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TERRI AGNEW: Good morning, good afternoon, good evening. Welcome to the At-Large Capacity Building Program 2015, the 12<sup>th</sup> webinar on the topic At-Large website and glossary, on Wednesday the 9<sup>th</sup> of December 2015 at 13:00 UTC.

We will not be doing a roll call as it is a webinar. But if I could please remind everyone on the phone bridge, as well as computers, to mute your speakers and microphones as well as state your name when speaking, not only for transcription purposes but to allow our interpreters to identify you on the other language channel.

We have English, Spanish, and French interpretation. Thank you for joining, I'll now turn it over to our moderator, Tijani Ben Jemaa, chair of the Capacity Building working group. Please begin.

TIJANI BEN JEMAA: Thank you very much Terri. This is [inaudible]...  
...At-Large capacity program. [Inaudible]... At-Large website [inaudible].  
As you know, the [website has] just launched, and [inaudible]...  
...to have this webinar [about this website]. [Inaudible]...  
The speakers are Laura Bengford and Ariel Liang. So [inaudible]...  
So Ariel, you have the floor.

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*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.*

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**TERRI AGNEW:** Thank you Tijani. This is Terri. Before we begin, we would like to just go over a few housekeeping items. During the webinars, if you have a question, we encourage you to type them in the Q&A pod in the bottom right hand corner, and if there is not enough time to answer the question, we'll send them to the speakers to be answered in writing.

There is also a time slotted on the agenda for questions and answers towards the end. We'll also be holding a pop quiz portion of the call. There will be three pop quiz questions, and as well as the very end of the evaluation. The pop quiz and evaluation will appear in the bottom right hand corner when the time comes.

Thank you very much. I'll now turn it back over to Ariel and Laura.

**ARIEL LIANG:** Thank you very much Terri. This is Ariel for the record. And I'm going to share my screen during the entire webinar. So Terri, can you let me know whether you can see my screen now?

**TERRI AGNEW:** Yes, we're seeing screen now.

**ARIEL LIANG:** Thank you very much Terri. So first of all, I want to take this opportunity to thank our At-Large community members and leaders that have contributed to the website revamp project. And this project is completely community driven, and the website is for the community.

So we want to thank everybody again for all of your contributions and efforts in this process.

So we have a packaged agenda today for the webinar. First of all, we'll give a quick background and overview of the project, especially for the people who are not familiar with the revamp of the website. And second, we will do a demo for the beta site, and that will be the majority of this time for the webinar. And then we'll have a pop quiz to make sure that you've paid attention to this demo, and interact with other webinars.

And then next, we'll talk about a few items that are in progress, especially the new features and functions that we are [doing] at this moment. And then, we'll quickly touch upon the glossary aspects of the website, and not limit it to the At-Large site. And then we will wrap up the webinar with Q&A.

So first we'll talk about the background of the revamped project. And maybe not all of you know about the website of At-Large, and what you see right now is the current website of At-Large, which is At-Large dot ICANN dot ORG. And this website has many problems. We have a lot of feedback from the community in terms of, there is an overwhelming amount of information on this website, but then at the same time, it's very hard to navigate because of the ineffective information architecture.

And even if there is a lot of information, a lot of them are inaccurate information, or out of date. And another problem is the poor search

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capability. So besides those problems, the site doesn't look very aesthetically appealing, and also lack translation and accessibility.

Hence, we need to revamp the website and before we start a project, we have clearly laid out several goals. One is to make sure the new site can provide educational opportunities for visitors to understand what At-Large does and what the community is about. And then second is also to lay out the various channels for engagement for visitors to interact with the site, and gain the information they need.

And the third is to have a clear call to action, so that's the visitors will know what they can do by using the site, and then engage with the community via the various channels that the site provides. And then fourth, we also want to provide opportunities to socialize ideas, via this website, and so that visitors can also share the pages or information they see on the website, on social media channels, etc.

So these are the general goals. And then quantitatively speaking we want to make sure that the new site attracts more visitors and it will have less [response rate?], so that people can stay on the site and truly benefit from using it.

To make sure to achieve those goals, we need to understand who we are targeting. And we have gathered a lot of input from our community, and we conducted analysis and understand that there were two types of audience that we were targeting. One is newcomers. They're mostly members of a newly joined At-Large structure, and also

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students from summer schools of Internet governance, or ICANN fellows, or Next Gen students.

So these are the newcomer groups. And then second group of target audience, are experienced members. Mostly the seasoned members or leaders within At-Large, but they also include members of other constituencies and stakeholder groups in ICANN. And also seasoned members in organizations that are related to ICANN.

And then the newcomers and experienced members, they have many shared traits. They're spread around the world, and they have common interests in Internet governance issues, or ICANN policy issues specifically. And then they have the common desire to represent or promote the interests of end users can make a difference.

And so through this website, they will have many different needs and wants. So for the newcomers, they want to learn more about At-Large, explore the work of the community, and can interact with an experienced member. And then for the experienced members, they may want to use the site to get involved more deeply. For example, learn about the ways to participate in the ALAC policy development advice opportunities, and also track and join upcoming calls and events, and also be able to promote their work within the community.

And even if they have some different needs and wants, they have also shared desires by using the site. As you can see here, for example, they would like to research about policy topics that matter to At-Large, and

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follow news about the community, and get involved in the community in various channels. So these are the analysis of the target audience.

And then we start the website revamp project, so I will turn over the floor to Laura. Laura?

LAURA BENGFORD:

Yes, thank you Ariel. And thank you everyone for joining today to learn about the new website. So what, given that we just heard from Ariel, and so many challenges and issues we have on the website, I just wanted to provide [inaudible] of what the website revamp solution that we have been working on over the past year.

And just to kind of reiterate some of the problems that we were trying to solve. It was really about trying to organize and communicate out the various work that the At-Large community provides, as well as a big component of being able to find information quickly. And also replace an outdated technology platform and user interface that did not really allow us to move forward on some of the new features and items that were being requested.

The other area that we focused on was making sure that it was very clear that we articulated the process of how the advice was developed, what the status of the device was, and the various activities that went into the drafting, the voting, the commenting, etc. pieces of that. We also did quite a bit of reach out and work to the regional, the RALOs to make sure that we were focusing strongly enough on the regional activities and engagement opportunities within those regions.

