activities and the others, I believe there are so many different activities in this diverse region, like regional activities that are more or less related to the ICANN activities, as well as so many ISOC activities done on a regional basis, and all related to the Internet domains. I believe this is very much important to be covered. This will take me to an enquiry from my side: will the RALOs or the ALSes be able to post an update from their end on the activities they are doing? Thank you.

ARIEL LIANG: Thank you Ali. Jeff?

JEFF SALEM: If you want to answer that, I'll pull up afterwards, because I have another question.

ARIEL LIANG: I don't think we've gotten a response to that yet. You can go ahead first.

JEFF SALEM: Ali just mentioned ISOC, and that touched on something I was thinking about earlier, and that's posing a question to your next... The difference between ALSes and RALOs, in regards to RALO activities - are RALO activities truly RALO activities? Or are they more ALS activities that they're promoting to other ALSes? If that makes sense? Are RALOs more about making sure that the ALSes are coordinated and they're

aggregating and coordinating efforts? Or are they more of an umbrella organization that the ALSes contribute to? I'm not sure if I'm being clear.

CHERYL LANGDON-ORR: Jeff, I think the answer is both.

HOLLY RAICHE: I'm going to add to that. I agree with Cheryl. It is both. The ICANN website though, because I'm sure RALOs do a whole bunch of stuff that is nothing to do with ICANN, but what ICANN does, I do come back to the word "conduit". It's a focus for ICANN-related activity and a two-way street, because all the ALSes would have different roles, both within their region and then the various substance stuff. I guess it's a hard question, but think of this as an ICANN website, and it's not beyond anything that ALSes do. So it's a focus on ALSes in relation to ICANN activities and ICANN policy. I don't know if that helps or makes it worse.

JEFF SALEM: No, it certainly helps. Actually, I had a follow up question. Yes, I think that's good for now.

ARIEL LIANG: I see Maureen's hand is raised. Maureen?

MAUREEN HILYARD:

Thank you Ariel. I agree with when we're talking about what ALSes do as individual ALS groups within their region, sometimes those to do with the actual work, the part they play within their country, so that it may be related, but it hasn't actually been... I think when we're looking at it from the RALO perspective, I guess we could be looking more at what has been endorsed by the RALOs. We're looking at CROPP-related things, IGF-related activities, where ALSes will attend, but I've gone and attended events where I'm actually representing the RALO rather than my ALS.

I guess it's probably defining the difference between an ALS-activity and a RALO activity. I guess we'd be looking at criteria that will probably address those things, without taking away some of the significant things some ALSes may do, which could be looked at. It could be some kind of outreach activity, but it's got to be... I see it more that it should have some relevance and association with, as Cheryl said, the ICANN mission and its role as well. Thank you.

ARIEL LIANG:

Thank you very much Maureen. Cheryl next, and then we have to close the queue.

CHERYL LANGDON-ORR:

Thank you. Just to expand slightly on what we've just said, and what's been in the chat as well, we need to remember a RALO is a purely ICANN-based construct. It exists for only one reason, and for only a limited purpose, based on its MOU with ICANN. It came into force with the creation of the designing of those documents in each of the regions,

when a critical mass of ALSes signed, with ICANN, to form the umbrella organization of a RALO. A RALO, per se, does need to be far more specifically ICANN core value and mission-focused.

However, very few, if any, of our ALSes - and I'd venture to say probably most, if any of our individual Members, as we collect them - will have a fewer and limited interest in a set of activities that have to do with the naming, numbering and nomenclature of the Internet. Most of them will have far and wide-ranging activities, and I don't think we should exclude the ability for those to be shared, particularly when, in things like Internet governance and WSIS activities, et cetera, they are complementary to what ICANN is interested in.

So we do need to have a fairly clear separation of church and state. It was one of the regions that within even the social text - the bad old days of that thing! - and the existing At-Large website, we've always allowed for a provision of a space for each ALS, so that they could hopefully use that space, even as a Wiki-based one, to share their activities with other in-region and out of region people who wish to know that. But that's not been a very effective tool, and certainly we could build tools in this new model that would work better on that. Thanks.

