
TERRI AGNEW:

Please begin the recording.

Good morning, good afternoon and good evening. Welcome to the At-Large Capacity Building Working Group call, on Tuesday the 17th of January, 2017 at 20:30 UTC. On the call today we have Tijani Ben Jemaa, Cheryl Langdon-Orr, Marita Moll, Glenn McKnight, Erich Schweighofer, Barrack Otieno, Michel Tchonang, Olivier Crépin-Leblond, Andrei Kolesnikov, and Nenad Marinkovic. In addition, it looks like Tamika Brooks has joined us as well. We have listed apologies from Maureen Hilyard, Javier Rua, and Ali AlMeshal.

Also joining us is Dev Anand Teelucksingh. From staff, we have Ullrich, Ariel Liang, Gisella Gruber, and myself, Terri Agnew. I would like to remind all to please state your name before speaking, for transcription purposes. With this I'll turn it back over to you, Tijani. Please begin.

TIJANI BEN JEMAA:

Thank you very much, Terri. Thank you for all the introductions. Good morning, good evening, good afternoon. This is the second call of the Capacity Building Working Group to prepare for the next year program. You have the agenda on your screen. First of all, we have to adapt the agenda. Anyone have any item to add? Where is the agenda team? We to scroll ourselves, okay.

TERRI AGNEW:

Tijani, I'm so sorry, this is Terri. I believe Olivier's line has just dropped, so we are dialing back out to him. Oh, and I believe he's back on. Thank you, Olivier.

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.

OLIVIER CRÉPIN-LEBLOND: I'm back on. Thank you, Terri and thank you, Tijani. Olivier Crépin-Leblond speaking. Can you hear me?

TIJANI BEN JEMAA: I hear you very well.

OLIVIER CRÉPIN-LEBLOND: Okay, fantastic, thank you. I was just going to suggest if we could add to the end of this call any other business a little bit of discussion on the EURALO or the activities of the forthcoming ALAC meeting, or the ICANN meeting, sorry, in Copenhagen. I wanted to ask you and this working group as to what you would suggest could be done for Capacity Building over there?

TIJANI BEN JEMAA: Okay, no problem. It will be added. Thank you very much. Any other to the agenda? Olivier, you still have your hand up. Okay, so, the agenda has been adapted. We will go to the item number three of the agenda which is (inaudible). So, as you know, we are preparing now for the next year, for this year, in fact, for 2017 program for Capacity Building.

Last time we made a tele-conference, but we couldn't present the evaluation and the (inaudible) etcetera. We didn't make the assessment of the last year's program. Because staff wasn't ready for it and now staff is ready for it and so we'll do this assessment. We had on our agenda a presentation from Betsy on the ALAC Learn platform.

As you know that ALAC Learn is now compiling our webinars to make lessons and to make them very easy to use. So, I asked Elizabeth, which is Betsy, to prepare for a procedure for everyone, because they may make a presentation, and we make a presentation.

Unfortunately, Betsy is travelling, that's why she couldn't come. It's also true that we changed the date of this meeting, it should be done last week, but we realized that we need to make a survey about the topics proposed, so that we can, for this meeting, with ranked topics, and it will be easier for us to choose the topics for next year. That's why we postponed the call of last week and we have it today.

And perhaps that's why Betsy couldn't come. We will make sure that in Copenhagen we will have everything to present to you about this platform. I am really sure about that. Because we now sit for a very long time and we couldn't have the good structure of time for Betsy. There is always something for her and this is a problem. But I am sure that the things are already well advanced, well done. I suppose that everything is not absolutely finished but I cannot say that since Betsy is not here. We will see later.

Gisela is more informed about that than me and maybe give her the floor to speak about that later. So, we will make first, the assessment of last year program and then we will start planning for this year and now we have a list ranking, according to the results of the survey. And perhaps we have to make some arrangement. We'll speak about that later. So, now I will first give the floor to Ariel to give us the assessment of the evaluation tools that we need for the year 2016. Ariel, the floor is yours.

ARIEL LIANG:

Thanks very much Tijani, this is Ariel Liang, and I will give you a brief overview of how we did for the 2016 Capacity Building webinars, based on the evaluation results that we received after every webinar. So, just to give you a quick overview. We have conducted 12 webinars in 2016 and then, from the admin interface that staff manage, we got the data for 10 out of the 12 webinars. There were two we couldn't retrieve the information. So, that's the information we have stats and that's the presentation built on the data we received for these 10 webinars.

On the first slide, you see it's the presentation rates for all the attendees. Not everyone completed the evaluation at the end, and not everyone participated in the pop quiz. But we still had more than 50% on average for each webinar that our attendees participated in the evaluation and pop quiz.

