TIJANI BEN JEMAA:	Okay, so go ahead and start the roll call.
YESIM NAZLAR:	Sure, sure. Please start the call recording. Good morning, good afternoon, and good evening to everyone. Welcome to today's ALAC Subcommittee on Outreach and Engagement Call taking place on Wednesday, 17th of February, 2016, at 18:00 UTC.

On the English channel, we have Dev Anand Teelucksingh, Cheryl Langdon-Orr, Olivier Crepin-Leblond, Glenn McKnight, Wolf Ludwig, Yubelkys Montalvo, Alan Greenberg, Ron Sherwood, Siranush Vardanyan, John Laprise.

On the Spanish channel, we have Harold Arcos.

And on the French channel, we have Aziz Hilali and Abdeldjalil Bachar Bong.

We don't have any apologies for today.

And from staff, we have Gisella Gruber, Silvia Vivanco, Deborah Escalera, Joe Catapano, Elizabeth Andrewsd and myself, Yesim Nazlar.

Our Spanish interpreters today are Sabrina and Veronica. Our French interpreters are Camilla and Claire.

And please do remind me if I forget to state anyone's name. I guess I forgot to say Ali AlMeshal, for example, sorry for that. Apologies.

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Finally, I would like to remind everyone to state their names while speaking not only for transcript purposes, but also for interpretation purposes, as well. So over to you, Dev, thank you very much.

DEV ANAND TEELUCKSINGH: Thank you, Yesim. And thanks for everyone for attending this call. We have a packed agenda and we are a few minutes late due to technical glitches, so let's get right to it. So just to review the action items from the January 25th action items, those action items were to, well, invite Jeffrey Dunn and Christopher Mondini to the next O&E call in February, and, well, that has been achieved.

Hopefully Chris [inaudible] on this call and, well, Jeffrey Dunn, I believe, has left ICANN and there is a person in his place, Elizabeth Andrews, who will be speaking on this call today. So welcome both of you.

Next item agenda is action item was that the Subcommittee on O&E [inaudible] consultations from the LACRALO leadership. With LACRALO leadership and the subgroup meeting on Meeting B with the Meeting S Working Party to discuss plans for Meeting B outreach activities.

This hasn't happened yet and, of course, the key reason was that ICANN 56 has been relocated. So it will not be held in Panama and everybody has seen the notice, so this call has not happened. I do think that we do need a LACRALO call soon, but I'll get that explanation in the update from the RALOs. Okay?

And finally, there was an action item coming out of one of the core outreach and engagement calls on Marrakech activities to for Daniel to

send out the e-mail to remind the O&E to suggest items that will be given to the students attending Marrakech, and that action item was completed.

All right. So now that I mentioned those action items that is completed and seeing no comments or questions from the group, let's proceed now with our next agenda item, and this is an update on ICANNLearn and also regarding the use of Sparkle and use of videos on ICANNLearn.

Elizabeth Andrews is on the call from ICANN staff. Welcome. And can you say a few words introducing yourself as give a discussion as to what you can say about ICANNLearn and the use of the tools such as Sparkle?

ELIZABETH ANDREWS: Thank you. For the record, my name is Elizabeth Andrews, but you're all welcome to call me by my nickname, which is Betsy. I work for the DPRD department and I am taking on ICANNLearn. I started as a research analyst in DPRD a couple of months ago and so I've become familiar with ICANN but now I'm stepping into the role of ICANNLearn.

And Jeffrey Dunn, as you know, did a great job of setting up this new platform with this new company that we're using, and the courses are really easy to make and they're super accessible, so I'm really excited about how we can take this forward.

Basically, I just want to introduce myself to your group and say that I'm happy to help facilitate any course content that you want to develop. And I want to turn everyone's attention to a course that Jeff created

called Getting Started with ICANNLearn. I'm going to put the link right here in the comment box.

But basically, if you don't have time to take the course, it takes about 40 minutes. I would advise you to watch the preview, and that will really give you an idea of the capabilities of this platform. We can put up videos, you can make quizzes. There's all kinds of different aspects to creating it, and I'm happy to help facilitate anybody being a course creator.

So it isn't a matter of you give me course content and have to wait for me to get around to it. I can definitely empower you to work directly with it.

But having said that, I have the capacity to advise you about what works with e-learning and what doesn't work with e-learning. I can help you communicate with comms if there are materials that you want ICANN to help develop. Basically, I just want you to know that I'm your point of contact for any course materials that you'd like to be accessible globally.

