
TERRI AGNEW: Good morning, good afternoon, and good evening. Welcome to the ALAC Subcommittee on Outreach meeting with regional secretariats, taking place on Friday the 15th of May, 2015 at 17:00 UTC.

On the English channel we have Siranush Vardanyan, Cheryl Langdon-Orr, Alan Greenberg, Maureen Hilyard, Fatimata Seye Sylla, Pascal Bekono, Glenn McKnight, Olivier Crépin-Leblond, Humberto Carrasco, and Dev Anand Teelucksingh.

On the Spanish channel we have Alberto Soto.

I show apologies from Roberto Gasteano, Wolf Ludwig, Holly Raiche, and Leon Sanchez.

From staff we have Heidi Ullrich, Silvia Vivanco, Ariel Liang, Jana Juginovic, and myself Terri Agnew.

Our Spanish interpreters today are Veronica and David.

I would like to remind all participants to please state your name before speaking, not only for transcription purposes, but also for our Spanish interpreters.

Thank you very much and back over to you Dev.

DEV ANAND TEELUCKSINGH: Thank you very much Terri. This is Dev Anand Teelucksingh, Chair of the Outreach Subcommittee, and also with the regional secretariats. Welcome. So on this call, we will be looking at some of the new

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outreach documents that were discussed prior to Singapore. And Jana Juginovic, the Director of Global Content and Social Media Engagement at ICANN, has prepared two versions of documents. And she'll be taking us through those documents, and one outcome is that we have to pick which type of document we wish to go with for At-Large, in order to get that ready for the Buenos Aries meeting.

We also have an update on the community regional outreach pilot program, and also next steps regarding this working group. This working group has been changed, well the charter of the working group has been changed, and it's now the Outreach and Engagement Subcommittee. We'll get to that at the appropriate spot in the agenda.

So, let me see, is Jana connected or not?

JANA JUGINOVIC: I'm here, hi.

DEV ANAND TEELUCKSINGH: Hi Jana. Thank you very much. Okay, so thank you Jana, and welcome to the call. On the last call, we had discussed some, different approach to the At-Large documents. And I believe we have two versions of documents you wish to show us, so can you take us through it? And thanks for attending this call.

Jana, you may be muted. Okay, I see the screen is not being shared. Okay. Excellent.

Okay.

By the way Jana, if you're speaking, we're not hearing you. So you may be muted.

TERRI AGNEW: This is Terri. Just a quick update, Jana's line has disconnected, and we will try to get her back on.

DEV ANAND TEELUCKSINGH: Okay. All right, thanks Terri. This is Dev. Well, let me tell what, while Jana gets back on, let me just move on to the next agenda item, just to talk about the community regional outreach pilot program. So today will probably be the last day for any sort of CROPP submissions to happen. Since the last outreach meeting, what has happened is that there has been a look to use the CROPP, which has typically been positioned as for outreach purposes only, but actually, in the CROPP documentation it refers to possible use for engagement purposes.

And so, it was suggested that given LACRALO has only used two of its slots at this time, of its five allocated travel slots, it was suggested that we, LACRALO, look at using CROPP for use for attending the ICANN...

JANA JUGINOVIC: Hi, sorry.

DEV ANAND TEELUCKSINGH: Hi Jana.

JANA JUGINOVIC: My phone disconnected for some reason. Apologies.

DEV ANAND TEELUCKSINGH: Okay. Well we're just going to kind of finish up an agenda item then come back to you Jana. Thanks.

JANA JUGINOVIC: No problem.

DEV ANAND TEELUCKSINGH: Okay. So what has happened is that the, so we sent out a call for proposals. And I'll just paste some links here in the chat. And you see there are actually some proposals for the four travel slots. It's four because we also have an additional travel slot coming in from the Latin American and Caribbean strategy, which has some funds for outreach support.

So, today, late yesterday, I filed several of these proposals, and these proposals, these draft proposals, could be, let me see, could be viewed here. So the CROPP review team is now looking at these proposals, and we're looking to give [inaudible] very soon as to the deadline.

So also, well, this all comes into the later agenda item as to the restructuring of the outreach, this working group, to the outreach and engagement subcommittee. But anybody has any particular questions. I should maybe also make a posting that there has been quite, I have to say, quite a lot of views of the CROPP program.