The second slide shows then when we asked the attendees, how do you think about the timing of the webinar, and that was their answers. And you can see the dark blue bar shows they said the timing's just right. So, 80% of the respondents said the timing is just right. And then, as you can also see, the majority of the time we selected for the webinars, the 13h00 ECT, it seems to be a good time to host our future webinars. So, in 2016 we should continue that.

And this is the respondents' feedback on the technology used for the webinar and the good news is that nobody says it's bad or very bad for every webinar, and it's usually very good, good or sufficient. And on average, the people, 80% of the respondents said it's very good and

good for the technology used. And this is people's feedback on whether they think the speakers demonstrate mastery of topic. And it looks very encouraging. Almost 100% of the respondents said the speakers' mastery of topic are extremely strong or strong.

And this is the last question about whether the attendees are satisfied with the webinar. And on average 94% said they're extremely satisfied and satisfied. And then there's only one webinar that we need to flag on, it's the one about CROPP and we can see 13% actually said they're partly satisfied. So, that one is a little bit weaker than the other webinars.

And then this is a little bit of a crazy slide. This, kind of, shows you the correlation between people's response on timing and speakers' mastery and technology, in relation to their overall satisfaction towards the webinar. So, if you look at the numbers that I pinpoint on the right, if the number is close to negative one, it means it's negatively correlated. If it's close to one, then it's positively correlated.

So, you can see that speakers really play an important role in terms of the people's satisfaction towards the webinar and timing seems to be a little bit less important for this round. And then technology is more, like, neutral. So, we definitely want to make sure we select the right speakers to deliver a good quality for the webinar.

And then we incorporated two other questions this time to ask the attendees to provide some demographic information. And then the first one is, which region do they live at the moment when they attend the webinar? And then these are the responses. And you can see that we

have almost every region representative in most of the webinars. Though some don't have EURALO, or NARALO or both.

And then I did a quick look at these webinars that have similar representation from EURALO and NARALO. They're mostly related to IANA Transition or ICANN Accountability. And then the one with the very balanced representation is about the CROPP project overview. And we have almost equal number of participants from all five regions. So, that's an interesting thing to look at.

And then on average we can see that LACRALO and APRALO have many more participants from the other RALO's. So, that's the number you can see here. And as I was curious about the representation in terms of the RALO's in relation to people's satisfaction towards the webinar and it seems like the webinars have more participants from EURALO and NARALO, people voiced less level of satisfaction towards the webinars.

So, I don't know whether that's the right calculation I should use here but it just seems to be interesting that if we have more people from EURALO/NARALO the people that say they're extremely satisfied with the webinar are a little bit less.

So, this is another demographic question that we added in this round of the evaluation. We asked people, how many years of experience do you have in the ICANN community, and then from left to right, if you look at the bars for each, the ones on the left are less than one year, and then one to two years, and then three to five years, and five years to ten years, and more than ten years.

And I look at the participants and it seems like the ones with two years or less experience in ICANN is really in the minority that participated in each of the webinars. The one that, kind of, stands out is the one on the security trends impacting registrants and end users. That one has 40% of the participants that has two years or less experience in ICANN.

But the others have significantly fewer participants with less experience in ICANN. And I think that's something we really need to try to figure out how to target this audience because they're supposed to be the audience for Capacity Building but why there are not that many in our webinars. We need to look into our methods when promoting these webinars.

And then this is, on average, the breakdown of all these people that participated and you can see that the attendees with two years or less experience in ICANN is totaling 26% of the total participants. And then the ones with five to ten years of experience were the majority, and also the ones with three to five years and more than ten years of experience are many more than the newcomers.

And I was also curious about the correlation between the attendees' experience in ICANN and their level of satisfaction towards the webinar, but it doesn't seem to have a very clear correlation between these, so please, this is just for information.

And lastly, I was looking at the pop quizzes for each webinar and the one that I looked into this time is the number of pop quizzes for each. And then you can see this is the bar graph that represents the numbers and it's not consistent across all—(AUDIO BREAK) —more interesting is,

it seems like if a webinar has more pop quizzes and more people would say they're extremely satisfied with the webinar.

But I'm not sure whether that's a very strong correlation we can draw from the data there but perhaps it could be something that, for 2017, what we can do is encourage the speakers to prepare the pop quizzes ahead of time and try to create as many interesting questions as possible to enhance interaction with the audience. So, these are some of the summary notes that I put together.

So, in terms of participation, we have on average around 50% of the total attendants that participated in pop quiz and also the final evaluation. And then, in terms of timing, 13h00 UTC starting time still works the best. But the timing is not extremely important in terms of the people's level of satisfaction towards the webinar. And then that brings to the third point is that speaker's mastery of the topic is very important in determining whether it's a good quality webinar or not.