DEV ANAND TEELUCKSINGH: Thanks, Elizabeth. And I think indeed, what the members of the Outreach and Engagement [inaudible] really have to take a harder look on these ICANNLearn courses. Does anybody have any comments or questions for Elizabeth regarding ICANNLearn?

Okay. Seeing no comments or questions… Yeah, I heard a comment from Olivier. Olivier, you wanted to say something?

DANIEL NANGHAKA: No, it's Daniel.

DEV ANAND TEELUCKSINGH: Oh, Daniel. My apologies. Did you have a comment for Elizabeth?

DANIEL NANGHAKA: Yeah. [inaudible] hand it over to [inaudible] to ICANNLearn [inaudible].

DEV ANAND TEELUCKSINGH: Daniel, well your connection was actually not very good, unfortunately. If I understood the question, you were asking if for these persons that attending Marrakech, whether they can be able to take the course? Is that the question that you were trying to ask?

DANIEL NANGHAKA: Yeah, that's right, Dev.

DEV ANAND TEELUCKSINGH: Okay, thanks. Elizabeth, I hope you understood the question.

ELIZABETH ANDREWS: Right. Well the courses available right now in English, I think, it will be available in French next week and in other languages, but you can take any ICANN course in advance of Marrakech. We'll have a lot of new courses starting, hopefully, right before Marrakech. I've been doing a push to get more French and more Arabic language courses up prior to the meeting. And I'm going to follow that sort of routine of trying to

push the language in the region where the next meeting is going to be held.

DEV ANAND TEELUCKSINGH: Okay, excellent. Well a question from me, then, Elizabeth. How are the courses announcement ICANNLearn? Do people have to go to the website and keep checking it? Or [inaudible] if they're a member if they're enrolled in the course? How does it work? How do we know that?

ELIZABETH ANDREWS: That's a very good question and it's something that we haven't quite worked out the process for. I definitely will be announcing when new courses are up and I have a meeting with the communications department to talk about how to make that consistent across notification platforms like the website and Twitter and e-mail and other ways to do that, possibly even a newsletter.

But if you enroll with ICANNLearn generally, that will give me access to message you on that language platform. So I made that sound more confusing that it ought to be. Basically, if you enroll in the English platform, then I have you on the English list as a student, and if I do something new, I'll make sure that you get notification of that.

Likewise, if you enroll on the Spanish platform, I can give you notification of what's going on with Spanish courses, but they're not linked. So if you are an individual who is taking courses in French and

taking courses in Arabic, you need to enroll on both platforms in order to be on both lists. Does that make sense?

DEV ANAND TEELUCKSINGH: I see. Yes. Okay. Well can I suggest, then, that, perhaps, that when you do an announcement or circulate e-mails, that the Outreach and Engagement gets that e-mail and so you can post it to the Outreach and Engagement list.

ELIZABETH ANDREWS: Absolutely, no worries.

DEV ANAND TEELUCKSINGH: [inaudible] there's any changes to ICANNLearn. Excellent. Okay. I see a question from John Laprise. John, you have the floor.

JOHN LAPRISE: Thank you. Hi, Elizabeth. I have a question in that I was looking at Sparkles' community help page and noticed that there isn't a roadmap for supporting nonwestern character sets beyond what is currently available. Do you have any advice on that at this point? Because we have a global membership and further language support would be very helpful.

ELIZABETH ANDREWS: I agree with you that that's a problem and I don't know that it's a problem of Sparkle is going to surmount. I can do a little bit more

research with that. I can certainly help in terms of coordinating translation services for things that are happening on ICAN Learn. But as far as whiteboard animation goes, I think that's a limitation of Sparkle. So basically, I would say leave that with me and let me see if I can find any ways around it, and I can help contribute to making a plan for more accessibility in the future.

DEV ANAND TEELUCKSINGH: Okay. Thanks, John and Elizabeth, for that. Can you just give an update on regarding Sparkle? We've looked at this tool before in previous calls, and we've seen how it can create this type of very informative videos and so forth. And I believe Glenn and Alfredo were the ones who actually did a video in it, so Glenn or Alfredo, you could jump in on that.

What's the plans for the use of Sparkle? I mean, because it is a paid product, as I understand it. So is it that ICANN is already obtained Sparkle for use by At-Large or what?

ELIZABETH ANDREWS: I would have to defer that to Heidi. I think she was suggesting that it is something that's come up in conjunction with using ICANNLearn. I don't actually know whether ICANN uses it or if it's just this membership that you're talking about within At-Large.