ARIEL LIANG: Thank you. Jeff, go ahead.

JEFF SALEM: Thank you Cheryl. I just wanted to thank you, because you answered several questions I was just about to ask, so that was very helpful. I do

want to follow up with a very a quick question, and that is: is the fact that ALSes touch on subjects that aren't ICANN-centric, does that pose a problem at all? By problem, I don't mean we don't want to exclude those activities. I agree that we should allow them to touch on those topics. I just want a better understanding of whether it inhibits the RALO's function at all.

CHERYL LANGDON-ORR: If that's a question to me, Jeff, it shouldn't inhibit a RALO function at all, providing the leadership of the RALO understands what the mission and core value are. I have been at meetings, particularly when serving as Chair of the ALAC, where I attended every regional meeting, where it was quite clear that the RALO Leadership had very little solid understanding of where the particular remit of ICANN stopped, and the other interests of their component parts, the ALSes, continued on. So those boundaries need to be respected and looked at, but I don't see it as a problem - more perhaps as a problem [statement 00:32:54], and one that should be, with good communication, easily managed.

JEFF SALEM: Okay. Great. Thank you very much.

ARIEL LIANG: Holly? Then we have to really move on.

HOLLY RAICHE: Yes. I expect you're going to get different answers from different RALOs, and I suspect you're going to hear different ways that RALOs use them. My personal view is this website is about ICANN activities, but there may be other RALOs that do the whole thing differently. I think you should wait until you hear from several people before you make a final view on that. Thanks.

ARIEL LIANG: Thank you very much Holly, and thank you all for the great input. Let's look at question three for now, in the interest of time. Is it important to see other RALO activities via the APRALO page? Just to give you some context on why we ask that question, for example there is the APRALO APAC hub strategy going on, and in LACRALO there's the LACRALO and LAC ICANN strategy as well. It's similar. So there are some over-arching activities across the RALO as well. We're wondering whether you want to see those types of activities from other RALOs on the APRALO page?

HOLLY RAICHE: Just a thought - I think it would be interesting to have links to other activities, but if we actually want to create [an online huge 00:34:49] website, I think you have to actually focus on ICANN and then say, "By the way, this is what else is happening," with maybe a sentence and a link. Otherwise you're just going to have a really unwieldy site. It would be nice to know what's going on, but I think perhaps you have to link it to other webpage where that's the focus, and just the connection - not much more than that. That would be my take.

ARIEL LIANG: Thank you Holly. Siranush?

SIRANUSH VARDANYAN: I would agree here with what has been said by Holly, that I think on the APRALO, to see the activities of other RALOs would be quite difficult, and challenging. I think each RALO should have their own specific space, and from each RALO there should be links to other pages. Otherwise, we'll mix all the activities, if this is not a cross-RALO information of something.

ARIEL LIANG: Thank you Siranush for the input. Also I've noted the comment from Cheryl in the chat about the calendar and ability to drill down. So we have noted that suggestion. Yes?

SIRANUSH VARDANYAN: By the way, I found out I can talk to the microphone when on the phone. It's good. Testing my new toy!

ARIEL LIANG: Wonderful. Loud and clear. Any more comments on that question? Okay. The next one is a document we want to show you. It's mainly about the relationship between the Wiki and the future website. We do notice there's a lot of content in the APRALO Wiki page, and there's a great potential to, for example, migrate some of the information in the Wiki to the website. We did a bit of analysis of the content on the Wiki, and I'm going to paste this link in the chat so you can view the document

on your own as well. Terri, if you can send this via email to Cheryl that would be good.

What you are seeing right now is the information on the APRALO Wiki page. We did that with the other RALO Wikis as well, and we found there are a lot of things in common, and also there are some things that are unique to APRALO as well. The first column you see is the ICANN general information. These are some kinds of ICANN.org links that are posted in the APRALO Wiki - just a few of them.

The second column is At-Large general information. What we mean here is that on the APRALO page we saw some links of the existing At-Large website where the link non the ALAC space in the Wiki, that includes information that has implications to all RALOs - for example, there's a link about the At-Large election/selection process, or a link about the At-Large Beginner's Guide - this is the At-Large general information in the APRALO Wiki. That's in the second column.