And then on the fourth point, in terms of regional representation, we need to find out ways to promote more participation from EURALO and NARALO because it's quite low, in terms of the data we gathered. And also, need to find out topics that will interest them so that the ones they actually participate will provide better feedback towards the webinar.

And then the fifth point, I think, is the most important takeaway, is we really have fewer participants with much less experience in ICANN that attended our webinars, and they're supposed to be our target audience. But we're not attracting as many as we should, so we need to find out

ways to promote the webinars and select topics that interest them more.

And actually, I want to quickly go back to the slide that I showed the years of experience. And the ones that have more participation from these newcomers, are on topics that are a little broader than just ICANN topics. And then the ones with fewer, actually we think maybe we can attract more participation, especially like, a large working group, how to get involved in a large community. We felt these topics probably would attract more participation from the newcomers but they're not really.

So, now we need to figure out why is that, and then that will help us select the right topic to attract these audiences. And then, the last point is about the pop quiz, for the future webinars we should incorporate more pop quiz questions and it seems to be, the more questions we have, the better the attendees will interact and get engaged. So, that's the summary of the findings for last year's Capacity Building webinars series. Thank you.

TIJANI BEN JEMAA: Thank you very much, Ariel, for this presentation. Is there any question or remark about it? Olivier, go ahead. Amal, no, Dev.

DEV ANAND: Thank you, this is Dev Anand speaking, are you hearing me?

TIJANI BEN JEMAA: I hear you very—

DEV ANAND: Okay, thanks. Thanks, Tijani, this is Dev Anand. And thanks, Ariel, for this detailed analysis. I guess my question, was there any metrics captured as to how many people like listened to the recordings, downloaded the transcripts, that type of thing.

And the reason why I ask that is because not everybody was able to attend, may not have been able to attend when the Capacity Building session took place. But maybe if they were to download it, then we can measure a potentially greater impact? So, I guess, that's my question, was there any metric in terms of how many people downloaded the recordings?

TIJANI BEN JEMAA: Thank you, Dev, for this question. As Ariel answered before, for last year, for example, she said that it is not possible to have those information from the Adobe Connect and we worked very closely with the team so that, from the platform she will be able to tell us how many people, and even who, went through the lessons, who went to the end, who only spent very few time on it, how many people, etc., etc. (Inaudible) will be possible and available with the use of the platform, of the ICANN Learn platform. Ariel, do you have something to add?

ARIEL LIANG: Thanks, Tijani, this is Ariel. No, we still cannot track numbers via Wiki in terms of downloading, viewing, but if we transfer those things to ICANN, of course, that's when that will help and if in the future, we put

those webinar recordings on YouTube, we can see the number of views and it can be trackable information.

TIJANI BEN JEMAA: (inaudible). I am so sorry.

UNKNOWN SPEAKER: Tijani, I'm not questioning why you call upon me, but I am not Alan and I am not Cheryl either.

TIJANI BEN JEMAA: It is very late here where am I. Cheryl, go ahead, and I apologize.

CHERYL LANGDON-ORR: That's alright, Tijani. Cheryl Langdon-Orr for the record. I understand very late. Let me see, a couple of these results were, I think, highly predictable, but it's good to have the metrics to back them up. A couple of them certainly give us a fair amount to think about. Not the least of which is, of course, the wonder of why we're getting our regular punters who are probably the last people who actually need Capacity Building. Perhaps they're like me and turn up because they're part of the committee.

But we need to recognize what we're trying to do, which of course, is capacity build not fill our diaries with yet another meeting. And, I guess, part of that needs to be recognized as well. Certainly, we've run these metrics over some extraordinary busy times and I'm not suggesting that

we do, other than change any course directions very cautiously, if indeed we do at all.

Because it is an artifact, I think, of the extraordinarily busy time that Transition and Accountability work took us through and I suppose it's not really too many people affecting them. But we within the GNSO PDP world still have what can only be considered as ultra-extraordinarily large numbers of meetings because they're broken into work tracks for two very significant pieces of work.

So, we're not out of the very busy time and volunteers do only have so much time they can contribute. So, I'm not suggesting we don't make course corrections if we can work out how to make course corrections. I am suggesting that we look at, obviously, the marketing and the ongoing marketing of these things. I think Dev's point about trying to get people in if they're missed anyway is an important one. And the Learn platform is, we've recognized all along, one of the tools that will make it a whole lot easier.

Now that said, I also wanted to just put in a small plea along with Glenn. I feel somewhat responsible for encouraging pop quizzes. And I have been, in some cases wryly amused, in many cases utterly appalled, and occasionally in bafflement, with what is used as a pop quiz at the end of some of our presentations on Capacity Building.