What I can speak to is that ICANNLearn can support video of any kind, so whether if it's made in Sparkle or with another tool. However, I can help to find out what the best resources are for the community to use when creating course content.

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DEV ANAND TEELUCKSINGH: Okay. Well I see Heidi has raised her hand. Heidi?

HEIDI ULLRICH: Yes, thank you very much. Thank you, Betsy. Just on that point, I believe that's with the Sparkle, there is if this group or with At-Large would like to purchase a software of that Sparkle that you could purchase that under the fiscal year '16 approved project on e-books.

On the question of whether ICANN uses that, we would need to get back to that. I know that they are definitely aware of it but, again, it's up to you. If you would like ICANN to purchase that software, and then they would be able to give people in this group and others the ability to produce videos, etc.

DEV ANAND TEELUCKSINGH: Okay, thanks. Okay. And I think Daniel wanted to say something. Go ahead.

DANIEL NANGHAKA: Thanks, Dev. I think when it comes to Sparkle, Sparkle is for [inaudible] shorter videos showing [inaudible]. So using Sparkle [inaudible] in the question of ICANN [inaudible] because [inaudible] understanding and I think that [inaudible], too. Is it to be [inaudible] in the [inaudible] in the coming FY year because of [inaudible] also ask how, what timeframe do we have that [inaudible] the ICANN [inaudible] platform [inaudible] ready to start being used? Thank you. [inaudible].

DEV ANAND TEELUCKSINGH: Okay. Thanks, Daniel. If I understood, just to make sure if I could relay what was said because the connection is still kind of iffy. I think what you said was that you think Sparkle can be used to make very good short videos and you think it's a good idea to have it, to obtain it, as per Heidi's suggestion within this FY '15 budget and also a timeframe for when students can use the ICANNLearn for in time for Marrakech.

Elizabeth answered that question. She said that the French courses are being worked on, hopefully next week. One of the things Elizabeth has said to do – and correct me if I'm wrong, Elizabeth – is that you would e-mail an notify the outreach and engagement group whenever there's any new videos posted.

ELIZABETH ANDREWS: Yes, absolutely.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Elizabeth. So now looking at… And I admit I have not actually used Sparkle myself. I do think it is a useful tool. So I think [we] probably can. Does anybody have any want to offer any thought? I'm seeing comments in the chat. So if anybody wants to take voice for this. Let me see if I can read it.

Well, two concerns. One was that… So let me just summarize what the chat is saying. Glenn is saying that Sparkle is not an e-book tool. And John was also saying that why consider buying the technology if it does

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not support languages of so many new members? So I guess that is something indeed to check out on that.

And let me see if anybody has any additional thoughts from Glenn or John. All right. Let's take the decision out for this after this session, then. Just so you can clarify whether Sparkle can be used or not or whether it should be taken from this budget or not.

Okay. Excellent. Any other comments or questions for Elizabeth? Okay. Well Elizabeth, thanks for… Ad welcome again to the Outreach and Engagement, and on behalf of the Outreach and Engagement Subcommittee, I think we'd be more than happy to be working closely with you in order to make ICANNLearn become successful.

I mean, we are looking for all that's possible that we can engage new members, engage existing members and reach out to new members.

ELIZABETH ANDREWS: Thank you. I'm happy to be here to help facilitate.

DEV ANAND TEELUCKSINGH: Great, thank you. Okay. So next item on the agenda is update on the civil society engagement in ICANN. So just to recap what has happened, there was a call last week Friday and there was an open call meeting with all the various community members, not just At-Large, but with people in the GNSO, the Noncommercial Stakeholder's Group, NPOC, and so forth, and Jean-Jacques Sahel and Adam Peake walked us through the approaches they're having.

They shared two documents, two Word documents. One document is a catalogue of civil society events and another document was a collection of current and historical of current and historical material available regarding civil society from At-Large and from other various papers from the Noncommercial Stakeholders Group and so forth.

One of the outcomes was that this was going to be shared in a more accessible form to all the members of the group. And actually, a lot of the discussion actually focused a bit on the tools need to take share the information, kind of underscored to me that we take certain tools for granted, like a wiki page and a Google calendar, but actually all of that was at wide discussion on what different tools could be used for people to collaborate.