I believe the breakdown was that NARALO used all of its proposals. EURALO used all of its proposals as well. APRALO used, I believe, four out of the five travel slots allocated. And AFRALO, I think, also used its five proposals. So all of the RALOs have really made extensive use of the CROPP program. So it's also [inaudible] ensure that, you know, we have good outcomes from this program.

Any questions or comments regarding the CROPP program?

Going once, going twice, okay. Excellent. All right. Now with that agenda update completed, Jana. Thanks for joining us and welcome to the call again. And thanks for coming onto this call to show us these new two versions of the At-Large documents. So I see one of them is on the screen. So Jana, you have the floor.

JANA JUGINOVIC:

Hi. So I know folks had wanted to have a couple of options. They wanted to have a few options of either a flyer or a one pager. I think, Ariel, are you, do you want to show the folks the different options?

ARIEL LIANG:

Thanks Jana. This is Ariel speaking. I'll let Terri [confirm] the AC room, so if Terri you could do that, it would be great. Thank you.

TERRI AGNEW:

Jana, I apologize. This is Terri. Are you able to speak up just a little bit for our interpreters?

JANA JUGINOVIC: Yeah, sure no problem. Can you hear me now?

TERRI AGNEW: I will check with them. One moment.

Yes, much better. And which document are you wanting on the screen at this time?

JANA JUGINOVIC: This look likes the one pager, and then there is another side to it, on the other side. What folks wanted was on the first page to see the At-Large structure, which you have as a map. And then a little bit about the At-Large advisory committee. And then on the other side, to have information about the RALOs.

Now there is text in there. I know some folks had suggested that there was too much text, there was too many words, that we could edit some of those down. And we can do that as well. You have a social media handles on the other side, on the box. And a link to your website. It's nice to have a one pager because it's easy to see both sides right away.

You know, I mean I would go for the one pager, but I know some folks wanted a flyer. And I think, I don't know if you want to show the flyer now Terri.

TERRI AGNEW: Is that the tri-fold document?

JANA JUGINOVIC: That's correct.

And this is the flyer. Obviously it's smaller, but you have to open it up to get the information. That's what you see on this first part of the flyer, which is that opening purple page that you see there. That's the tagline that we worked on with you, with some of your folks, help us shape the Internet's future. I mean, what you want these documents to be, is you want to push people to the website, or to your social media channel, so you can have deeper engagement.

So the purpose of the presentation, the actual hard copy, is to get people to engage with you further online, in a more substantive way, because you can't really engage with a piece of paper. So this is meant to be kind of a calling card. Here, is a little bit of information. If you're interested, come learn more information, because that's where you would get the deeper engagement.

And then if you look on, if you just want to scroll down a bit to see the inside, if you open it up.

You've just got to scroll to the next part of it so you can see what you can see on the inside.

And again, it's like a replica of the one pager, information wise. It's just displayed differently. So it's really a question of preference for you guys. If you prefer a tri-fold, if you prefer a one pager. With the one pager you get all of the information visible right away, and people can

use it to hang up, and you can see your social media channels right away. A tri-fold is a tri-fold. They're like a flyer that you would see, [inaudible] takeout menu type of things. That's the flyer.

DEV ANAND TEELUCKSINGH: Okay, this is Dev. Heidi, okay, go ahead.

HEIDI ULLRICH: ...on the AC, I'm not sure if anybody is raising their hand. But I just wanted to...

DEV ANAND TEELUCKSINGH: This is Dev, go ahead.

HEIDI ULLRICH: Thank you Dev. For consistency sake, we were asking that, when you choose the ALAC one and all of the [inaudible] flyers and documents that are going to be developed that you choose one design, either the [one pager] or the tri-fold.

Again, just so that the look is a consistent look.

JANA JUGINOVIC: Exactly, good point Heidi. It's nice if it all looks consistent through the RALOs, just in terms of what type you pick, and then we will obviously customize it for each region. So as opposed to seeing, you know, you'll see a map of your region, and your information about the RALO in one

of the sides, on the other side would be like the larger information. About all of At-Large, if that makes sense.

DEV ANAND TEELUCKSINGH: Okay, all right. I see two hands are raised. First, Alan Greenberg. Alan?