So, I think the idea that Ariel mooted to work perhaps a little more proactively and constructively with our presenters is an extremely sage one. And I put that as one of the early things that we should get on with the job and try and do. We have radio buttons which only allow one

choice and yet we have choices which clearly need more than all of the above. There's a whole lot of stuff that staff, if they had enough time, with the concept that needs to be analyzed or tested in a pop quiz, could undoubtedly make a much better fist of, than things that must be coming in. It sounds like, somewhat, last minute.

Now, on that, we also need to realize that pop quizzes don't have to just be a lump at the end. There is no rule that says that they need to be a closing effort. Having one or two questions as a closing effort and feedback is indeed important. But you can have little pop quizzes and they don't even have to be recall factual, they can be opinion pieces which engage your audience and increase, usually, the satisfaction of the audience that is engaged—and that is researched, not just Cheryl deciding it's a good idea—in these webinar type tools.

So, we might also need to work during 2017 with the topics to see whether we can encourage some punctuation points. Not just all rolled up at the end. And the other thing we need to recognize is if you are not English as a first language, asking questions in English can be daunting. And when it's tiny percentages, you know, I think there was one question that had the difference between 92 and 97%. Oh, for heaven's sake, what is that proving?

So, you know, let's get smart about these tools, certainly let's continue to use them effectively and I would suggest that's one of them that could be used far better. Thank you.

TIJANI BEN JEMAA: Thank you very much, Cheryl, for those remarks. And especially regarding the pop quiz. I think that you're right. Perhaps we don't have to put them all at the end. If you also sign up engagement and perhaps that give—stimulating, we will have some at the beginning of the webinar. Thank you very much, Cheryl. The next one on the queue is Marita.

MARITA MOLL: Yes, hello, Marita Moll. I'm just wondering for a quick clarification. The charts that were shown was information taken from the people who completed the survey, I believe. I wasn't sure whether or not you had any raw numbers of exactly how many people actually attended the webinars?

ARIEL LIANG: This is Ariel Liang.

TIJANI BEN JEMAA: Thank you, Marita, for the question. Yes, Ariel, go ahead. Go ahead, Ariel.

ARIEL LIANG: Thanks, Tijani. Yes, we do have the raw data of total number of people who participated in the webinar and if you're interested I can send an email to the Capacity Building mailing list just to inform everyone the number.

MARITA MOLL: Well, yes, to me that would be an interesting number. And it would also, kind of, give an idea of value for money. I'm not sure how much it costs to put on each one of these webinars. And, you know, a certain percentage attended, or did this or that, but what the actual number of people is, is it three is it five, is it 100 is it 150, that makes a difference. And I can't tell that data, at least not at this point.

TIJANI BEN JEMAA: That's right. You are right that is a difference but I think that whatever the cost is, the Capacity Building is something which is essential for our ALS's, to help them to better understand the issues discussed in ICANN and everything which is happening in ICANN. We experienced a bit (inaudible) now I don't know, a few minutes perhaps, and I think that there is always interest in it.

And I am sure that we always need more Capacity Building, perhaps a different kind of Capacity Building, but we need Capacity Building. And the number of attendees, I will ask Ariel in the future to try to specify it for each webinar. Thank you very much for your question, Marita. Glenn?

GLENN MCKNIGHT: Yeah, Glenn, for the record. I think Marita's onto something that's important. You know, I always think of Mark Twain, "Lies, lies and statistics." I don't get anything out of these stats. We have over 200 ALS's and possibly all those 200 ALS's, there could be hundreds if not

thousands. You know, if a handful of the committed are on the webinars, and the people that really should be on the webinars are not on the webinars, you know, are these statistics viable? And I question whether or not these nice charts are giving me.

To go back and say to myself, a large strategic plan for NARELO, are we doing our job? And you know, I get very little of it there. And I think this is what Cheryl's getting at too in terms of the polling question. So at the end of the day we have a MOU. We have a relationship with ICANN because in the bylaws, we need to produce policies. You know, if the capacity building is to build our capacity to provide constructive feedback to our end users, that's the big question. Are we doing our job that we committed to do? Are we obligated to do?

So the question is, these seminars might be neat. They might be nice. They might be a time waster as well. I guess at the end of the day, if you're going to put metrics in place, are they action producing and educated and responsive communities that are actually producing at the end of the day what we're obligated to do. So that's my comment.

TIJANI BEN JEMAA:

Thank you, Glenn. Very interesting comment and very interesting question. How can you measure the effect of the capacity building on the interaction of the community members or the participation of the community members? How can you measure it? We tried our best and we are always discussing those points inside our working group. How to make it better? How to make more people interested? How to make people benefit from those capacity building webinars.