So there was a little side discussion on that, as well. But the idea is to really circulate this for more feedback and input. There is going to be a civil society session in Marrakech. I believe the schedule has it on a Wednesday afternoon, so I think certainly that we will probably want to have Outreach and Engagement planning that session. Because I think it's really important for that At-Large… Reason for At-Large to be involved in this is that so we can ensure that the messaging is accurate about At-Large and that civil society is welcomed in At-Large. That's a brief summary of it.

I don't have the documents to share because it wasn't posted on the wiki. It was sent via e-mail. So hopefully, when those pages go up, those will be circulated on the Outreach and Engagement list. Any other thoughts or comments, suggestions? Observations? Going once.

Okay, well, excellent. Cheryl [inaudible].

CHERYL LANGDON-ORR: Your countdown is a little too fast. Dev, you need to count to three, not just to one, I think, dear.

As a participant of that particular meeting that you were just referring to, I'm very keen to see this initiative succeed. I'm very keen to see effective and efficient outreach and engagement with civil society and to make sure that there is an open and welcoming mechanism developed where we are not seen as competing interests or trying to vie for civil society's attention, but quite the opposite – that we have an open door policy and that civil society is more than welcome to engage with a number of the components of ICANN but in particularly, of course, from our perspective, with the At-Large community, the regional At-Large organizations, and of course, ALAC itself.

That said, I came away from the meeting, thinking, oh my, this is very early days, isn't it? I think, Dev, that I would like to suggest that that meeting probably gained more from learnings from this working group and that as a Technology Taskforce and other initiatives that At-Large is already well ahead. And so I would like to think that if we work in a cooperative way, that we should be able to, from the ground up, build a foundation of an effective model. But I really did expect things to be a lot more crystalline than they were. This is not oh-me-oh-my disappointment, it's just noting that I actually think some of our initiatives, and I'm sure some of the initiatives from other parts of

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ICANN are actually in advance of the group they're trying to get off the ground, but we'll work on it and we'll keep everybody posted. Thanks.

DEV ANAND TEELUCKSINGH: Thanks, Cheryl. And indeed, I mean, for example… Daniel, I believe, go ahead.

TIJANI BEN JEMAA: Tijani, Tijani, Tijani.

DEV ANAND TEELUCKSINGH: Oh, my apologies, Tijani. Tijani, go ahead.

TIJANI BEN JEMAA: Okay.

DEV ANAND TEELUCKSINGH: Go ahead, Tijani.

TIJANI BEN JEMAA: Thank you very much, Dev. I think, if I am not mistaken, that the civil society session in Marrakech will be on Thursday and, perhaps, [inaudible]. Thank you.

DEV ANAND TEELUCKSINGH: Thanks for that correction, Tijani. I'm certain we'll consult the meeting schedule. Thanks. I see, yes, indeed, Heidi has posted the link – posted it. It is on Thursday, my correct, my apologies. Excellent. Okay.

Going back to Cheryl, what you were saying, indeed. So I have made suggestions to Adam that we can use the outreach calendars that we are using to track events because we could subscribe to calendars and so on.

So if indeed, we'll just have to continue the discussion and nudge it along. And ensure that the messaging is accurate about At-Large and that At-Large is seen as an appropriate venue for civil society. So okay. Okay. Well, seeing no further comments…

Let's have a short update on the Marrakech outreach events. There's been at least two meetings held since January to discuss the AFRALO outreach events and I believe… Well, a lot of [logistical details] have been finalized. Who wishes to take the floor just to give a short update on the Marrakech events?

DANIEL NANGHAKA: Daniel.

DEV ANAND TEELUCKSINGH: Daniel, okay, please go ahead.

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DANIEL NANGHAKA: About Marrakech, so far, everything is getting on well with the preparation. The students will be coming in on Sunday and [inaudible] very good advantage to attend the opening ceremony on Monday. And also, they will be able to break out into [inaudible] respectively, and still the [inaudible] and conduct outreach activities [inaudible] so much involved with it. Also, Tijani can also be [inaudible] on the current status because the [inaudible] members of the ALAC [inaudible]. Thank you. [inaudible].

DEV ANAND TEELUCKSINGH: Okay. Thank you, Daniel. And I believe the AFRALO outreach engagement workspace, which is now in the AC room, and the link provided in the agenda also has the details and the scheduling what's happening Sunday and Monday, and on the Tuesday.

Well, I think great. I'm glad to see things are now [inaudible] after a bit of rushed planning in the earlier month of January. So any other thoughts or comments or questions about the AFRALO outreach events taking place in Marrakech?

YESIM NAZLAR: Hi, Dev. Sorry for bothering. Yes. I was going to say that Aziz is asking for the floor. Thank you very much.