ALAN GREENBERG: Thank you very much. I had a personal preference for the tri-fold, and I'll tell you why. My sense is if you go to a meeting and collect stuff, the full size papers tend to go into a pile, and often never get looked at again. The flyers, my personal sense is that I tend to, you know, look at that, or at least glance through them at some later time, maybe because they're at the top of the pile.

And I'm just wondering, has anyone ever done any, if not formal studies, then at least something informal, say which of these actually do people like to look at after the fact.

JANA JUGINOVIC: I think in general, and I'm going to give my honest opinion, I think any kind of print publications, in certain regions are popular, in certain regions are not popular at all. Some people just chuck them. Like for example, when we would do the event guide for previous ICANN meetings, people would really just throw them away. They wouldn't use them because they were long, they were big.

When we started just converting to a one pager that just had the map, the information that they need to know. They were quite successful because people were using them. Some walked around, looking at the map. I think the trick is just to have one that has just the information

that you want to know, but don't look at it as something that someone would possibly keep forever.

What you want to do is for it to be kind of a, I hate to use the promotion, I hate to use the word promotion, but you kind of do. You want to promote the fact that you want them to go online. You want them to engage with you deeper. So I don't think you can lose either way. I mean, I have a preference for the one pager, only because you see all of the social media channels right away, you see the website parts right away.

So that's where you want people to vote to engage with you. But I don't think you'd lose with either. I don't think it really makes a difference personally, because it's a piece of paper. What you want people to go is to drive, you want the piece of paper to drive to them, drive you to the digital platforms. And so you want to make either one visually appealing.

DEV ANAND TEELUCKSINGH: Okay. Follow-up? Okay, Cheryl, go ahead.

CHERYL LANGDON-ORR: Yes, thank you very much. Cheryl Langdon-Orr for the transcript record. I have [inaudible] towards the tri-fold. This one is doing a display situation where one is using tables, or you can do, if you're trying to pack an awful lot, rather than just a single publication. In other words, you won't have all of the RALO information, other information, etc.

The simple amount of footprints to take on the landscape you've got to use. And tri-folds work better [inaudible]. I agree with Alan, of the things that are shown in the [inaudible] hotel room, and I [inaudible] conference bag, not just from ICANN but from anywhere, the [one

pager] ones rarely I've kept. I am more likely to keep a tri-fold with its smaller profile. If it has informational material that I think I want to pass on, or give away.

But I do also want to pick up on what [inaudible] is saying, and that is [inaudible] a good thing as well. Now, if you're also doing these [inaudible] you want to have a display desk, well then I'm of the opinion, you know, you've got the soft copy of the single double sided. I thought, you know, print that up and laminate it as an aide [inaudible].

So for display purposes, sure a single pager has a nice [inaudible] from a practical point of view. [Inaudible]... Thanks.

DEV ANAND TEELUCKSINGH: Okay. That's a good suggestion Cheryl, thanks. Alberto Soto, go ahead.

Alberto, you may be muted...

ALBERTO SOTO: This is Alberto Soto speaking. Thank you very much Dev. I wanted to talk about the distribution of this kind of information. In the LACRALO, we are working in coordination with the strategic area of the region, and the communications area of the region. And for example, we will have an event in Cuba, we will not organize it but we will participate, and we will bring what we have already done, with At-Large, and what we have done in LACRALO, but also what ICANN has done.

We have already used this in all of the events that we have attended, or that we have organized, and we have had very good results. And that's all. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Alberto. I think, well, I think the outcome of this call which format will be used for, in time for printing and ready for, and I

assume translation ready for distribution at the Buenos Aires meeting. I don't know if you'll be able to be ready for the Cuba trip, unfortunately, which is in early June.

JANA JUGINOVIC: Well, depending on how... I mean, if you guys decided now on which one you like, either the flyer or the one pager, all we would have to do is if there were no changes to the current document, other than sweeping some of the text that I know some folks maybe wanted to tweak, it could be ready like relatively soon. You know, it wouldn't take that long if we're just tweaking text, just as a FYI.

DEV ANAND TEELUCKSINGH: Okay, that's good, that's good to know then. Okay. All right...

MURRAY MCKERCHER: Excuse me Dev, it's Murray speaking.

DEV ANAND TEELUCKSINGH: Ah, Murray. Please go ahead.