And we try to choose the most convenient topics making use of the capacity building working group point of view. We never put a topic that was not agreed on by the working group. So everything is done together, we (inaudible) together.

So if Glenn or anyone has other ideas to make our webinars more effective, they are welcome. We prefer to make them more effective. The analysis of the use of those webinars will be better with the platform that Betsy will explain us I hope very very soon.

We are also trying to make a [inaudible] news of those webinars through the ebook that you Glenn, you will explain us in this meeting. So we try to make our best, to do our best to make those webinars the most effective and the most beneficial for our community. But if there is other proposals, I welcome them, and I hope that all the working groups try to find the best way to make those webinars the most useful for our community.

Now, if you say, "Are we doing our job," I want you to answer this question. If you find that you are not doing our job, we may discuss and give up or not. We need to discuss it together. There is no one who can tell you, Glenn, if those webinars are effective or not, all the group, or this working group, why we are a working group; which is because we do all the work together. So I hope I commented on your comment and if you have a follow-up question, I am ready. But I see that first Heidi has her hand up. So Heidi, please go ahead.

HEIDI ULLRICH:

Thank you very much, Tijani. Glenn, I think you've made an excellent point, and I think I know what you're trying to say. And Tijani, I don't think it's a criticism against the Capacity Building Working Group. I think what might be needed is more of a comprehensive approach to training and capacity building throughout At-Large. That might include a mentoring process. It might include, you know, different types of tools. But that all come together and all that are coordinated.

And I think right now what has been the case, sort of an organic growth of training where, you know, there's these capacity building webinars, there's beginners guides, and nothing is coming together and coordinated through a common strategy. And maybe that's what might be needed to increase the overall effectiveness. Thank you.

TIJANI BEN JEMAA:

Thank you very much, Heidi. I don't see this as a criticism. On the contrary, I find the remark of Glenn very constructive. We need to ask ourselves questions about that. But my comment was to make all the group think about this: if we find that it is not effective, we have to try either to make them more effective, or if it is not possible to make them more effective, perhaps to give up. That was my comment.

Okay, so next one on the group is—and also, Heidi, another point. Yes, we need the monitoring. We need the outreach. We need the capacity building. We need all those programs because they are complimentary. One is not replacing the other. Next on the queue. Marita had her hand up. I think it is an old hand.

MARITA MOLL: No. It isn't.

TIJANI BEN JEMAA: New one? Okay. Okay. Right.

MARITA MOLL: One more question that I had. Is there any reading at all about how many of the people who attended were attending by themselves? Or were there groups of people, or people who go out together in groups in order to watch this? Is there any reading at all whether that happened anywhere? And I don't know whether it's a goal or an objective anywhere that this might happen. Because I kind of have a feeling that people like to get together in groups to learn. Just a random question.

TIJANI BEN JEMAA: Okay, thank you very much, Marita. I really don't have the answer to this question. But I guess no one goes to take these webinars with another person, with another member of the community. Everyone is sitting in front of their computer and trying to follow. Because our webinars come at a working time for some people, I think half of the time it's working time for half of the people, and half the other time it is working time for the other half of people. So we always have this issue of timing. And [inaudible] did her best to find the best timing. And hope it is really the best. But—yes, Marita?

MARITA MOLL: I just thought I'd throw that in. Certainly there are lots of problems involved with that. But I do wonder whether that was considered at all.

TIJANI BEN JEMAA: I don't have the answer to the question. I don't know if Ariel has a response Ariel?

ARIEL LIANG: This is Ariel. We don't have that data either. And there is no way we could know unless when someone is logging into Adobe Connect and then saying they're representing the group, perhaps we can suspect this is a group watching. Usually people log in via their individual names. And we assume they're just individuals, then. Unless we can ask them, knowing we can't know whether it's a group of people crowding in a room watching us or, you know, just by themselves. Unfortunately, we don't have that information.

TIJANI BEN JEMAA: Thank you, Ariel. Glenn, go ahead.

GLENN MCKNIGHT: Yeah, I don't want you to misunderstand what I'm saying. I'm not being critical of the great work and the volunteers who've done some superb presentations. And I want to stress that, you know, the people that should be on the call aren't on the call and it gets back to us as RALO leaders, secretaries chair, other people with the RALO, are we doing our job? Are we communicating through our tools, whether newsletters or

monthly meetings, you know, are we telling our constituency, are these available? I doubt it.

But what I've always found out what is missing, in any kind of lifelong learning something like this is some kind of map, some kind of pathway for someone to visually see the various components of the learning. Right now people come in and it's very random. You know, is it relevant to me or not? So education is a building block system and we need to provide people a graphical marketing piece of material, why this is valuable, what we get out of it, how it fits in if they're involved with this community, what they get out of it.