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So just a quick high level summary of what the features are. As I mentioned, we focused quite a bit on policy. We offer some dynamic views that articulate what the status bar, the various advice and organizing how many advice statement, by topic for example, and we automatically poll public comments in from ICANN dot org, and that allows us to automate a lot of the functionality and tie it into the advice process within At-Large. We did quite a bit of research on topic taxonomy and making sure that we were providing the right amount of topic background to pull into news feeds and resources on each of the topic pages the policy was referring to.

We have brand new RALO pages and ALSs that we will be showing you, that highlight how we're featured across the region, the various leaders, calendars and events, news items, and we'll talk a little bit about the ALS application and status process that we've been working on and we'll be finishing up here over the next month.

Jeff is going to be talking about the get involved in working groups. That is a way to make sure we're highlighting the various ways to get involved in At-Large and the various working groups. We have search and really viewing the website as kind of a gateway, if you will, into not only the published content that is completed, but also the work in progress that's out on the Wiki.

Just a quick highlight. We're very much in the process, Ariel, myself and the team, looking at the number of pages that are on the existing website. As Ariel mentioned, we had a little bit of information overload. There were quite a few pages, over 5800, and we're in the process of

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making sure we're organizing those into nice templates that present the information, automating as much as we can, providing some dynamic data metrics on numbers, and how many policy statements, for example, that are being done.

And we're very currently working on translations and moving over the necessary content there. We will have an archive place that will highlight older information that may not be as relevant, but we want to make sure we're not losing anything in the switchover to the new website. And of course, accessibility is currently in progress as well.

I listed there a little bit of information in case anyone was interested in our technical solution. We are in [Ruby on Rails] which is an open source application framework, and it includes a whole library of [Ruby Gems] that help us accelerate the development cycle in our front end is presented in the website.

We have a few other tools that we use within the website. We use what's called Apache [inaudible] Message Queue, and that is what allows us to integrate information between At-Large and ICANN, for example. We do use the Google appliance for the global search, and some of the calendar integration. It just helped us accelerate really forward there without rebuilding a whole calendar and using what the community has already used.

Elastic search is used for some of our internal searches, and then the admin, which is a light area that is used by At-Large is powered by [Ruby] templates. Next slide please.



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Just to make sure we understand the difference between the At-Large website and the community Wiki, and I'll just leave this here for the slide presentation, but as I mentioned before, the At-Large website is where we kind of update the status and publish the final, and it's kind of the gateway to the Wiki, and the Wiki is pretty much where we have the collaborative sharing of the information.

Just a shout out to the team. This is the team. We can look at the photos. We also didn't have photos of the RALOs and the taskforce team that they were very involved in this process. So a big shout out to the team. I think some of our members of the team in India might be on this call today, and a big thank you to them for helping us get to this point.

And we are still targeted for launching in two one of 2016. So that's a quick snapshot of the timeline over this past year in developing the website. So with that, I think we're going to go to the next thing, and jump right into the demo.

I'm going to give a very quick overview of the homepage of the site and then turn it over to Ariel and Jeff to share on a few other sections of the website. Just a quick overview of the homepage. We have, up at the top, navigation. We have about news and media, get involved, and community.

If you hover over those areas, for example community, you'll see that there are subsections under each of those areas. So that is one component of the navigation. You'll see up above, it may not be

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appearing on the screen, but there is a log in for At-Large staff. I just wanted to be clear that there is no log in required for end users.

But it is something that staff is using to update content, and so that is what that is for. We are in the process, as I mentioned, of translating the site. So what you'll see at the top is that translation component will be going away, and we'll be migrating the content over, and adding the translated components on each of the relevant pages. So just a quick note about that.

A little bit down on the screen, you'll see our global search component. And Ariel, if you type in any search component. Let's just, for example, show ALAC will do a quick search there. And it will show all of the ALAC keyword related statements, whether that's a policy statement, a news item, or an event that perhaps ALAC is chairing.

If I change ALAC to AFRALO, for example, I'm going to be able to show events and news items that are particularly related to AFRALO. And it's a straight search, a global search, so you can put in any keyword there you'd like and it will search across the website.

Right back to the homepage. I just want to highlight that we divided the website into three sections. So what you'll see at the very top is our policy section there with a topical pie view of the various topics that are policy, that the At-Large policy addresses, as well as over to the right, the latest policy advice that's in progress.

And Ariel is going to talk a little bit more in detail on that. The second section is for regional activities. And so you'll see there, and we're

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going to talk a little bit about that later, regional activities in outreach. And the third area is about working groups.

At the very bottom, we have featured events. And what this allows us to do is curate and add the three most important events that are happening, and these can be changed at any time, based on the events that are currently happening. And it just provides a feature or a way to kind of help promote events and bring awareness to the various events that are important to At-Large.

Going back up to the top, I just want to make sure I talked about the quick links up at the top. We have learned about At-Large, which is some learning material, the beginner's guide that talks about At-Large. So that is a brochure that could be downloaded. We have get involved, which will talk about involvement opportunities, and will link out to our new page that is currently in progress, that Jeff will be talking about a little bit later in the presentation.

And thirdly, we have found an event. And if we click on that, that is the calendar component. That does link to the Google calendar that's been in use for several years, I suppose. And what that allows you to do is search, based on keyword, or dates, to find an event and again, if we put AFRALO there for example, it will allow us to search for events within that region, and it provides a handy list of those events. You could click on any one of those, and it shows the Google event.

For, in this case, the AFRALO monthly call. And if I go back again and clear out the search and go back to the calendar view, I can reset and it

takes me back to the calendar. I can click within the calendar as well. And that also similarly brings up the calendar event. I also have a weekly view, and this allows me to basically look at just this week.

I'm trying to plan my calendar this week, I can look at what activities are happening. And if I'm just focused on today, I could click on the daily view. And similarly that brings up the events that are happening today.

ARIEL LIANG:

Thank you Laura. This is Ariel speaking. Just to add to the calendar, you can also subscribe to the entire Google calendar by clicking on the button at the bottom right corner, and once you click, that will add to all calendar. So that's just another additional feature to this Google calendar. And I will now take over and introduce you to other components of this website.

And there is another component, it's news. And the way to get there is quite easy. And you can see, there is news and media at the top navigation. And once you click on that, that will take you to the landing page of news. So on the current At-Large website, we have 500 plus articles that are the legacy news that staff and community updated since the beginning of time.