DEV ANAND TEELUCKSINGH: Okay, thank you. Aziz, please go ahead.

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AZIZ HILALI: Thank you. I agree with what Daniel just said. We've been working very hard and we had a number of breakthroughs in the organization of the different activities. We've defined what the entertainment will be for our session. Both have been working on the rest of the schedule for the showcase and the tribute to Fadi. I'm sure you can feel this in the agenda, but we have available regarding our showcase.

We have organized a number of specific activities for students on Monday and Tuesday. We have students joining from Rabat and there will also be students from Marrakech participating at these sessions. All ALAC members are invited to join us. I have personally been to see what the room that we will be using will be. It is a very big room. And so that will enable us to have as many people as possible participating in our sessions.

I've also discussed with university professors that will be accompanying the students from Rabat who will be coming to Marrakech in order to participate at the ICANN meeting. I'd also like to tell you that we've added the president of the University of Marrakech among our presenters, and he will introduce to us the group that we will be addressing to. Thank you.

DEV ANAND TEELUCKSINGH: Thank you, Aziz and, indeed, thank you, actually, and the rest of the group – Tijani, Daniel, and staff – for helping put this together in such a short time. It looks now very comprehensive now, I must say, and I imagine there will be [seating] challenges towards the implementation, but that just goes with the territory, so thank you all on that. And

applause from Cheryl on that. Okay. Not seeing any other thoughts, comments.

Let's move again now to our agenda item, and that is the At-Large engagement with ICANN fellows. I've done an update to the spreadsheet that Glenn provided and I did screencast to illustrate what this updated spreadsheet does. What I did was to make it easier for persons to search and break down the fellows by country or by region, and I've also started using this to… And the link is there in there agenda for the actual spreadsheet.

I've also started using this to try to see if we can use this now to start building on this to also start tracking the other stakeholders in ICANN. So I started a little bit on the GAC representatives. So if you go to the search by country tab, you will now see a link to see whether there's a GAC representative present or not.

So what this can be used for us to, like I say, do a breakdown. If you're trying to find persons in a country that doesn't have an At-Large structure, we can reach out to those fellows that did come to ICANN from that country, and I hope that this will be useful in that regard.

I don't know if anybody has any thoughts or comments on the updated spreadsheet. Okay. I'll just paste the link to the actual spreadsheet again itself. So any other comments or questions on this? Going once. Oh, going twice. Going twice. Okay.

MAUREEN HILYARD: [inaudible].

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DEV ANAND TEELUCKSINGH: Hi, Maureen. Please go ahead.

MAUREEN HILYARD: Hi, everyone. I'm on the phone bridge. I haven't been able to get into the Adobe Connect room. So I think this is a great [inaudible], it's something that we were actually sort of like thinking of doing [inaudible] ago. So thank you again for [inaudible] for putting it together because it's [inaudible]. And [inaudible] in a way that [inaudible] we've identified that there are [inaudible].

DEV ANAND TEELUCKSINGH: Maureen, unfortunately, you're breaking up.

MAUREEN HILYARD: [inaudible].

YESIM NAZLAR: Hi. Can everyone hear me, please? I guess it was Maureen's line.

MAUREEN HILYARD: I'm not sure it was Maureen's line. It sounded more like someone else hitting keys, especially when we heard… Exactly that. Yeah.

DEV ANAND TEELUCKSINGH: Yeah.

MAUREEN HILYARD: Thank you, Cheryl, but just I just wanted to say that it's [inaudible].

DEV ANAND TEELUCKSINGH: Okay. Thank you, Maureen. I noted there's been some further comments made on the chat and on the e-mail list regarding how this [inaudible]. And actually, that was something else I forgot to mention with the spreadsheet. With this spreadsheet, I was also looking at the differences in ICANN names, using ICANN list versus the ISO list, versus what the fellowship committee uses in describing countries and territories, and the need… I think it highlights the need for harmonization of those names.

For example, the ICANN list is something from 2002. There's been new territories created since then, for example, and so I had to create a new harmonized country list. And you could see that in the spreadsheets itself if you look at the comparisons of ICANN-ISO. You would see a list of the comparisons, so.

Again, it's something useful that could also look in terms of the, in terms of very interesting to me because as we go through the different ACs and SOs, one thing I have noticed was that different ACs and SOs use different country names and different country and territory names for the same country, so all of that has to be harmonized for that to happen.