So I think we need to sit back and think of some simple marketing materials. I know it's a little late in the FY18 process, but perhaps we can convince Heidi and others on the value since we're investing the time and energy, to take a little bit time on our marketing and distribution strategy. I think that's what Cheryl's getting out as well, but I'm impatient and wait to see what Cheryl says; maybe she said something else.

But I just wanted to clarify, I am not criticizing the work of this committee, I am not criticizing what Ariel did; I just think we need to step back and say to ourselves, you know, how can we refine the delivery of the product? How can we do some quantity control and how can we actually get the message out so we can increase the numbers. That's it, thanks.

TIJANI BEN JEMAA:

Thank you very much, Glenn. I appreciate your comment, especially because you made the proposal to make better marketing for the analysis, make our RALOs for example, help in having most people to come to the webinar. Thank you very much. Cheryl?

CHERYL LANGDON-ORR:

Thank you, Tijani. Cheryl Langdon-Orr for the record. Glenn, what you (inaudible) might be saying about continuing marketing and opportunities from what is now a reasonable body of work. Remember, we don't always have to produce new bodies of work, some of these bodies of work can be very [inaudible], not something to learn but you know, the ebook work that Glenn and Maureen have been involved with and other things as well.

And in the other things as well, Marita's point is actually a very good one. It doesn't work all the time in my experience but, we do have now these outreach [inaudible] that have been majoring ICANN meetings, and some ICANN meeting more than others. And in particular, a number of preparatory activities that we see are going on in advance of some of these bringing in fresh blood and new players to our work. And it's ICANN's work, not just At-Large's work.

To that end, it's strikes me that particularly with the newer platforms almost ready to go if not ready to go, we've got opportunity here to play with some options. So one of those options is something that I have seen work, and I think it's the top of the things Marita was referring to, whereby you have a primary node or nodes. In this case, you could

imagine it, you know, the half day running, it's Copenhagen day one and you have secondary nodes and sub-nodes which can be anywhere.

In my case, on the open government in Australia a few years back, it was around the country that [inaudible] would be around a region or any date around the world, and that is opportunity for local gathering to do locally viable things, engage, build capacity in their local network, and that is really important, and plug in to what's happening on a larger spectrum. So that's just one of us, off the top of my head, some things that we might be able to think about in the future.

What I am going to propose however, Tijani, is that we don't try and do twelve or eleven topics. I think we probably would benefit from doing not necessarily one every 2 months, but you know, pick a number. But certainly not every month, and you know, play with it, allow for follow up, do some proactive with the right topics pushing out to the regions in At-Large structures with ideas on how a material can be used just to look at that.

We can perhaps have a—not for everybody, but for the—I've been around 5 to 10 or plus groups who are frequently likely to be in leadership or thought leader roles in their regions and in their At-Large structures. You know, let's do a topic which is, you know, worth shopping, best ways of using this in similar materials in your ALS or in your public arena, some topics being more suitable than the others.

So let's apply not only the topics which I know are on your agenda for today. I'm going to encourage to speak a list of topics and not just don't really stick to, you know, x amount of 13:00—might I enjoy that with the

rest of Asia Pacific—UTC meetings, just as we always done before, but let's see if we can shake it up a little bit and do some of these other things that are opportunities for improvement, and that includes specifically targeting—holy [inaudible] the noise is in my headrest. [inaudible], but I'm now deaf in my left ear, and I hope this piece of paper was well turned over. But we can also at capacity build some of our leadership as well.

Have a bunch of stuff to do, not going to be done today, but let's keep that open mind and our thoughts going on this because it is far too important a thing to not get on to. Just in closing, please imagine if you will what the APRALO input into these meetings would be at any of the times, 13:00 or not. If Maureen, Cheryl, Hailey, Holly, gee last time I checked, four committee members didn't turn up to them. Thank you.

TIJANI BEN JEMAA:

Thank you very much, Cheryl. Thank you. I have two—I understood two principles or important things from your speech. The first one is that perhaps we are doing too many webinars per year and perhaps we may reduce the number but make more [inaudible]. And the second one you spoke about the local capacity building. I am really happy that you raised those two points because I was wondering several things about our work, because myself, I am not happy with the result. I see the number of participants and I am not happy to have only those people on the webinars, and I am thinking about how to make it better.

One of the things to do which I thought was to make two kinds of webinars. Webinars for beginners—not beginners, but webinars that

explain the basic things, because we have still a lot of people in our community that need those basic things to understand. And webinars about important things in ICANN. We cannot not talk about the [inaudible] rollover after next October, because after next October we will have all the [inaudible] reviewed or changed. Ad they think it is an important event in ICANN and our electors should at least know about it.