And so we have migrated those news articles over. And then, in addition to that, we have also incorporated some new news articles. And the sources are from the policy monthly update newsletter that policy staff produced on a monthly basis, and we copy pasted some of

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those content over so we can repurpose those contents for the news landing page.

And a lot of them are really about the monthly activities of RALOs, or the [inaudible] policy advice development of the ALAC. So what you're seeing here are these type of articles. And then for this landing page, you can do many different things. So similar to the calendar page, you can search for news.

So if I put EURALO General Assembly, for example, and you click on search, then the article that mentions these keywords will pop on the right. And then you can also search a date range. And if I narrow to any news that after October 1<sup>st</sup> this year, then that will narrow the search out on the right.

And then if you want to reset and clear out the search, just click on reset, right under the magnifying glass, then the search will be reset. And besides that, you can also look at news articles based on different topics. And we are in process, tagging all of the legacy news articles based on the topical areas, and that was part of the work that we did to figure out direct taxonomy for the website.

And as you can see, the purple box below the date range that list 18 topic areas that, in those articles, may cover. And they're ranging from accountability, transparency to WHOIS. And the way that we narrow this taxonomy was that by referencing the taxonomy used on ICANN dot ORG for public comment, as well as the news ICANN dot ORG, so that was in synch.

And if you click on the checkbox on the right, and you can see the news articles are tagged with those topic areas. And now you can also minimize that table and it will bring you to another table that, organizational table that categorize news based on the RALO region or ALAC. So if you want to just read news about AFRALO, and you click, and the right string will refresh and will show the articles that have as AFRALO.

And as you can see, under each of those news articles, there is the topic tags that are listed below, and also organization tags. And they're all clickable, that will take you to their specific topic detail page that I'll show you shortly. And let's just quickly take a look at one news article. So if I click on the title of the first one, that takes you to the news detail page and you can read the whole content of this article.

And also, you will be able to see who is the author of the article. So this one is Silvia Vivanco, RALO manager that wrote about the AFRALO monthly update on September. And then there is another gray box about more information. So you can click on that, it will take you to a relevant resource to this article.

And then down below you can see all the text. And just very quickly, I want to show you the admin part of the news page. So staff, when we log in and click on the admin on the top right, and then dashboard, that will take you to the admin side of news. And the news has a section in the admin interface, and this is where we create new news articles.

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And so if we just go to see one of them, and we click edit, that takes you to the page where the content is populated. And here, admin can easily put the title and then there are several sections. You can put content in, and at a glance, high level [inaudible] overview of the article and the recent development is the main body of the article.

And all of these boxes, there are editors that have multiple functions, that you can format the article easily, add hyperlinks, bullets and other different features. And then if you scroll down, can put in the name of the author and also there is a drop down for different text you can tag with the article.

So it's very easy to create a new article. And the reason I want to share this information with you is that for At-Large structures, if you want to promote your event that's related to ICANN, related to the community, you can provide to staff those content. We can easily populate that for you.

So that's the news page. And next up, we'll give you a detailed overview about the policy information on the website. And now we're going back to the homepage and look at the first band. So the first band is about policy advice, development. And on the right is the topical pie chart.

And if you hover over each of the pie slices, you can see a number associated with it. And the number indicates in the number of ALAC policy advice statements, that is within this topic area. Just one clarification, each of the policy advice statements is not limited to tags

by one topic. It can be tagged by multiple topics. So that's the pie chart.

And then it's also... Another interesting thing about the graphic is that it's a toggle. And you can click on working groups, that shows the At-Large working groups that are policy focused. And then there is a short blurb about what this working group is about, and you can click on the title that would take you to the Wiki workspace of the working group.

So for example, I just click on that will take you to the ad-hoc working group on IANA transition and ICANN accountability. So the website is making a very easy for users to find relevant information. If we go back to the pie chart and click on one slice. I'm just going to click on new gTLDs. And then that will take you to the detailed page for this particular topic.

And as you can see on the top, there is a background box, and that gives a quick snapshot about what this topic about. And then you can click on read more, that will take you to another different page to read the whole background about this topic, and the sections are usually, what is the topic? And why it matters to you, you as the end user.

What is ICANN's role in this particular topic? And then what are the At-Large community contributions to influence this topic? And what are the activities for you to get involved? So that provides some sufficient information for newcomer, what they need to get started by engaging in this topic.



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And then we go back to the landing page for this topic. And under the background box, there is listed all of the past or current ALAC statements for this topic. And they are listed based on the time they were published. And then you can click on each of those titles to read more about this statement.

And you can see each of the statements within different topic tags. And then on the right, we also want to list some resources for people to explore more, and if there is an ICANN produced video about this topic, then it will upload it on the right. And about the latest news of this topic, there will be automatic report on ICANN dot ORG, as well as from the new At-Large website.

And then they will show up on the right here. And you can also click on more in this gray box that takes you to other relevant news about this topic. And underneath, there is another box that lists several resources, beginner's guide or info graphics, or microsite of new gTLDs on ICANN dot ORG that provides further learning opportunities for this topic.

And if the topic is related to some other topic, it will also show up here. So a visitor can easily click on and explore other topical sites. So this is an overview for the policy topics. And let's go back to the homepage again and look at the right hand side of the policy then. Here we have listed the latest policy advice statements that are in progress.

And as you can see, the status bar, there are different for each statement, because different statements are in different stage for development. And from the homepage, you can quickly see which ones

that are still being drafted, or finalized, or calling community comments. So that provides a quick opportunity for visitors to get involved in the process.

And if you click on read more under the status bar, that takes it to the landing page of the ALAC policy advice statements, and it's similar kind of layout to the news page. Here you can also search policy advice, for example, if I put IANA transition, and then the policy advice that contains these key words and that will appear on the right, and you can, of course, narrow your research based on the date you are looking for.

There is no article after this date, but that gives you an idea. And also it's, the way you're using some of that taxonomy here. And there you can quickly check the boxes down below and see the statements that are under these topics. And the numbers that you are seeing are the number of statements related to those topics as well.

And then the last box you see is the statements that are in progress, that have already been submitted. So if you want to know which statements are still being finalized, for example, you click on the chat box up here. You can see there is one statement that is being finalized. And that will also be another way for you to find an option to engage.