The third column you see is the more RALO-specific information. We call it RALO-specific because this category of information really applies to the activities in the RALO, but the categories are shared across all the RALOs. For example, every RALO has their ALS and independent Members' Wiki space. They also post their promotional material, such as their trifold or brochure, and of course all the RALOs hold their monthly meetings, and there's a Wiki page for the meeting information; the recordings, et cetera. So this is the third column.

On the fourth column, what you'll see is APRALO-specific information. These are more unique to APRALO, and we have found that in other

RALO spaces. One example is the APRALO APAC hub pilot framework. We found pages about the capacity building webinars, and also every RALO has the Wiki spaces about the showcase organization, so we found that as well. There are also some policy documents that APRALO did in the past.

Now, what we do with the information is that we want to get your input to see what kind of information has the potential to migrate to the website, so that we give better organization and accessibility to that information, and a newcomer can easily find them via the website, instead of trying to dig for them in the Wiki. The column that we want you to focus on now is the third column; the RALO-specific information, and the fourth column; APRALO-specific information. So feel free to chime in and leave your comments. Holly?

HOLLY RAICHE:

Just a thought with the webinars, I would actually move some of the webinars, particularly webinars that, if they are really topic-specific to the region, fair enough, but a lot of those webinars are really interesting or would be interesting to all of the RALOs. I'd be tempted to move them not just even one [way left 00:42:00], but almost in "At-Large" and then put webinars, particularly really interesting ones, there, and then they can have links to the various regions, but that way we can look at the webinars that other people are having and have a good idea of the information that's in them that other RALOs might want to copy. Thanks.

ARIEL LIANG: Thank you Holly. Siranush?

SIRANUSH VARDANYAN: I was going to touch upon also this webinar space, as sometimes I have seen that the information about upcoming webinars in APRALO APAC hub framework was shared through other lists, like Fellowship, and people from other RALOs or other regions, and they can join this. The information actually is important, not only APRALO-specific, but can be shared in capacity building webinars over the general list. I agree with what's been said by Holly.

My question on this is: is this website going to substitute the Wiki space? Because we have the information in the Wiki, in different pages, and now we're going to do some duplication and have the APRALO-specific website, and put all this information also there? Isn't it a duplication of the work in general? Or there is another specific usage of this website and the Wiki space that we have already?

ARIEL LIANG: Thank you Siranush. Just to quickly respond to your comment, we definitely want to reduce duplications, and we want both the web and the Wiki to co-exist. The reason we want to give APRALO a page is to make it a better gateway for information, so that we can point visitors to the respective Wiki page to see more.

When we talked to other RALOs, for example LACRALO and EURALO, they said, "Maybe we can put some static information on the website, like a broader introduction about the RALO and the activities we do, and

link out to the Wiki to show people what are the active Working Groups or ongoing activities, so that interested people can learn more in the Wiki.” So we want to reduce duplication, but we want to make sure there’s a good and natural transition between the web and the Wiki. Cheryl, please go ahead.

CHERYL LANGDON-ORR:

Thank you Ariel. Yes, as you’ve heard me say a million times before by now, I’m all for just having effective and relatively minimal opportunities for communication to then click on, and then drill down, and of course the place to drill down to is the correct place for the most recent information on our Wiki. But there are a couple of things that I do think we need access to, from an APRALO and perhaps even other RALO-specific points of view.

That third column you were looking at, I think the founding documents and critical document material are important to be found and they can be relatively static. [They scare the 00:46:13] living daylights out of me, but we still have people inadvertently ending up looking at either unexecuted documents, in the case of the MOUs, for heaven’s sake, or early drafts of things, because they do a search and the Wiki will give you too much to choose from. So I think the most current Rules of Procedure, the most current et cetera, the executed documents, should be accessible from the website, as such.

I would also suggest that obviously, and perhaps in a more friendly manner, with smiling faces and links to profiles, the current leadership and could go as far as key membership, should also be available. Then

you can go down as far as even a LinkedIn profile with people, if they so desired to have them published. But I will ask the question here, and that is whilst you've looked at Wikis, as you know Ariel, I am very annoyed about the historical loss of information, particularly with former leadership and early documents that were lost from the transition of social text into our current Confluence Wiki.