And note also that there was comments on whether you can get a proper breakdown in terms of which fellow identified themselves as At-

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Large or for government and so forth, and that part hasn't been done yet. Because it would just, again, require harmonization of the terms used and I probably have to figure out how best to allow for that searching to take place.

Seeing any other comments or questions? Going once, twice, going twice. All right. Seeing no further comments or questions, the next item on our agenda is ICANN's GSE problems for enhancing the stakeholder journey. This apparently is something that ICANN GSE has been planning, and on the call today, we welcome Joe Catapano to talk about what are the GSE plans for enhancing the stakeholder journey.

Oh, I see Chris is also on the call, so actually [inaudible] Chris, both of you, welcome to the call. So which one of you will be taking the floor to talk about this GSE plan?

CHRIS MONDINI: Hi. If you can hear me, I'd be happy to address the topic. Are you able to hear me?

DEV ANAND TEELUCKSINGH: Welcome, Chris.

CHRIS MONDINI: Oh, thank you very much.

DEV ANAND TEELUCKSINGH: Yes, we can hear you clearly.

CHRIS MONDINI: Well Joe and I are delighted to be here and thank you very much for the invitation to join you. I wanted to just familiarize the group with some various areas of work that we are undertaking and will be undertaking in step with the community. And they are really meant to address the following problem statements, which is how can ICANN get more volunteers to be more meaningfully involved?

And this was a request, it started as early as 18 months ago from the SO and AC leaders with regard to volunteer burnout issues. We also know that as a GSE team, we've succeeded in making more audiences aware of what ICANN does and its value, and we'd like to turn some of those newly aware people into participants.

And we've also done some reviews of ICANN itself to look for successes and barriers. I hope. Am I causing the echo? I hope it's okay for people on the call. I hear an echo. But if it's okay for you, I'll continue. So the...

DEV ANAND TEELUCKSINGH: I do hear echo. Go ahead.

CHRIS MONDINI: It could be me. Hold on.

CHERYL LANGDON-ORR: And if everyone else can mute their lines unless they're Chris.

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CHRIS MONDINI: And so stakeholder journey is, first of all, it's really a framework. The origins of the concept of the framework came from joint meetings that are held by Sally Costerton's team in GSE, David Olive's team in the Policy Development Team, and also members of the Public Responsibility Team.

And really, it's a catch-all way to think about all of the efforts both in community and among the Board and staff that work to get more volunteers to be more active. And we're just now starting to do one-on-one conversations with SO and AC leaders. We'll be talking, also, to some alumni of those positions and, of course, at the constituency and the RALO level will be talking with those of you that sit in those chairs.

I think we have a meeting request out to Alan, in fact, so we're hoping to talk to him between now and the meetings in Morocco.

So in the meantime, what we've done is we've really just looked at a couple of academic disciplines. Happily, there is a very rich academic discipline in community development, and I know many of you have deep experience both from a practical and theoretical standpoint in that discipline.

Borrowing from the private sector, we've been reading our textbooks on stakeholder journeys, known as customer journeys, and we've even studied something called the Wikipedia effect, which talks about common symptoms of open collaborative systems.

One of those symptoms is that as they become a little bit more established with their own norms and rules and ways of interacting, they become harder for newcomers to break into. But some of the

findings of the academic disciplines really, at a high level, are that the community members themselves must be responsible for attracting and assimilating newcomers with well-established on-ramps and off-ramps, and with some members of the community maybe doing the spadework of the day-to-day work but also others working on attending the future succession planning – the membership management, if you will.

Those are all very high-level things that come from studying community development, customer journeys certainly about measuring the touchpoints and the moments when a stakeholder decides to become more deeply involved in trying to maximize those.

So at this stage of ICANN's development given that we've been doing outreach side by side with you and raised awareness, and really, a lot of that in the early days, at least of Fadi Chehade's tenure, was designed to demonstrate our legitimacy and defend the multi-stakeholder model in various fora like the UN and Wickets and before skeptical governments.

We largely feel we have fended off that challenge for now. We've worked very hard at ICANN, as you know, on our operational improvements to deliver the programs that we're responsible for, and so now everybody is looking in this new era of ICANN of how can we work on quality policy output and the future sustainability of the organization.

We looked also at the great differentiation between the different SO, AC, SG, and C structures within ICANN. And it becomes quickly apparent that not all of the ICANN structures are equally open and accessible. For At-Large, you're almost uniquely designed to be scalable and accessible

but, in fact, if you look at other corners of ICANN whether it's the country code community or the GAC or the RSSAC, there's really a limited number of country codes and governments and root servers.