So now let's take a look at a detailed page of the one particular statement. So let's just look at this one. gTLD marketplace, house index proposal. So this is the detailed page for this statement, and you can see the title up top. And then all the [inaudible] that are tagged with

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this statement are down here, and then each of the topics are clickable, that will take you to their detail page.

And then you can also see who is the drafter of the statement. And then down here is the status bar. And on the dates below the bar, there are internal timelines for the ALAC to develop a statement, and once it's completed the status bar will completely be filled. So that shows you how it's developing in a transparent manner.

And then the blue box you see below the status bar, it will give you a quick snapshot of the background of this public comment. And then if you want to read more about it, you can click on see topic comment in ICANN dot ORG. That takes you directly to the page for the public topic on the ICANN main website.

And then here, on this page, once the statement is developed, there will be a PDF document uploaded to the site, and I can show you an example right after this. And then below the statement, there is an activity feed. And then the main purpose for this logs is to help visitors find in the Wiki workspace for the ALAC statement. So now you can see the first entry, Wiki workspace created, and you click on that, and that takes you to the Wiki workspace.

So that really creates a gateway for the Wiki from the website. And at the end, there is some FAQ entries, and that's mainly for people are not familiar with the ALAC [inaudible] development process, to understand how it's made and why the ALAC is [inaudible] public comment activities.

So right now, we don't have a particular page for that yet, but once we finish the construction of the site, and there will be a template page we can use to populate this kind of content. And I will just quick show you maybe one statement that's already been produced. And so if I click on this one, it's about RDAP. And then that is the statement already submitted, so you can quickly see and download the statement from the website here.

And that shows the statement itself. And I would just give you another [inaudible] to the admin [inaudible] policy advice development for this website. And now I go to the admin function, admin site. And then you can see these entries that are pulled directly from the public comment, ICANN dot ORG for staff. Staff can check those public comments. And then, if we click on the first one, the label generation rules, that's for root zone version one, and then we added this.

If there is a public comment that ALAC decides to comment on, the admin can click on active, the box will, the statement will be active. And so that's the admin can quickly do a different others here, but these information, under the active box, already pre-populated the other integration with ICANN dot ORG.

So admin doesn't need to do anything. And then here, we can put who is going to draft a statement. So there is a drop down of the penholder. And based on historical data. And then here we can continue the dates. So for example, if the ALAC already decided the timeline, we can just put in the, fill out the date over here.

And then that will enable the status bar to function. And then if we want to add activity log, so that's mainly for creating the connection to the Wiki workspace, we can select the activity from the drop down and enter the Wiki URL here. And then you save. So that's how the policy page is created.

And then another function is that the policy page doesn't need to particularly relate to ICANN public comments. And if the ALAC decides to write a statement via stop an initiative, we can create a new statement page, and then click active, and put in the relevant information over here.

So for example, the [inaudible] on RDAP that was created in that matter. So that's an overview of the policy function of the site. And Laura, would you like to talk about the community part of this website?

LAURA BENGFORD:

Yes. Thank you Ariel. I'm going to talk about the regional activities. I was just catching up with a little bit of the comments here, and if we miss anything during our presentation, we'll make sure we come back and answer those, particularly the items that are coming in, in Spanish. So no worries about that.

What I wanted to talk about now is the third band of the website called regional activities. And this is an area to really highlight the RALO and ALS activity here. So what you see here is a quick map, a visual presentation that shows the number of ALSs that we have in each

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region. So for example, if I hover over the US and click on that, it will show me that I have 15 ALSs in the US.

And it will give me an opportunity to actually click on and explore the ALSs in that region. So for example, if I am in North America, I have a handy list and a search feature that allows me to search or filter by the name of an ALS, which country they're in or city. So if I wanted to put Los Angeles, since that's where I'm located, I can type Los Angeles, and it will tell me about the Web 405 group here, with some links out to a Wiki site for that ALS, or the website.

In this case they have a website. Not all ALSs may have a website, so we have the capability to create a Wiki for them, but I believe that most ALSs would have a website there, which we equally allow the ability to click out to. I can click on any of the five regions here. So let's just click on LACRALO, for example. And here again, I have a list of all of the ALSs, the logos, the names of them, and the links out to the websites or Wiki.

And if I scroll down there, you can see I have quite a few ALSs in that region, and it's just a handy list and kind of a way to search for an ALS in my region, and an easy way to engage and inform newcomers on how they can get involved in At-Large.

Okay. If I go ahead and click on the RALO tab there, similarly I have the five RALOs listed here, with the same capability to click on the map, or the legend, and let's just go to EURALO.

And what I'd like to talk about here is how the RALO pages are designed. And just a quick mention that the RALO and the ALS pages

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were really part of a community driven effort in reach out to the RALOs in trying to understand what information was most important to present to them, and allowing them a way to kind of feature, or kind of promote, the events, and activities, and news that are happening in their region.

So similarly to the ALSs, we have the five tabs and you can click on any of those RALOs to toggle back and forth, and find your particular region or RALO that you are involved in. So just taking a look at your RALO, we see over on the left, we have the contacts for each of the RALOs, as well as a handy link to their statement of interest, and their email to get in contact with them.

We do have a list of link out to the EURALO members. And slightly below that, we do have a link out to various meetings and events. So you'll see some handy links that might draw your attention to some of the important meetings and events that are happening. In way of background and introduction to a RALO, we provide the links out to the various organizing documents, including the articles association and some of the signing ceremonies, etc. the MOUs.

And that just allows you to briefly look at some of the originating documents for each of the RALOs. We next have a section for strategy and reports. And each RALO might have a strategic plan, and so we wanted to make sure that we featured that, as well as any proposal or secretariat monthly reports.

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So we do have those links out there and available. And these are editable, so they can be added to or subtracted in the admin screen, which we'll talk about in a moment. And the last section is outreach and capacity building, and we allow some links in that category as well.

What we really were after was a standardized format, or template if you will, for each RALO. And so you'll see this same format is followed for each of the RALOs. Over on the right hand side, we have [inaudible] paragraph and introduction, in this case, to the European RALO. And some of the RALOs have slogans and we feature those.