So there are two types of webinars that we may do and perhaps we have to think about this and make it like this. And each one in our community will go to the webinar that is interesting for him. Some need basic things, they will come to the basic topics webinars and the others perhaps understand better the system and are interested about the important things in ICANN and just come to the other webinars. This is the first one.

As for the local capacity building, this is something that I was running after a long time. It is something difficult to implement because we need this to be done by the local ALSes since we cannot pay money to travel to go there to make the capacity building. It must be done locally. For my date in Tunisia, I am making capacity building but it is an activity of my ALS. It is not the activity of the capacity building working group.

I think it is more than important that the capacity building is done at the grassroots level. Those people, we need them to have understanding of ICANN, of the issues, of the activities of ICANN and also of the quality developments of ICANN.

So those are two important things to do, one of them which is the local capacity building; the working group don't have the tools to implement this on the ground, unless we have ALSes that are ready and able to implement it on the ground. For the other one, yes, I am thinking about it and if you agree, if the capacity building working group agrees, we may do two types of webinars. But yes, I agree with you. The two points are very important. Olivier.

OLIVIER CRÉPIN-LEBLOND:

Thank you very much, Tijani. Olivier Crépin-Leblond speaking. I was going to follow up on something that Glenn had said earlier and I think he was absolutely spot on, on the whole problem of having our usual suspects and not be able to publicize these webinars enough.

I'm also very concerned that the most number of people on those webinars are not the people that really need the most the contents of the webinars. And one of the things that I have grown frustrated with is the fact that yes, we are recording those webinars but then until now we have no idea who is downloading them, how many people are downloading these webinars. And to me, it really is—once we've got a webinar done for our community, this is like something you can put in the vaults or in a shop saying, “Look, this is another bit of content,” and content is worth something.

Now, I'm very glad to have noticed that when you look at the ICANN At-Large YouTube channel, the last webinar that was out there, the At-Large Capacity Building webinar on the public technical identifiers is on YouTube, and guess what, it's got 11 views, which is actually more than

most of the other videos on that channel that have been around for years some of them; for months for others. And you know that, to me, and I don't think that we publicize it anyway, it actually means that there is an interest in this.

If we publicize that YouTube channel and use it as our primary means of distributing recorded content such as all of our webinars, I think we stand a chance to actually increase the usefulness of those webinars. Not only restricted to the people that can make it at the very time. Remember, most of our members are working or they are doing something else. Sometimes it's very difficult for them to be there at the time itself. Sometimes they don't have the bandwidth for being able to be on the webinar with full visuals and so on whilst they are on the move with their mobile phone, in their car or whatever.

And I think having that vault of information, that repository of these webinars in something as standard nowadays and as widely accepted as YouTube, is something we should seriously consider and seriously track, and hopefully in a few months' time, when we start seeing the numbers grow, we might feel actually a lot happier about the fact that we are reaching audiences that are not the usual suspects. Thanks.

TIJANI BEN JEMAA:

Thank you very much, Olivier, and you made a very good proposition. We are running out of time, but this discussion is very important, and I think it's more important than choosing the topics today, so that's why I let it go. You made a very good transition to the offline use of our webinars.

As you know, you spoke about people working during our webinars, so they are not able to join. But there are also people who don't have a good connectivity, and cannot follow a full webinar because there is always a problem, technical problems. For those people, they can use the webinars offline and it is what Glenn now will explain us, how we can use the eBook technology to make an offline use of our webinars.

I want also to focus on the fact that our work with Betsy, with ICANN Learn is especially for that also, because we want our webinars to be accessible at any time by anyone. So you don't need to be free for the webinar, you can come later and take the webinar. And also, I spoke with Betsy and we tried to make some downloadable material so that people can download and retrieve later. And now Glenn, please take the floor and speak about the eBook. Thank you.

GLENN MCKNIGHT: Yes. Can you hear me okay?

TIJANI BEN JEMAA: Yes, very well.

GLENN MCKNIGHT: Okay. So I posted earlier in the chat the list of the last two years of all these eBooks and some other papers that I found on different things. I organized the bookshelf into threads in two topics, so that's why the roadmap is important. As soon as we have the name categories, I need a taxonomy; the main topics and the subtopics so we can put the books into the right area.

So the tool that we use, and ICANN paid for this last year, the last budget, Maureen and I have worked on different things. But the ones that I converted that are available right now for downloading, it is very simple to convert a PPT or a PDF. I can show you how to do it. It's not a complicated thing, but every single webinar should be converted into an eBook format and then going back to our ALSes.