So not every ICANN structure is designed the same way to allow true volunteers to have opportunities. So we in our GSE team are sometimes guilty of our rhetoric about ICANN being open and accessible by not having the caveat that yes, it's… But it's really only truly scalable in places like the GNSO and in At-Large.

So these are just some of the initial observations at the GNSO review summary also provided some interesting highlights about some unconscious biases and barriers to entry and, again, because stakeholders are so busy with the day-to-day work of what they do in ICANN and actually, in fact, their backgrounds are not in the fields of community development, stakeholder recruitment, volunteer management, we need to help all of us who have an interest, a shared interest in the future sustainability of ICANN, to work on that – to work also on diversity, which is called for in the new era of accountability to the global stakeholders, and to overcome some of the pain points, which can be summarized as, I think, the complexity, the time, and expense required.

Certainly, many heroes overcome language, connectivity, time zone challenges, but at the same time, there's knowledge requirements. We need people to come with skills and maybe articulating those skills and going to where they can be found is something that we could do in a little bit more targeted way.

And whether it's unintentional or largely unintentional, I think still the incumbent stakeholders can be intimidating to the newcomers, and we need to help people assess where structurally that intimidation may take place and we're not even aware of it.

We find when we raise this question of getting more volunteers to be more actively engaged, people immediately throw up on the whiteboard or the chart ideas. They range from mentorship programs to new Web tools for membership management. People talk about term limits, they talk about restructuring travel support, making onboarding, like fellowship programs, more closely linked to what a particular SO or AC may look for in terms of talents or skills.

Training people on the art of succession planning, or finding ways for volunteers who sign up but don't actually contribute to be somehow sanctioned or called out. This is probably just six or eight of probably 50 to 60 items we've gathered on a list from many of you of things to be considered.

They fall into the general categories of tools and platforms that the staff could develop, if there's appetite for them. I think some of them fall into the category of behavior and culture and this comes with related to how we interact with each other and newcomers, how we develop our future leaders and identify and encourage them.

And then some of them are really very structural. There just aren't that many, for example, a la carte ways to find a way to participate in a way that doesn't feel all-consuming.

So I'll conclude with just to throw out a few of the early recommendations that now we're socializing in the course of these one-on-one calls. One of the strong recommendations is that in the area of existing support for SO and AC outreach, things like the CROPP program or special budget allocations, there's really a strong feeling that those are successful and we must continue them.

There has been some observation that because of the diversity of how the different ICANN structures attract talent, that maybe we can look for talent by topic, subject matter area, and let the stakeholders find their way either through working groups, perhaps through policy development processes, perhaps through just informal communities of interest on topic areas to begin to work their way into ICANN participation.

And this is, I think, possible because of important work that Rob Hoggarth and many of you have worked on to catalogue all of the policy work areas that are currently active in ICANN in their various stages. I would say force that as we have done engagement and outreach, and I know many of you are active in this, too, we have developed a nice pool of passive followers and they may be people that are signing up for your newsletters, they've people that you are, our team has spoken to at audiences, and we've collected… We have them following us on social media. They are passively interested in ICANN, and now if we can convert them to become more active, that would be, obviously, a goal worthy of pursuing.

We want to work with you to find out how to cultivate and develop our future leaders and to give, as I mentioned, the idea of succession

planning a chance in our culture, and ask who will be sitting in our leadership chairs in 10 years, in 15 years. Who will be there? Are they currently a student somewhere in the world that hasn't yet heard of ICANN? Or are they somebody who's just entering for the first time in the fellowship program?

And again, our community members don't have much time to focus on this and I think we should find ways to help them do so.

And then, finally, the sixth and last recommendation is about using data and metrics. Within ICANN, we've started to deploy customer relationship management Salesforce software. We started to collect much more robust data on click-throughs, on websites, on newsletters. We can measure who responds to surveys. We can look at who's a first-time remote participant for an ICANN meeting and find out what stakeholder category and geography they're from.

Of course, all in that compliance privacy compliant way, but at least look at aggregate numbers to see if some things that we do more of, whether it's mentorship, whether it's how-to guides, whether it's forming discussion [inaudible] on topics of interest would encourage more people to be more active or join a constituency or take the next step to be active.

So I'll conclude and take questions. I hope I haven't taken too much of the time, but we're looking forward to talking to Alan and to many of you. In fact, if any of you would like to sign up for an hour of discussion, we can share some of these findings with you and ask you some very targeted questions to get your feedback. Thanks.