MURRAY MCKERCHER: Thank you. Murray McKercher for the record. Apologies, I'm not on the AC Connect, able to raise my hand. And I haven't seen the document because I'm not on the Adobe. But I was curious to know if there was a consideration putting a QR code on, I'm going to suggest the tri-fold, is my preference, so that one can...

I know that in Asia-Pacific and other parts of the world, even Africa, the ability is a QR code immediately get information on your smart phone. So, was that considered, or is it there and I apologize that I can't see it? Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Murray. This is Dev. Glenn McKnight is also has been asking about this regarding a QR code. Well, to answer the question, no there is none. So I guess the question is well, should we have a QR code

that would, I assume, point to the landing page for this? And I heard a yes from Cheryl.

Anybody has any thoughts or objections to using a QR code? Let me put it this way. For those in the AC room, please indicate with green ticks, should we include a QR code?

Okay.

ALAN GREENBERG: It's Alan. Is there any reason not to?

DEV ANAND TEELUCKSINGH: That's true. But I just want to make sure everybody is more affirmative and producing it. I see Maureen has her hand raised. Maureen, go ahead.

MAUREEN HILYARD: Sorry. I ticked the wrong box. I had put my comments on the chat though, anyway.

DEV ANAND TEELUCKSINGH: Oh, okay. All right. Okay, very well. Glenn, I see your hand is raised. Go ahead.

GLENN MCKNIGHT: Thanks Dev. A couple of things. I've seen a lot of people produce all kinds of formats, and they put their QR codes, and they never actually

monitor the results of the QR code. And the QR code is an interesting tool because after you give a piece of information out, you really want to know if people actually follow up, and if people click on the QR code with a QR reader phone, if they go to the registration page, you can actually tabulate the success of the distribution of the marketing piece.

So what you have to bear in mind is that this is costly, not only to design, but also to distribute. And if people just shove it in their bag, and they don't go to the site and register, or you know, there is no monitoring of the results of the piece, this marketing is a waste of time. So you know, got to think the whole picture through.

DEV ANAND TEELUCKSINGH: Okay. All right. Thanks Glenn. I didn't see anybody objecting to, for putting the QR code. So I think that's probably one action item to add to this, to add the QR code.

JANA JUGINOVIC: The only thing I would say is that if you add a QR code, we have to either remove something, remove some text, be able to fit it somewhere.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. Well I mean, I think, first of all. Let's also look at things... It looks like everybody is going towards, from the chat, everybody is going towards the tri-fold brochure. All right. I see Cheryl's hand is raised on it. Go ahead Cheryl.

CHERYL LANGDON-ORR: Sorry, I had it on mute. Cheryl Langdon-Orr, and hopefully I'm slightly louder for the interpreters now. Yeah, [inaudible] is actually typed up, there is plenty of real estate in the blue space on the front of the tri-fold. And I would suggest that these all, probably got [inaudible] space, if you tweak around the section with the [visitor] timeline, and the At-Large ICANN dot org.

I mean, QR codes can be embedded in all sorts of ways these days, including having the At-Large at ICANN dot org, URL per se as a text section around, or as part of the gif that is the QR code. So I think we should [inaudible] the space to put it on. Thanks.

DEV ANAND TEELUCKSINGH: Okay. Thanks. Jana, I mean, and Glenn, and what they're saying, I believe is the main first page, help us shape the Internet's future, that's part of, in blue. There is a lot of space there to put the QR code there.

MURRAY MCKERCHER: Dev, it's Murray. If I can have the floor for a moment again?

DEV ANAND TEELUCKSINGH: Okay, Murray, go ahead. And then Alan.

MURRAY MCKERCHER: Sorry to jump the queue. So it sounds like it's a good idea. It's important to Glenn's comment that, if we can track things that would

be great. And obviously, the place that it leads to, and I haven't done this lately, should be at least in smart phone mobile friendly, the design of the page to work on a phone.

So we're testing that out and just to make sure that we're leading people to the place we want to take them. That's all. Thank you.

DEV ANAND TEELUCKSINGH: Okay thanks Murray. Alan.

ALAN GREENBERG: Yeah, I'll read out what Cheryl said. We already have a section called, "Visit us online." Isn't that where it belongs? And the actual URL can be above it, or below it, or beside it.

CHERYL LANGDON-ORR: Yup.

DEV ANAND TEELUCKSINGH: Yeah, that also is another location.