My plan is for our NARALO GA to put all the webinars on the USB to get to all the ALSes that are coming into our GA, it is forthcoming in April. But there's two issues here. One is getting access to the material afterwards in a format that you can read [inaudible] your eBook, meaning you're Nook, or your Kindle, or any format, or your telephone. All of it can be possible for an eBook format, so please go ahead and look.

Now the beauty is, you can actually measure how many people are downloading, so that's quantitative information. You can search the books into order. The account that we have for conversion is a lifetime account so this is available forever. So as more and more stuff comes that you want to add to the material, the supplement, the webinars, it's all viewable. There is no limit. There's no digital storage fee. So this is forever, so it's going to be the fastest way to do it.

The other idea was the serval idea and the serval is an open source concept. Different parts of the world for educational purposes, we do this with IEEE, [inaudible]. There's a lot of reliable connectivity. What we do is, with the serval concept, we dump all the content on the local computer and then we have a circuit writer that updates it, you know, periodically, or they bring a hard drive and replace it. So we need to be

aware that some areas, Maureen could add to this, where you go in and try to watch the stuff or download this stuff. It's a huge cost because we're dealing with people that are dealing with low bandwidth, high cost. We have to give alternatives, so that's my comment.

TIJANI BEN JEMAA:

Thank you very much, Glenn. Thank you very, very much and I will work with you to make it happen, to make this eBook accessibility available for our community. Now, the most important part of our agenda, we didn't speak about it, which is choosing the topics. I sent you an email with the sheet were the topics ranked according to the survey results. I prefer that you download it from the agenda because the one I sent you, there is my own remarks, so please forget it and use the one which is on the agenda now.

And within a very, very short time please provide the working group, provide the task with your views about the webinar that you will use for this year. Please try to choose at least 12 to vote and perhaps you will make less but if we have the choice—and there is another issue.

Perhaps the result of the survey is important. You have to take it into account, but I think that there are other topics that are not among the first 12 webinars that are really important to make for our community this year. So please read it carefully. Take into account the result of the survey, but also give your point of view. If there is a topic which is at the bottom of the list and you think it is very important, please speak up and say, "This is one that I wanted to be by the topics."

If we do that within 5 days, perhaps if we have the [inaudible] choice, within five days we will have our webinars for the next period and we will start our series very soon, and hopefully in January. You get any comment about that. We are already six minutes behind our time. I don't see any hands, so I think that we will proceed like this, and please send the staff your choice within five days. That means we are today Tuesday, so till Saturday. So we have till Saturday to send our choices to start and then I will send you as soon as possible. As soon as we receive them, we will make the compilation and send you the final choice. Thank you very much.

Any other business? Ah, yes a moment. Olivier, you have any other business about the program of Copenhagen.

OLIVIER CRÉPIN-LEBLOND: Yes. Thank you very much, Tijani. Olivier Crépin-Leblond speaking. Thank you. I'll be very brief.

In the day one of the Copenhagen meeting, the block schedule currently shows a note about outreach and as you know, outreach, engagement and capacity building are really all parts of the word, different facets of the same coin. And one of the things that is going on is in the afternoon, the EURALO and a few people are working with the NCUC to put together an outreach seminar that will take place.

I think it's a couple of hours in the afternoon, but we have all of the morning to build a capacity or a set of capacity building sessions on various topics. I was going to ask whether this—well, I was going to work first with Tijani, but obviously this working group to bring your

input as to what you think and what has worked in the past for capacity building at ICANN meetings and things so that we can build an agenda and prepare it for Copenhagen. And I'm not suggesting that we do this now perhaps as a follow up by email, please.

TIJANI BEN JEMAA:

Yes, thank you very much, Olivier. I didn't receive an invitation of the first call that you made for Copenhagen. But I received the last one and I will attend to your coming one. As I told you by email, I'm ready to collaborate with you to help for the capacity building at Copenhagen, and perhaps for, since we have an experience in Marrakesh about some interaction with the university, we may help in this regard also.

So as a person, I am ready to help; as a capacity building working group, I am sure the working group would like to help and to participate in the preparation of the capacity building program for Copenhagen. So no problem for us. We will work with you.

Okay, you have your hand up. Okay, it's okay. So any other remarks? I don't see anything. I don't see any hands, so thank you very much. It was very productive. I really appreciate the remarks made and also the questions that we asked ourselves about our work. It is important that we evaluate ourselves to progress and I think this meeting was very effective. Thank you very much and waiting for your response about the topics and the call is adjourned.

UNKNOWN SPEAKER:

Bye!

UNKNOWN SPEAKER: Thank you, bye everyone.

TIJANI BEN JEMAA: Bye-bye.

RECORDED VOICE: Once again, the meeting has been adjourned. Thank you very much for joining. Please remember to disconnect all remaining lines and have a wonderful rest of your day.

[END OF TRANSCRIPTION]