DEV ANAND TEELUCKSINGH: Thanks, Chris. I would say that a lot of what you've been saying is probably goals and ideals that are probably there through the outreach and engagement. And I dare say, for most of the persons in At-Large. And I will say, yes, we will probably definitely would want a session, so [you can] share some of that and have so much responses to targeted questions.

But let me open the floor for questions from the group. Any questions? I'm seeing some things in the chat, but [inaudible].

CHRIS MONDINI: And also, if you would like to, Dev, if you would like to dedicate more a future of meeting of this subcommittee to this topic, depends… I know you have many things to address in your agenda. But it would be great to do something like this as a group and, again, share finding with you in advance and make this discussion among you group because, as you say, I think you really are a repository of people with both the skills and strong interests in furthering this work.

DEV ANAND TEELUCKSINGH: Thanks, Chris. I think let's indeed make that an action item, and let's see if we can schedule a call and see how we can have a discussion before Marrakech. I agree we do have busy agendas, but let's see if we can fit in some way, somehow, and so you can have that type of question-focused feedback on particular things.

So any questions or comments from the group? Okay. I note we are going just above the top of the hour, so okay. Not seeing any new questions. Thanks, Chris. But I think definitely we will indeed want to have a dedicated session on this. And you can share, if this is on a wiki somewhere, then please share that material with us so you can be prepared to answer questions – more focused questions – on the various and exchange ideas on this issue.

Okay. All right. I know we're at the top of the hour. We started a few minutes late. Any other business? One thing, just something to note about the LACRALO O&E situation. Originally, I suggested on the LACRALO Monthly Call to have a conversation with the LACRALO leadership with the O&E members from the LAC region, and also to discuss upcoming ideas for CROPP proposals given the timing.

If you are going to file CROPP proposals to take place in May and June, they need to be finalized and sent now. I would say that my suggestion was some [inaudible] I'm trying to think what is a polite word. I guess the direct [inaudible] was ignored.

But I do think that given that we are running out of time, I am going to ask for a Doodle to be sent out to the [inaudible] and also to the rest of LACRALO, for the moment, because this is open for everyone. Who cares about outreach and engagement to have this conversation about possible opportunities, and also, the work that we're trying to do in updating cataloging the stakeholders in the LAC region. Okay?

EN

All right. Well I heard a comment. I'm not sure who was saying it. Ok. Well so just to note that as an action item so we can work on a Doodle for an appropriate date and time. Glenn, sorry, go ahead.

GLENN MCKNIGHT: Just on other business, we did talk in previous calls about our ATLAS II comments and, perhaps, on the next call, we can go full circle on that because I think that's getting forgotten today, so if we can go back on this [inaudible]. And I think our actual mandates needs to be circled again, so that's just my quick comment.

DEV ANAND TEELUCKSINGH: Thanks, Glenn. Indeed, you're right. I probably neglected to mention ATLAS II and all of that. So I'm certain there's going to be some discussion of the ATLAS II in Marrakech because a lot of work has been done on it. I guess the next step is to see how do we deliver Steve's recommendations and what form [inaudible], whether it's a report or whatever.

Your second suggestion regarding recirculating a mandate of the Outreach and Engagement group, I guess indeed that probably can be, should be done. I've noted there seems to be some confusion or sometimes a lack of understanding of what this group is supposed to be trying to do, and it leads to this confusing… I would say some confusion within At-Large community where there seems to be a disconnect with some RALOs and what Outreach and Engagement Subcommittee is doing.

And I think definitely we expand more of that on our Marrakech session and probably if we have time to do one more outreach call before Marrakech. Okay, but I know now we definitely – Glenn, do you have a follow-up question/ It has to be a very quick because… Okay. All right. Your hand is back down now.

I'd like to thank everyone for being on this call. Thanks to the ICANN staff members that attended the call. Elizabeth, Chris, and Joe. And Deborah, as well, although [inaudible] still monitoring the conversations and, of course, the staff. And to the interpreters and to you all.

So thank you all very much and let's, of course, continue our conversations online. Take care and this call is now adjourned.

UNIDENTIFIED MALE: Thank you. Bye-bye.

UNIDENTIFIED MALE: Thank you. Bye-bye.

UNIDENTIFIED FEMALE: The meeting has been adjourned. So we'll now be disconnected. Thank you for joining today's call.

[END OF TRANSCRIPTION]