ALAN GREENBERG: And by the way, if the height isn't enough, I'm looking at the tri-fold, there is a lot of white space just above the horizontal line, it's just above the visit us online. Plenty of room to put it there without doing any juggling at all.

DEV ANAND TEELUCKSINGH: Okay. Okay. All right, thanks. Okay. Are there any other comments regarding content... Well, I think everybody is leaning towards the tri-fold. What perhaps, as Cheryl suggested, the double-sided could be printed on like a larger sheet, and then put up as part of a display, so that people can look at it and read it on a stand or whatever. If I understood Cheryl's comment earlier.

CHERYL LANGDON-ORR You did [inaudible].

DEV ANAND TEELUCKSINGH: Okay. So all right. Well I see Glenn and Alan's hands raised. Are these old hands? Or Glenn do you have something to say?

GLENN MCKNIGHT: Yeah. Earlier, I put a couple of links to some of the products that we did for ISOC. And it's a different approach. Very large pictures, but what was valuable for me was sharing this with the rest of the community so that they can actually [inaudible] information at the bottom, whether it's Photo Shop or an open source graphics tool.

So sometimes you want to print a few brochures, or a few one pagers, it would be nice to do that and add your information as the contact. And we're not talking millions of these one pagers, but it would be nice to be able to have the flexibility. Like I said, you can see the examples that I gave you. Links to the slide share. And those are examples of where I could insert my information at the bottom, and it's not...

They remember who they're talking to. The other way is stapling a business card to it. A lot of times, when you get a business card, you forget what the hell that card is. And it goes in the garbage. So I think that we have to look at this as a tool, or whatever. Who is the target market? And if you're trying to establish a relationship with that person to sign up as an ALS, or a media contact, or future radio interviews or something, use this as an effective tool.

DEV ANAND TEELUCKSINGH: Okay Glenn, thanks. This is Dev. Actually, that's an interesting point, personalization. Because I'm thinking now, looking at that tri-fold brochure again, what can happen, you know, the main... With the first page, which is the ICANN At-Large logo, help us to save the Internet's future, what could happen is that there could be, that text for more information about joining and to reach out, that could be pushed up a little bit.

And that would leave space for a business card [inaudible] or whatever, when the ALSs themselves are doing their outreach.

JANA JUGINOVIC: I just wanted to jump in for a second. I think that's a really good point. We could, and I didn't hear who made that point, but we could maybe create like a different version, as you suggested, whoever that was, where we could just give you the source file, and then you could put your name and your contact information there, and then print it yourself to personalize it.

I think that's a really good option, if you wanted.

DEV ANAND TEELUCKSINGH: Okay. I'm thinking that will be a good idea. I'll wait to see if anybody objects to it. Alberto Soto, your hand is raised. Go ahead.

ALBERTO SOTO: This is Alberto Soto for the record. I have some... My communication gets cut, and I don't know if you dealt with this issue, but at some point I heard that all of this needs to be ready to be used on cell phones, on mobile phones. Perhaps we would need to increase the font in the important areas, and reduce them in some other spaces.

For example [CROSSTALK]...

...we should put it, and then the rest of the text, it's not really very important if it is small or big. If it is [inaudible], I mean we do see a link because there is a symbol, but then these areas where we should read, perhaps the font is a little small. And on the second page, after the map, there is the figures of the members, and the fonts are too small with respect to these figures are.

So perhaps we could improve the size of the graphic part of the link to have more space in the reading part, because if you are using this on a cell phone, on a mobile phone, it could be too small. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Alberto. This is Dev. Well, to answer the question regarding accessing this information on the cell phone. The At-Large website is undergoing a redesign, and one of the goals is to ensure that it looks, it works on mobile device. So I'm thinking that when persons use the QR code and they go to the website, they would see it looking, well hopefully accessible to mobile devices, and in their language.

I'm not sure whether to change the... Because I'm not seeing the use case for actually using their mobile phones to look at this PDF. So, but Alan, I see your hand raised. I don't know if you wanted to answer this before I go back to Jana.

ALAN GREENBERG: No, I was going to say, to some extent what you said, the issue was to have the QR code point somewhere, but not necessarily point to a copy of this brochure. That would be a sort of circular reference. However, it should be pointed to something that is mobile friendly, as Murray said. And not only mobile friendly, but useful. And none of the pages that we're pointing to today really meet that qualification.