I believe they exist in what you call “[quasi-old 00:47:37] records”. I would hate to see us not, if we're going to have something that looks at former regional officers and early meeting records, give an indication that nothing happens before 2008, because of course a hell of a lot did. So there's some tidying up, but that can be really done Wiki-based. We don't want to have yet another transition to yet another tool and lose even more of our history. Thank you.

ARIEL LIANG:

Thank you very much Cheryl. Duly noted. We will definitely avoid repeating the history so that we keep everything there. Ali, and then Jeff.

ALI ALMESHAL:

Ariel, I am confused here now. Maybe I'm missing the point. Are we moving from Wiki to a webpage, or are we using both? If we are using both, which side will be updated by staff and the community? Is it the Wiki or the website? Can you clarify that for me please? Thank you.

ARIEL LIANG: Thank you very much Ali. We are definitely having both the Wiki and the web. In terms of updating, in phase one, also for the beta site, there will be a limited ability for community members to administrate, so staff will mainly be responsible for updating information. Given that context, we also need to consider how much we want to present on the web. Of course, I think it will be very helpful to link out to the Wiki so that [unclear 00:49:42] duplication, and the other is that given the ability to update, it would be better to update that in the Wiki, and then we just provide that gateway in the web. I hope I answered your question.

ALI ALMESHAL: So the updates will remain as-is on the Wiki page, not through the new website?

ARIEL LIANG: For the website, if we identify the type of information we want to put on the website, then staff will be mainly responsible for updating, and community members will update in the Wiki and [unclear 00:50:22] in the Wiki. That's our temporary plan for phase one. Later, when we keep iterating the web, let's say to start building up more functionalities, for example in phase two, we probably can give community members access to the web as well. But that will be later - not until the end of this year, or next year.

ALI ALMESHAL: So the website will be mirroring the Wiki pages? So it's a method of whatever has been updated would be presented in a different way on the website? Am I right?

ARIEL LIANG: Yes. More accessibly, but definitely the main content that needs constant update by the community members need to remain on the Wiki. Then the web can link out to the Wiki.

ALI ALMESHAL: Thank you.

ARIEL LIANG: Thank you. Jeff?

JEFF SALEM: Just to build up on what Ariel has been saying, and talk about some of the other RALOs - what we've been hearing from the other RALOs, and what I'm assuming will apply here as well is that in general we're steering towards leveraging the Wiki as a workspace, and the website as a source for information. Like I said, that's a generalization.

What we're looking for from you is to confirm that, first of all, and secondly if there should be a redundancy between the website and the Wiki, we're very interested in learning whether there should be information on the Wiki that's also on the website. That's what this

exercise is about. What is that line between the Wiki and the website?
Should there be redundancy between content or not?

ARIEL LIANG: Holly first, then Cheryl.

HOLLY RAICHE: What I would desperately like is to have a way to go into the RALO website, and from there actually be able to locate Wikis. That's always been problematic, and is where a lot of us fall down. I absolutely think Wiki as workspace is fine, as long as I can go into the RALO website and find the link that gets me to the Wiki. For example, if it's a policy issue, to be able to actually go to the policy page, and there is a link that says, "These are the things that are being worked on," and there is a link, and it's as easy task.

If it's an easy task, which it's not now, it would be fantastic. Save the Wiki for workspaces, but just make that link of how to get there really, really clear and easy, and then that would be fantastic. Thank you.

ARIEL LIANG: Thank you Holly. Cheryl?

CHERYL LANGDON-ORR: Thank you. Another example of something that would be useful to restructure access to via the website is meetings, believe it not; both current and historical. It would be a whole lot easier to have a greater

detail of the last 12 or 15 months' worth of meetings, by date, which is live and active to the primary meeting page on the Wiki. But we don't need it back to the year 2000, for heaven's sake, but we do need to be able to get to a meeting that was held in 2003 or 2005 or whatever.