The second section is what we call a spotlight item, and this allows us to add a spotlight or a feature item for each RALO. And this is done and can be rotated very easily. The admin screen by ICANN staff. In this case, we have the EURALO General Assembly coming up, with a paragraph on describing the General Assembly with some various link outs in needing information up there.

And so that is a handy way to kind of highlight an activity that is current in the RALO. Scrolling down on this page, we've kind of automatically pulled in for each RALO the current monthly call, as well as the next monthly call. So if you click on the call, it actually will link out to the calendar. And it pulls up the meeting information that we already saw previously on the calendar. And it's just a handy way to kind of see what the next meetings that are coming up for each RALO.



Immediately below that, we also automatically pull in, as Ariel showed us on the news item, we have the ability to feature regional news. And so it will automatically pull in the two most recent news items per RALO.

And this is really an opportunity for the RALO or ALSs to provide news articles that can be featured on the RALO page, and link out to those various news articles for further information.

And if you'll remember in the news area that Ariel showed us, that each news article can be tagged per region and that's how the system knows to pull it in to the appropriate RALO page.

Okay. If we go up real quick to the admin, let's take a look at how At-Large staff is able to add the regional information and articles and spotlights. So Ariel is clicking on the RALO tab, and I have various sections for updating the RALO page. So let's just maybe go through a couple of areas here, maybe starting out with spotlight. This is where we can rotate and change the spotlighted item.

So let's go ahead and take a look at your RALO spotlight item that we saw. We remember it was from the, it was for the General Assembly, and it allows us to create a title for that spotlight item, as well as adding a photo. You'll see a very nice photo was added for this spotlight. We can add a subtitle, and then similar to the news item, we can author some content here with some links out to relevant information.

It provides us with an URL, and we can go ahead and save that any time. And again, this allows us to kind of rotate or kind of feature or spotlight an important event or piece of information for each RALO. We're going

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to go back now and let's take a look at some of the other admin capabilities. If I click on leadership, for example, this will give you an idea of how we update this. If new leadership comes in, we have the ability to add or update by RALO.

So we're look at, I think, AFRALO now and so, it's very easy for us to go edit, add or delete the information. And that again is how the At-Large staff very easily updates the leadership as it changes, which appears on the left hand side of the RALO page.

In the what's new area, I'll just go through maybe one more in the interest of time. And let's go ahead and pick one of the RALOs. And here again is another area where we can highlight what's new and add content and description that brings in the various information as to what's new in a RALO.

And this is just to give you a little bit of a flavor of how At-Large staff maintains the information for each RALO, and what we're really trying to emphasize here is that there is a big opportunity for RALOs and ALSs to promote or spotlight their items, or create news that can be featured on the RALO page.

Okay. I think let's go back, just in the interest of time, I want to talk for a brief moment about the ALSs and the ALS application process. So if we pull up one of the ALS pages again. And just a quick reminder, while we're here, Ariel if you go up to the top, we have two ways to navigate into the RALOs. If I click on community, I just want to remind everybody that I can pull up the RALO or ALS page from the top navigation.

So that's just a quick reminder for everybody. I wanted to talk a little bit about some work that we have in progress on the page that is currently on the website, that shows the status of how you apply to become an At-Large structure. What we're planning on doing is creating a separate page and replicating that page. And what we will be doing is streamlining the process a little bit and creating the new form in the database, so as a new At-Large structure is applying, that information will come right into the same database here.

It will not appear on this page until it does go through the process, which I understand takes approximately maybe one to three months, but we will have a page that looks fairly similar to this, that will show any At-Large structure applications here, and their various status. I know there is a working group kind of working on the process, and so we will be reaching out and working on that process to understand the requirements.

And we will be seeing a resulting page and determining the rules of how that is presented on the website. So I just wanted to do a quick mention about that. And I think that is all we have to talk about on the regional pages, unless Ariel, you had anything to add. I will turn it back over to you.

ARIEL LIANG:

Thanks so much Laura. I don't have anything to add at this point. And I'll turn the floor to Terri. Can you do the pop quiz for our audience? Thank you.

TERRI AGNEW: Certainly. We will now conduct the pop quiz portion of our call. As a reminder, the pop quiz portion will now appear in the bottom right hand corner for you.

We will have three questions total for our pop quiz.

Our first question, how many ALAC policy advice statements are in progress at this time? None, two, three, or five. Please cast your vote now. Again the pop quiz question appears in the bottom right hand corner for you. How many ALAC policy advice statements are in progress at this time? Please cast your vote now.

And Ariel, if you could please provide the answer to us.

ARIEL LIANG: Thank you Terri. So the answer is three. Because, well I guess it's just a way to remind you how to find the answer. And the way to get it, is to go to the landing page of policy advice statement, and then you can see the ones [inaudible] are called [inaudible] on the, to the left of the titles. And then that's a quick way to find out which ones you can still get involved with and provide your comments, inputs, etc. So thank you Terri. The next question please.

TERRI AGNEW: Thank you. We'll proceed on to the next question. One moment while it loads on my screen for me.

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How many At-Large Structures, ALSs are in Morocco? None, one, two, or five. Please cast your vote now.

Once again, how many At-Large Structures, ALSs, are in Morocco? Please cast your vote now.

And Ariel, if you could please provide us the answer.

ARIEL LIANG:

Thank you Terri. This is Ariel. And the way to find it is go to the home page, and you click on Morocco in the map, and then you can see there are two ALSs. And another way is to find out the ALSs in Morocco is to go to the AFRALO tab in the ALS page and then putting Morocco in the search box and then that will show as well. So it's another way for you to find out the ALSs in your specific country.

And thank you Terri. The last pop quiz question?

TERRI AGNEW:

Thank you. Once again, this is our last pop quiz question. Can I subscribe to the At-Large event calendar on the website? Yes or no. Please cast your vote now.

Once again, can I subscribe to the At-Large event calendar on the website? Please cast your vote now.

And Ariel, if you could please provide the correct answer.

ARIEL LIANG:

Thank you Terri. This is Ariel. Yes, you can subscribe to the whole calendar. And the way to do so is to click on the button on the right bottom corner of the calendar page, and you click on that, you will be able to subscribe to the entire calendar. And if you want to only add one event to your calendar, just click on the entry of the event in the calendar, and then you can save it and then that will save to your calendar.