So I think we're going to need to do a little bit of clean up on the web before this hits the street. I understand there is a great new website in the sky coming in the future, but we do need to clean up the landing page that we're pointing people to, before we do that, if we're going to put out these new brochures. Thank you.

DEV ANAND TEELUCKSINGH: Okay. This is Dev. Indeed Alan, thanks for that. Glenn your hand is raised and then Cheryl. Glenn, is that an old hand? And I do say we have about seven more minutes on this topic. Okay, Glenn's hand is down. Cheryl, go ahead.

CHERYL LANGDON-ORR: Thanks. Just on the landing page for secure QR code. There is absolutely nothing wrong with specifically designing a page which is a perfect platform for a QR code, and having that absolutely mobile friendly, but just to your point about reading PDFs on cell phones. I read PDFs on cell phones all the time. You just zoom in, it's not a problem. And in fact, whole industries work these days with using smart phones and reading things as large as planned in PDF form.

So let's not worry too much about, if you're going to download a document, then you're going to download the document and have a look at it as a PDF. But where the QR code takes you to, and indeed, later on where an URL does, needs to be properly designed. And those two things don't have to be the same place. Thanks.

DEV ANAND TEELUCKSINGH: Okay. All right. Thanks Cheryl. Okay. Any other thoughts or comments?

MURRAY MCKERCHER: Dev, it's Murray speaking again.

DEV ANAND TEELUCKSINGH: Murray, go ahead.

MURRAY MCKERCHER: Yes. Murray McKercher for the record, with my NARALO hat on. I mean, one of the things about smart phones is not only do you QR code and go somewhere, but you can essentially hit a button and talk to somebody. So if you have [inaudible] information in front of you, and you really want to know something more, I know this is a huge effort, but it's certainly technically possible to hit a button and talk to somebody about your very specific interests.

I don't know, I mean, we don't have a call center or anything like that. I'm just wondering, I want to throw that idea out. So if you're trying to engage a person, the more immediate and successful the engagement can be, the better for everybody. How we do that internationally in multiple languages is obviously a challenge. But just a thought. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks Murray. This is Dev. I'm just thinking that will be very hard to achieve. I think, you know, we should have a proper landing page, I agree with what Alan is saying, as a short-term measure while our website is being brought up to speed.

And so maybe the URL may need to change to, and with the QR code, they may not be able to, you know, show the URL, print the URL, but have a proper landing page. That has the short points of this mobile

friendly and so forth. And then maybe if they wanted to like say, leave a message. Alan, go ahead.

ALAN GREENBERG: Please don't presume everyone in the world can read a QR code and automatically go to it. We do need the URL there also. Thank you.

DEV ANAND TEELUCKSINGH: Okay, point taken. Any other...? We just have about, I would say, a few more minutes on this. So just to confirm, we are all... The general consensus is you will go for the tri-fold folder, for general distribution. You'll still have both of these electronic versions available. But for the double-sided, we can use that for, I would say, one larger print of this.

You know, [inaudible] at the boot or whatever, so that people can look at and read more easily. Okay. See, just looking at...

JANA JUGINOVIC: So just to confirm. [CROSSTALK] So we just need to add a QR code, and then maybe give an option of personalization? I just want to confirm the tasks.

DEV ANAND TEELUCKSINGH: This is Dev. Yes, add a QR code for the tri-fold brochure, yes. Also, allow for personalization of the tri-fold PDF by allowing, by leaving a space for, I would say, a business card, well a card for the ALS to be attached to the front, when the ALSs use this to do their outreach.

JANA JUGINOVIC: [Inaudible] two options, one with the space and one without a space, just for folks don't want to personalize? I don't know if you want us to do two... It's not a big deal to do two versions, but I wanted to just to give folks some options, or...

DEV ANAND TEELUCKSINGH: Personally, I don't think we need two versions of the tri-fold brochure, but I think that will just make it confusing. I see Alan's hand is raised, maybe he wants to answer that question.

ALAN GREENBERG: Two things. If we're looking at the tri-fold, and look at the solid blue side, or purple, or whatever it is, if you push up the bottom type, there is enough room for a business card there. And you can leave it personal, or you could make the block white so people can use a rubber stamp or put something else on it, if that's appropriate. Either of those will work with minimal changes.