Then I would suggest, rather than what happens in the Wiki at the moment, when you've got to trawl through far too much to find them, just by year, and then it links to the most useful page for each of those meetings. I'd also remind us that in more recent times, the meetings that have been held for our region during the face-to-face meetings aren't found as links via our normal meetings. They're found in the Singapore Meeting, or the BA Meeting, or the whatever meeting.

Of course, depending on how wide your left-hand column is on your Wiki, it's quite possible to end up in the wrong Singapore Meeting or wrong BA Meeting. That's another time where having it by year, and also making sure that those face-to-face meetings are picked up in the right time and the right year would be helpful as well. A few things like that anyway. Thanks.

ARIEL LIANG:

Thank you Cheryl. Okay, so due to the interest of time we have to move on, but after this call we will send you a survey - just a one-question survey - and you can look at the list again and provide your feedback of what you think needs to have a presence on the web. It's a list of 16 categories of items, and you pick your top eight choices. So we'll follow up with you on that. Now let's move onto the next set of questions. I

know we're running behind time, so let's move on quickly and hopefully we will finish this meeting shortly.

The next question we have is what information we should present on the APRALO page about the APRALO ALSes. I do want to remind you that the APRALO Wiki has this page for ALSes. I'm trying to pull it up. For this page we definitely have a lot of ALS logos, for example, and we have the contact information of the ALS representatives. We're just wondering if we want to also have the ALS information on the APRALO webpage - what type of information we need to present for the ALSes. Holly?

HOLLY RAICHE:

What I would really like, and it isn't there, and I agree with you, is that if we're going to have an ALS page there should be, next to the logo, the paragraph, the contact details, the people... All the information should be there. You ought to be able to just click on this link and get all the information you need. I've gone hunting for stuff before, and I just absolutely could not find, first of all, this page. I don't know where it's hidden, but it's hidden. It should be prominent, it should be easy to find - a list of all the ALSes in the RALO. There should be information about them, and it should be easy and obvious. Thanks.

ARIEL LIANG:

Thank you Holly. Any other comments about this question? I'm looking at the chat as well. Sorry I didn't alarm you that we have a few more questions here.

CHERYL LANGDON-ORR: It's called agenda management, Ariel. You're much better to have things under Agenda on a shorter meeting, than far too much, unless you really only want half the responses. If you want half the responses, I suggest you tell us at the beginning.

ARIEL LIANG: Right. Okay, so let's move on then to the next question. It's about social media. The reason I ask this is because when we're looking at the EURALO Wiki, we found out EURALO has their own Facebook and LinkedIn page. We're wondering whether APRALO has its own social media account as well? If so, do you want to make that prominent on the APRALO webpage as well? Any comments?

MAUREEN HILYARD: Ariel, I know that we've talked about starting up a Facebook page, and stuff like that, but we just haven't gotten around to doing that. That could be the means by which ALSes could load information about what they're doing in their home countries and things like that, so that that is the conduit whereby they can actually promote activities that they're doing. This could balance off some of the things, ways in which we portray the diversity of our RALO, without intruding on the website and its role. Something we need to work on, perhaps.

ARIEL LIANG: Thank you Maureen. Siranush?

SIRANUSH VARDANYAN: I think that we, on an individual level, are very active to post APRALO activities on our Facebook pages, but if you can build the APRALO Facebook page we can start to post things there, on activities, and as Cheryl said, we'll get it going. So set it up for us. I think that a Facebook page would be a really good part of our outreach activities.

ARIEL LIANG: Thank you Siranush. That I think we'll have to discuss with the Social Media Working Group, so that we're all coordinated, if staff is going to set up a Facebook page for APRALO.

CHERYL LANGDON-ORR: There's something really important about social media working in Asia Pacific. You have to put a full Tweet of social media opportunities out there to use. We have so much partitioning in so many countries where certain social media is simply not able to be accessed. We cannot set up deliberate inability for some of our sectors to get information and some not to.

Let's make sure that we use as many opportunities we have for social media, we don't restrict ourselves to just a Facebook page - because I can tell you there'll be millions and millions of people who won't be able to look at it, and some who just won't, even if they can. But also use aggregation tools, so we have an opportunity for people to do a single quote and it be put out into as many of the social media outlets as

possible. We've got to be very careful and very smart with social media that we do need to use in our region.