So yeah, that's all for the pop quiz and thank you very much Terri. And before open the floor for Q&A, we just want to quickly wrap up our webinar by providing you some very quick update on the things that are in progress. And now I will show you the first in progress were [inaudible] another page for specifically for the ALAC. And you cannot see in the public facing site yet, mainly for the developers testing environment.

And then you can see the ALAC page is under construction, and the layout is very similar to the RALO page. On the last we have the resources that's related to the ALAC including the organizing documents, the outreach related activities, and also some quick links to the At-Large summit website, or pages. So that's on the left. And then on the right, we will feature the ALAC members and liaisons.

And right now you can see these are the past, well Alan is still the chair, but that's showing Olivier, Tijani, there is the vice-chair. And we'll update these profiles for the leadership when the new leaders are coming. So it easily can be updated from the admin side. And then there is another link on the top for profiles, and that would take visitors

to a page that lists all of the ALAC members and liaisons and their details, profile information.

And then we also have a spotlight function for the ALAC page similar to the RALOs. And then down below, under what's new, it says there is an ALAC meeting coming up and there will be fold into this page automatically. And then also we will show, the ALAC statements that are in progress, or the statements that are just submitted.

They will be pulled from the statements landing page. And then also, if there is a news article that has with ALAC, there will be showing in this page as well. So that's just a quick overview of this upcoming ALAC page. And Jeff, would you like to talk about the get involved page and working groups?

JEFF SALEM:

Sure Ariel. This is Jeff Salem for the record. Do you have the mockups to display there or do you want to have me share my screen? Okay. So before we actually scroll down and take a deeper look at this page, I just wanted to [inaudible], we actually shared two early drafts of this during an earlier call, and received some very valuable feedback.

The feedback that we've received fell into two categories. The first was removing some of the leadership focused content that was on this page. We all agreed that users who want to get involved were a little more advanced, so that content didn't necessarily belong on the get involved page, and then the other feedback that we received revolved around the display of working groups.

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Because there are so many groups that content became a little overwhelming and unwieldy, so we thought that we could do a better job at displaying that information. So that being said, we have a new design here to look at. So this page is obviously about giving involved within At-Large.

So you'll see at the very top of the page here, we've got new to At-Large, for our new members. This content was designed to give them a brief overview into the content that is available revolving around learning about At-Large, so this provides a very brief summary about what At-Large does, but then it links out to learned content where they can learn about more details about what At-Large does and the processes within the organization.

Directly below that, we have content surrounding how to contribute. During our last call, we explored this area in greater detail. I'll just touch on it briefly now. This area is designed to clarify and distinguish the difference between formal policy development, and more grassroots support opportunities within At-Large. Those being, if some working groups are very easy to join and attend.

For instance, there are some groups that deal with more administrative functions within At-Large, so those would kind of fall under more the grassroots support side of things. And then you know, things like voting on acceptance of advice, of draft advice statements. You have to be an ALS in order to cast a vote, and so because there is a more formal process involved in some of those group activities.



We wanted to call those out and this content was meant to kind of expound on that, why it's important to join within a formal mechanism of At-Large versus just joining a group of ad-hoc. So this content is a place holder at this time. We'll be working with Ariel and the greater team to make sure that this language is very clear and our users have a really thorough grasp as the difference between grassroots support and formal policy development.

The next section of the page actually provides a list of volunteer opportunities. We are using generic term. We are not specifically calling them working groups, because we want to open this section up to things beyond formal policy development groups. Like I said, there are opportunities like administrative groups that we want to call out here as volunteer opportunities for everyone.

And I'll also comment that this section of the page is heavily influenced by a separate effort that is underway. We're working on, the digital services department is working on an application surrounding working groups that will actually be an interactive tool that allows users to sign up for a working group, and then on the administrative side, you'll be able to collect rosters of attendance at meetings for working groups.

You'll be able to report on that attendance, and it will include a lot more features. That effort is far enough along that we can borrow some aspects of it, and that's exactly what we did here. So this is kind of the front end interface of that. So while we want have the actual engine for working groups built, we can leverage the front end of that as a display

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mechanism for us to see a holistic view of all of the working groups within At-Large.

So you'll see at the very top here, we've got an introduction as to what you're looking at, and then directly below that, there is a little tool built there that allows users to filter the groups that they're looking at. This filtering mechanism will be a lot more robust once we have the engine built, because you'll be able to actually display working groups from other SO/ACs here, if you are so inclined.

You know, if that's not important to you, we can obviously leave those out. But this gives us the flexibility to look out At-Large working groups as a whole. We can also subdivide those working groups into RALOs, and even ALSs if you want, and include a filtering mechanism to look at those specific working groups. So to the right of that, you'll see that we have different types of working groups.

We will work with you to define exactly what these types are. They can include formal policy type of working groups. Some of the more administrative groups that I was talking about. But as I said, we'll work with you to come up with a clear language to classify those groups to make it easier for you just to see exactly what they're joining.

And then we'll also include some of the topical tags that we're using for the news and statements. So again, users can find groups that are appropriate to them based on the topics that they are interested in. And then moving to the right, you'll see quick links to actually see the workspace and forum for that working group. So clicking on that would

load the Wiki space that the group is using as their active workspace, and conversely, what we're calling the forum is the mailing list archive for that working group, where you can see the aggregate of all of the mailing list activity surrounding that working group.

Also, if you look to the very left of this table here, you'll see some of the groups have little lock icons, and at the bottom, we have little legend that points out the fact that some groups are closed membership groups that require specific either vetting or qualifications to join that group.

I'll also point out that you'll see one of the groups in this list is grade out, that's to represent a group that has been closed due to inactivity, or you know, whatever activity they were involved in is no matter important so the group has been closed and archived. And you'll see in the toolkit at the top that you have the ability to both display or not display those groups that have not been archived.

Finally, to wrap up the page at the very bottom, you'll see that instead of just removing leadership entirely, we felt that it was important to at least acknowledge that there are more opportunities to get involved surrounding leadership, but we'll limit that to a brief description about what those leadership opportunities are, and then link out to the leadership pages for ALAC and RALOs, where we would actually list more detailed information about, you know, what leadership opportunities there are within those areas.