I know making it white changes the aesthetic, and I'll leave it up to the people with creativity to decide on that one. I raised my hand, however, on another issue, that Jana, we have an echo. Someone needs to hit mute. Please someone mute.

The other thing is, Jana is trying to summarize what the changes are, and we haven't actually gone to talk about any text changes. And I do have something that needs to be done there. So I just want to make

sure that we don't close the file on what needs to be changed before we get to that. Thank you.

DEV ANAND TEELUCKSINGH: Okay, this is Dev. We also have another agenda item. So is it that, should we just... You want to then make an action item to submit, in writing, the proposed changes? And perhaps... Well, first of all, are these documents on the Wiki page? I think that would be my first question. And I think, if not, then let's make an action item to have these, have the tri-fold PDF put on a separate Wiki page, and let everybody make their contributions and their comments underneath as to what text...

ALAN GREENBERG: Dev, do you mean, you want the tri-fold or the text for the tri-fold, or whatever?

DEV ANAND TEELUCKSINGH: I would say put the tri-fold up as the text, and then let's... And then you make your comments as to what things need to be changed. So that everybody can see what the changes are and so forth. And then a new version of the PDF can be generated afterwards. Would that be okay?

Good question. Jana, what would be the deadline for this?

JANA JUGINOVIC: Well, if the goal is to have it printed by Buenos Aries, I would love for everybody to kind of decide in the next week, so that we can do the changes and get it printed, show you guys a proof of the print, and have that done. So if there are any changes like the text, or something like, a week is enough time to get feedback, and then we can incorporate the changes, and then send it back for a final send off. That would be ideal.

DEV ANAND TEELUCKSINGH: This is Dev. That should be fine. So I think, all right. Let's have the Wiki page open, showing the tri-fold brochure, and have a couple of comments to suggest any changes to the text. And hopefully it's not radical changes to the text. Okay, and then...

ALAN GREENBERG: It's Alan. I can tell you what, substantively what the change is, and if you put an action item for me and Heidi to work on it, I would appreciate it. The substantive change is not only talk about At-Large structures, but also mention individual users. We're not going to add a whole new section on it, as there is on At-Large structures, but we're not going to be silent on it either.

DEV ANAND TEELUCKSINGH: I got you. Very well. But we can make it open for anybody else to make any comments. Just looking at the tri-fold, for example, some of the things I look at is the URL for joining the At-Large, is actually quite a long convoluted URL. So I'm thinking, could that be a shorter URL? And so forth.

JANA JUGINOVIC: Yeah, we can have the web team shorten the length, so we don't use a Google shorten, so it actually shows the ICANN length, but just shorten what it is linked to the actual page. We can just add some for that.

ALAN GREENBERG: And for the record, the page it goes to is abdominal, you don't want to point people there.

JANA JUGINOVIC: Okay.

DEV ANAND TEELUCKSINGH: I thought it was updated already. Okay, very well. I think we've spent enough time on this, because we do have another agenda item. So Jana, thanks for showing us this. We appreciate the work that's been done on this. I think these are all great improvements for ICANN At-Large, for its outreach purposes.

So...

JANA JUGINOVIC: I just wanted to mention one last thing. If somebody has business cards and then they want, I don't know if Heidi is on the call, if they want versions of the business cards that we did for At-Large, to personalize them for yourselves. Do you think, Heidi, that's an option?

HEIDI ULLRICH: Hi, this is Heidi. Jana, there have been some offers to personalize them for the RALOs. I thought that the idea of the business cards is just to give a two minute update to everyone. And actually there is not much text that can be translated. The second side is basically all social media information that really can't be translated, and then on the front, it's just a logo and the tag line of, you know, basically become involved in the Internet.

So if RALOs feel strongly about having their own personal card, that's okay. I guess, if that's okay with you Jana.

JANA JUGINOVIC: Throw it out there as an option, because we can kind of... We can again, create a version that would work for the RALOs.

DEV ANAND TEELUCKSINGH: Okay. Well, we can probably make that comment on the Wiki page when the tri-fold brochure comes up. Perhaps to do some sort of a screenshot to show some concepts. Okay. All right. Thanks for that Jana. And again, many thanks for this.