ARIEL LIANG:

Thank you Cheryl. Just to let you know, ICANN has a WeChat account, which targets Chinese users who don't have access to Facebook or Twitter at all. ICANN in general is making that effort, but of course, if we have APRALO social media accounts, the thing we need to figure out is who's in charge of updating the content - whether it's community members or chat, and if we have a WeChat account, for example, who from that region is going to use that platform for sending the feed. So that's something we need to consider.

But it's a little bit out of scope for the website for now, but we can talk about this in the Social Media Working Group. Of course, that's a good topic to discuss. Now, let's move onto the next question, about translation. When we talked to AFRALO and LACRALO, for example, in their RALOs they definitely use other languages than English for their work. IN APRALO, up to now I think English is the primary language. How important do you think translation is for the APRALO page? Cheryl?

CHERYL LANGDON-ORR:

Where it is possible, it will be useful. We use English because it's hard to use some 58 primary languages and several hundred dialects.

ARIEL LIANG: Okay. Thank you. As a follow on question, for the beta site we can install a plugin, like a machine translation, to meet the minimum criteria for translation. Would this be feasible for APRALO as well? Would you like to see that as well?

HOLLY RAICHE: For 58 languages?

ARIEL LIANG: No, just for...

CHERYL LANGDON-ORR: There are a number of primary plug-ins that will work, and that providing we recognize that they are limited tools, they will get better. Where they're workable, where they're useful, then yes. But we also have our local language projects, and that should assist as well. So some of our translations will be actual material that has been translated, as opposed to more automated machine translation. Thanks.

ARIEL LIANG: Thank you Cheryl. Any other comments about the translation? Okay, hearing nothing... Siranush? Please go ahead.

SIRANUSH VARDANYAN: Just to comment on machine translation - if we put machine translation or Google translation in, in my point of view a lot of information will just look ridiculous. If there is a need of real translation of the documents,

official documents at least - Rules of Procedure, et cetera - maybe some ALSes can also translate their own information in their own languages, but if we put the machine translation in, sometimes it will just be bullshit and nobody will understand anything.

ARIEL LIANG:

Understood. We definitely understand the weakness of a machine translation. For the beta site, in the interests of time, we really want to have the beta site working to add value to the community, so as a temporary solution we'll have a machine translation, but we do note that there are some documents, for example, that if they already have a translated version we'll make sure to have that on the website, and later on we can incorporate more [unclear 01:07:34] translated content there to avoid confusion.

Let's go to the next and last question we have. I think we covered it a little in the earlier discussion, about who should update content for a RALO webpage. For beta, staff will be mainly responsible for updating information there. Given that context, what do you think needs to be absolutely up-to-date on the APRALO page that staff can keep updated? Any thoughts or comments?

CHERYL LANGDON-ORR:

Ariel, I think, as you've got out of us a number of times, it depends on the context. For example, with [graded 01:08:35] effective use of some social media, a number of local and even sub-regional and regional events can be shared and updated by our end user community. Let's suck it and see. Obviously to begin with it probably needs to be fairly

well controlled as it becomes more robust and particular people take on ownership of doing particular roles, then we can look at giving them access to updates.

But if we're working still with Wiki, and people have the ability to update Wiki, then a lot of the validity of content, which would be linked to from our webpage, should be managed in that local Wiki level, rather than require admin privileges into webpages, as such. The exception of course would be if we allow - and I like to think we would allow - personal profile and leadership profile material. That obviously is there to be updated, even if it is something as simple as linking out to a LinkedIn profile that people have control over themselves. Thanks.

ARIEL LIANG: Thank you very much Cheryl. Any other comments on this? If not, I think we're going to close this meeting. Jeff, do you have any closing comments or thoughts?

JEFF SALEM: No, just thank you very much. This has been very informative.

ARIEL LIANG: Thank you all very much for your time and help in this. This meeting is adjourned. Thank you all.

[END OF TRANSCRIPTION]