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So hopefully, this new view is a lot cleaner view of working groups. As Ariel has pulled up, this is what we have in mind for the detailed page of a working group. So along with clicking to view the Wiki workspace and the archived forum, clicking on the working group itself would display this page. First I'll point out that there is a back button at the very top of the page that would take you back to the get involved page, but here, again I'll point out that because this solution is being designed for GNSO and all of the SO ACs, this content represents a working group that is an At-Large specific.

In this case, we're looking at one that is sponsored by a GNSO and At-Large, but obviously, we'll limit the working groups to At-Large in the beginning, on the At-Large site. But this design here basically gives us the ability to provide more details about what working groups are doing.

You'll see there are a couple of links at the top here that allow the admin to point to a specific either public comment or piece of Board advice, that is influencing the creation of this group. So in the future, you'll be able to link this directly to ICANN dot org and see what Board activities are kind of triggering working groups within At-Large.

And conversely, we see, we intend to include functionality that once a working group has developed work in the form of a draft or an official piece of policy, you'll see the results of that working group displayed here and be able to link to that back on ICANN dot ORG to see basically the whole lifecycle of a working group, why it was started and what they accomplished.

We also have general summary information about the working group, and then you'll see in the fine print here, a little more detail about, in this case, you know, why this group is private, and what the vetting process is for joining the group, along with an email to, you know, inquire about joining the group, even though it is a closed group.

You may want to inquire, you know, and say I have these skills, can I still join the group at that time? And then finally to wrap up the page at the bottom, the links to the workspace and the forum again.

So that's what we have in store for getting involved, and I'll pass it back to Ariel and Laura at this point.

LAURA BENGFORD:

Yes, thank you Jeff and thank you for all of the comments coming in on that page. We do think that's going to be an important page for the At-Large community to understand and find the involvement opportunity. We're just running a little bit late here on time. So I just wanted to do a quick mention about some of the work that we do have in progress.

At this point, with the exception of the two pages that Ariel and Jeff just talked about, we're pretty much declaring function complete, but that does not mean that we're ready to launch the new website quite yet. There are three very important activities that the team is shifting into at this time. The first is the content migration strategy. As we mentioned in the earlier part of the presentation, there are around 5800 pages on the current website.

You know, most of that is translation, and so we are very much in the progress of adding and moving over the necessary pages and user interface components to be able to present the translated content that we already have, as well as allow us to author and continue the important work of translation going forward. So this is quite a large effort, and the team is very much involved in working on those two components somewhat together. Yes?

TIJANI BEN JEMAA:

May I ask you to make it very brief because we have only five minutes left, and we didn't have any question for us. So please try to wrap up so I can give the floor to the attendees to ask you questions.

LAURA BENGFORD:

Oh okay, sure Tijani. Understand. So just a third thing, just to mention is our work is simply accessible. And so that is the other stream of work that is important. And so I think that is all we have on this. Tijani, did you want me to talk about the glossary? Or did we want to defer that in the interest of time to another webinar.

TIJANI BEN JEMAA:

Before I tell you, I have to ask our interpreters if we can have 10 minutes extension to this webinar?

TERRI AGNEW: Hi Tijani, this is Terri. Yes, it is confirmed. The interpreters can stay over.

TIJANI BEN JEMAA: Okay, thank you. So go ahead please Laura.

LAURA BENGFORD: Okay. Thank you Tijani and Terri. We were asked to talk a little bit about the glossary and some of the efforts around that, and what we currently have in some of the activity to move this forward. So I'll just explain a little bit about the various glossaries that we use today. We do have a glossary on ICANN dot ORG that is translated into the various languages. And that is currently on the ICANN website in the glossary section.

You can look at that and view the glossary and words at the bottom. The second tool that we have that's somewhat related to the glossary is the, what we refer to as the acronym helper. And what ICANN communities, there is quite a few acronyms and sometimes it's a little bit difficult, and Ariel is going to the ICANN dot org website. So if you go to the homepage or any page, actually, it will actually highlight, and give you a tool tip at the bottom there in the yellow for acronyms.

And so we have this capability on the ICANN website and we are looking at moving this onto At-Large. But I wanted to just explain real quickly that we're in the process on the ICANN dot ORG side of merging the glossary and translations with the acronym helper. And so that is a

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current effort that's underway. We haven't quite got into finishing that, it was started a little while ago with the language services team, they have done a very good job in keeping track of the various acronyms and glossaries that we use.

In fact, we use these heavily in our overall translation process. So that's just a quick highlight of how we use glossaries and acronyms helpers on the ICANN website. And we're hoping to leverage some of that over time and bring that to the At-Large website. There are some other glossaries and acronym helpers on other websites. GNSO has one, I believe, and there maybe others.

So that is why I wanted to talk about our second effort underway. We realize a little while back that we really needed to catalog our information a little bit better and add meta data so it was more findable and searchable. And so we have gone through a process of hiring a librarian. And we have hired a librarian at this point, and they will be coming onboard right before the end of the year.

And starting in the new year, they'll be focusing on really understanding the library science behind the ICANN community and helping us with things like the glossary and how to organize and search a little bit better what those topics, taxonomy and keywords should be. And we're really anticipating this, we'll really help the entire community as well as At-Large organize and articulate the information a little bit better.

And so, that's just a quick three minute update on the glossary. And I know it's going to be an interesting topic over the next year as we really



start to bring in that library science expertise and apply that across ICANN. So that is what I wanted to say about the glossary. Tijani, I'm not sure if you wanted to add anything to that.

TIJANI BEN JEMAA:

Thank you very, very much Laura. Thank you Ariel and thank you Jeff for this presentation. I do think that it is a real good presentation, and I think that the website is really a good tool now. It is a good way because you worked with us, we gave you inputs to make it as it is, and also because Ariel is on the team, because Ariel knows everything about our work.

And so she knows the context and the nature of our work. So thank you very much. I will ask now that attendees ask questions, if you have, about the presentation. And in the meantime, I will ask you two questions. The first one, when this ongoing work or [inaudible] work will be finished? And then second question, did you receive any feedback from people who already tried the website?

Waiting for people to raise their hand, so go ahead. Laura? Ariel? Hello?

ARIEL LIANG:

Laura, I guess you can talk about the timeline. And as for the feedback, this is Ariel. In terms of [inaudible] and now we're showing you this page created just for gathering feedback for the website, and I'm going to paste the link in the chat as well. And the comments that down

below, are captured by talking with other At-Large members. We also talked during the monthly calls of RALOs, and also we had a call with the RALO leaders.