We have one other agenda item, which is the next steps of the outreach, and now the engagement, subcommittee that was re-charted during the ICANN meeting in Singapore. Alan, do you wish to take the floor to work through why this was done?

ALAN GREENBERG:

Yeah, I don't want to spend a lot of time. I think we've talked about this to a [deaf] to some extent. The focus... Outreach means a lot of things to different people. In the ICANN context, it very often means marketing. And our problem in At-Large, at this point, is not getting new ALSs, although we welcome new ALSs that want to really participate. But our problem is making sure that the ALSs we have, and the new ones, actually do something.

And that's a real challenge, and it's a lot harder than simply getting people an application form and become an ALS. So the intent was to change the tone of what this group was looking at, to not just be outreach, but with a much larger focus on engagement. And as we develop more criteria and expectations for ALSs, then that would be a lot easier to do, and that's a process that is starting also.

So the name change was simple. And I don't think there was really no disagreement with it. It's interesting that on the CROPP program, all of the, the O in CROPP stands for outreach, no one had noticed that a year or so ago, the actual direction of the intent of the function was now outreach and engagement.

So again, although we didn't realize it at the time, this fits in quite well with the way that is going. And the membership we are going to be asking for, and it should have happened already, but it will happen very soon, we're going to be asking each RALO to name two people. So essentially the RALO leadership will be in a position of using whatever mechanism that each RALO wants, either call for volunteers or simply identified people to be the formal members of the outreach group.

Anyone is welcome to join as a participant, in addition to that. And that will be happening moderately soon. And I don't think there is anything else that really needs to be formally said.

DEV ANAND TEELUCKSINGH: Okay. Thanks Alan. This is Dev. Thanks for that concise summary. Any thoughts, or comments, or questions regarding this upcoming [inaudible]?

Okay. Well just to note one thing, I suppose with the call for reconstituting the working group, there would also have to be a call for a new Chair, once that has been constituted, and for any co-chairs for that matter.

ALAN GREENBERG: The decision we made in Singapore was that once the group was constituted, it would decide on its own internal structure.

DEV ANAND TEELUCKSINGH: All right. So this is Dev. As an action item, has to be that the call for members from... Call for members to join the working group, that hasn't gone out yet?

ALAN GREENBERG: That has not gone out yet, but it already is a long standing action item. It's just requiring a little bit of time to do it, but it should be done relatively soon.

DEV ANAND TEELUCKSINGH: Okay. Do we need to mark it here? As an action item here?

ALAN GREENBERG: I don't think duplicating action items makes it a lot more pressing.

DEV ANAND TEELUCKSINGH: Okay. Just so the action item is captured somewhere, okay. Once that is done, that's okay then. Okay. Any other business then I guess? Any other thoughts, comments, questions?

MURRAY MCKERCHER: Hi it's Murray.

DEV ANAND TEELUCKSINGH: Go ahead Murray.

MURRAY MACKERCHER: Yes, just on the subject of engaging the ALSs, as a matter of observation, at the last Singapore meeting, I ran a remote hub in Canada, Toronto. There was an ALS that was headquartered in Toronto, and I was unsuccessful at getting them to participate even remotely, which was unfortunate, but I'm going to keep trying.

It's a matter, there is just so much material to go over for a new ALS to figure out where to engage in, I don't know. I think we need a process

to educate them once they joined up, probably a bit better. Lots of extra note, but I just wanted to make that note. Thanks.

DEV ANAND TEELUCKSINGH: Okay. Thanks. This is Dev. I mean, well, the new working group can look at is from the outreach and engagement subcommittee can look at, is look at our beginner guides, which were an attempt, anyway, to try and educate persons about At-Large, and about being an At-Large structure and so forth.

There are a lot of links on the outreach work space. So perhaps, it's also, once the new group has been constituted, to look at those beginner's guides and see if it can be updated. Maybe even, a shorter guide could be produced from that, that type of thing.

Let's see. Any other comments or questions?

Okay. All right. Thank you all very much for attending this call. And there are some good outcomes coming from this call, regarding the new tri-fold brochure. And once the Wiki page goes up, please make your comments on this within the week, so that the brochures can be made available by the Buenos Aries meeting.

I would like to thank you all for attending this call, and this call is now adjourned. Have a wonderful morning, afternoon, evening.

[END OF TRANSCRIPTION]