So these are various channels we're using for collecting feedback. We'll encourage you to continue providing us and we will definitely take them into consideration while finishing the site. And Laura, do you want to talk about timeline?

TIJANI BEN JEMAA: Yes please.

LAURA BENGFORD: Yes. Sure, we're really looking at Q1, the beginning of the year. It is mostly dependent on the content migration at point, and any strong feedback that's coming in as Ariel is showing. Otherwise, we are pretty close to the finish line here. And there is our timeline here. We have not declared a go live date there. We want to make sure that everyone is comfortable with the content migration and the translation before declaring a go live date.

TIJANI BEN JEMAA: Thank you very much. We have a question from Lianna. Lianna, please go ahead.

Lianna? You may be muted. Star seven to unmute.

LIANNA GALSTYAN: Yes, hello? Do you hear me?

TIJANI BEN JEMAA: Yes, yes we hear you.

LIANNA GALSTYAN: Yes, thank you. This is Lianna Galstyan speaking. I have a question. First of all, thank you very much for this great job and for all of you for the team [inaudible]. I have a question regarding this glossary and pop up acronym helper. When you would keep the mouse to this helper thing, a check comes to the window.

Can it be done so that it is [inaudible] and you can copy and paste the text? Because the [inaudible] explanation in the glossary is really very helpful, but when you're trying to copy the text, you cannot do that. Can this be changed [inaudible]? Thank you.

LAURA BENGFORD: Yes. Thank you Lianna for that question. That is a good question. And thank you for that comment. We will look into that. We also have, if I can Ariel, have you point to the glossary in the resources menu. You can cut and paste from the other page when it talks about... If you just click on the top nav resources, and under about ICANN, over on the left, under, on the left hand panel under resources about ICANN.

Here we go. We'll look at it this way. There you go. So this area is the glossary that's translated into the languages that I was referring to, and

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you can control F down to the term that you're looking for, and you can cut and paste it from this page. In the meantime, but I'll look into the acronym helper, the yellow area and see if there is a way we can copy and paste that as well. Thank you for that.

TIJANI BEN JEMAA: Thank you very much. Any other questions?

ARIEL LIANG: Olivier has his hand raised.

TIJANI BEN JEMAA: I don't see him. Okay, Olivier go ahead.

Olivier? You might be muted.

OLIVIER CRÉPIN-LEBLOND: Can you hear me now?

TIJANI BEN JEMAA: Now I hear you.

OLIVIER CRÉPIN-LEBLOND: Okay. Thanks Tijani. Oliver Crépin-Leblond speaking. It took me a little while to unmute because I couldn't find the keyboard on my phone. Two quick questions. First just a... Actually one comment and one

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question. One is to do with the get involved tab. When one clicks on that it sends you to still some wireframes and things. I don't know whether that's supposed to be like this, whether this is forthcoming work.

But at the moment it obviously, get involved doesn't seem to help you getting involved. So that was one comment. And the second comment was to do with policy advice. And how is it possible to see all of the policy advice, at the moment, that's in the, you know, all of the call for comments? Including the ones that the ALAC has not yet even started drafting something on.

Because at the moment I see latest advice is stuff that's either finished or where there is already finalizing a statement, drafting a statement, but is there a way to see things earlier than that? Thank you.

ARIEL LIANG:

Thank you Olivier for the question. This is Ariel. Regarding getting involved [inaudible] wireframe because it's under construction. If you think it's better to start adding [inaudible] possible link out to beginner's guide or something else to replace that. So just let us know [inaudible] which is constructed would link out to that page.

And then regarding the policy advice [inaudible]... decision earlier, the ones that are actually in progress in terms of [inaudible] the ALAC [inaudible]. So showing that [inaudible] it's better to show [inaudible] to consider in drafting a statement, we can do that as well. [Inaudible]...

...in the homepage [inaudible]... showing on the homepage. [Inaudible] show the ones that are still under consideration. Thank you for the questions.

TIJANI BEN JEMAA: Olivier, you still have your hand up.

OLIVIER CRÉPIN-LEBLOND: Thanks Tijani. It's Olivier speaking. I didn't understand anything, I'm afraid. I could barely understand Ariel. So I'm really sorry about that. I'll follow up with Ariel afterwards, because I was completely aside by the, I couldn't understand a word. Sorry.

TIJANI BEN JEMAA: Okay. Thank you Olivier. Ariel I think it would be good to have the whole open public comment listed on the website, which will be good because even if we would not make advice about one of them, or will not comment on one of those public comments, it will be good to have them when they are open.

When they are closed, you can remove them. Any other question please? I don't see any hands. We still have, let's say, you know, we have only one minute. So if we have another question, I can take it, otherwise I will thank you very, very much presenters, our three presenters.

I think the work is very, very good. It is done in a professional manner and I thank you for that. Now you have the questions on the screen, I can give the floor to Terri. Terri, go ahead please.

TERRI AGNEW:

Thank you very much Tijani. Terri here. We would like now to have you answer five evaluation questions regarding today's webinar. Our first question, how was the timing of the webinar for you? Too early, just right, or too late? Please cast your vote now.

And as a reminder, the poll now appears on the bottom right hand corner for you.

Moving on to the second of our five questions. How was the technology used for this webinar? Please cast your vote now.

Once again, how was the technology used for this webinar? Very good, good, sufficient, bad, or very bad. Please cast your votes now.

Thank you. Moving on to our third poll question. Did the speakers demonstrate mastery of the topic?

Once again, did the speakers demonstrate mastery of the topic? Please cast your vote now.

Moving on to our fourth poll question out of five. Are you satisfied with this webinar? Please cast your vote now. Once again, are you satisfied with this webinar?

And finally our last topic for the poll question. What topics would you like us to cover for future webinars? Please type your answer here, and I will keep it on the screen at this time.

Thank you very much for joining today's webinar. We do appreciate you time. All recordings and transcriptions will be posted to the Wiki page.

TIJANI BEN JEMAA:

Thank you very much Terri. Thank you everyone. I give my thanks to the speakers, to the presenters, and to all of you who attended this webinar. I hope you enjoyed it. I hope you gained a lot about using our website and also about the glossary. Thank you very much and have a good time. Bye-bye.

**[END OF TRANSCRIPTION]**