

YESIM NAZLAR:

Give me one second. I'm just checking with the last couple of people who have just joined – okay. I think we're good to go, so let's please start the recording. I'll go ahead with the roll call.

Good morning, good afternoon, and good evening to everyone. Welcome to the ALAC Subcommittee on Outreach and Engagement call, taking place on Tuesday, the 24th of February 2017 at 15:00 UTC.

On the call today, on our English channel, we have Dev Anand Teelucksingh, Daniel Nanghaka, Glenn McKnight, Isaac Maposa, Nkem Nweke, Yrjö Lansipuro, John Laprise, Vanda Scartezini, Alan Greenberg, and Yubelkys Montalvo.

Currently we don't have anyone on the Spanish channel.

On the French channel, we have Abdeldjalil Bachar Bong.

We have received apologies from Aris Ignacio, Alfredo Calderon, Cheryl Langdon-Orr, and Tijani Ben Jemaa.

From staff we have Heidi Ullrich, Gisella Gruber, Adam Peake, Siranush Vardanyan, Evin Erdoğan, and myself, Yeşim Nazlar.

Our Spanish interpreters for today are Veronica and David, and our French interpreter is Claire.

Finally, if I could please remind everyone to state their names before speaking, not only for the transcription purposes but also for the interpretation purposes as well.

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.

Thank you very much, and over to you, Dev.

DEV ANAND TEELUCKSINGH: Thank you very much. On our agenda we have today, we have updates on the outreach activities for ICANN 58, which is roughly three weeks away, and an update on the ICANN At-Large guide for ICANN 58, spearheaded by Glenn McKnight. He'll be showing us some of the results of his putting together the guide from the community. We also have a follow-up on the At-Large community onboarding that myself and Isaac and Beran have been working on and outlining an approach for our next steps. We presented what we were doing on the community onboarding on our last call, so we're just going to update you on our next steps and possible approaches.

Also, we're looking at issues regarding engagement on the At-Large mailing list. This is a new agenda item added due to some discussions on the At-Large mailing list regarding people wanting to unsubscribe and so forth. So I thought, since it's an engagement issue, it's probably worth discussing this and seeing how we can mitigate people wanting to unsubscribe.

And, of course, we have Any Other Business.

I do see that Olivier is on another call, so perhaps I might defer the agenda item on the update on outreach activities for ICANN 58 since Olivier is – yeah, indeed. So we can have the update on ICANN 58 after – Item 5, towards the end of the agenda – so that Olivier will be present to give an update on that.

Just making sure everybody's okay with that. Seeing no hands raised or comments or tick marks, we can now proceed with the third agenda item, which is the At-Large guide for ICANN 58.

Glenn, perhaps you could take the floor to just explain what you've been doing so far in terms of this At-Large guide for ICANN 58.

GLENN MCKNIGHT:

Sure. Hi, everybody. Yesim, could you please put into the center panel the link that I provided you to the e-book, please?

What I'm going to walk through very quickly is the e-book. This all started a few sessions ago with our ICANN meetings, where we created a one-pager which was a rough guide, mostly on the technical tips that we had. We had feedback from the community which said, "Oh, you should have added stuff like the adapters or getting from A to B from the airport or some local tourism stuff."

So what we did is we asked the community, "Who would be interested in writing sections?" [It started] with Harold Arcos, who did a fantastic article, which is on happiness. If you're not aware of it, Denmark is very proud of the fact that not only do they have a really good GDP or Gross National Product but they also measure their people's happiness. So he has a really good, definitive article. Harold is a journalist. So the first article is on that.

Judith did an extensive piece on mobile. So for people who are interested in getting SIM card or finding the right provider while they are in Copenhagen, she did an extensive piece on that.

In addition, there is a lot of different sections. In the current version I've sent you, I also have a work in progress that Dev is working on and an overview on the Technical Taskforce, which is the brainchild where this magazine came from.

So we went from a one-pager, which was a Word document, to something that's using Lucidpress. Now, that's lots of capability, when you look at the flipbook, for what you can do. You can have a number of images in the background. You can have [things]. We have information that is, like I said, on mobile. There's a little bit about the people themselves and getting around Copenhagen. Then I inserted information about At-Large, the local weather, some of the schedule information, apps, tourism, and [inaudible] for the very last thing.

I also started putting calendar stuff in, which is special topics, such as the one that we're going to be doing with NCUC and also the block chain event that's going to be afterwards. I've also asked Vanda to provide details on where the DNS & Women session is as well.

I'm just wondering if people have been able to open up the e-book. Any questions on what the e-book looks like?

DEV ANAND TEELUCKSINGH: This is Dev, Glenn. I do have a question. Just to confirm, this e-book is available and viewable on mobile devices as well as on [chat box]?

GLENN MCKNIGHT: Yeah, it's all configured, and that's I want to get feedback on, from people who've actually looked at it from different formats. It's a

magazine. It has evolved from a one-pager. The idea is to get this out in advance so that people can actually not be lost in terms of getting logistics, from A to B, or their mobile solutions. It's a soft-pedal approach, and the idea is to get it to the Newcomers and the Fellows so they get all this information. It just so happens there's a bit of information sandwiched on the Technical Taskforce and At-Large as a whole. So the idea is that it's a soft sell. It's an outreach and engagement document, but it's actually cloaked in a bit of mild tourism.

Again, has anyone been able to open it up and look at it? I'm getting dead silence here.

DEV ANAND TEELUCKSINGH: I have opened it up, Glenn. First of all, thanks for the effort. Actually, it's quite a lot of content. I'm grateful to the community and yourself for spearheading this and putting it all together.

Just one observation. There are some hyperlinks that are not yet fully hyperlinked, so you see the URL but it's not hyperlink. It's just something you have to go through and just make sure those hyperlinks work. Those are my initial comments on it. I think it's a great effort.

I'm just looking to see if there are any other questions or comments. Glenn, I'm actually thinking about this. I'm just thinking out loud that we should look at perhaps making this available for the At-Large community, not just for Copenhagen or for an ICANN face-to-face meeting. Perhaps a subset of this could be made available as an e-book for the At-Large community. It could be an update – maybe the working group update, instead of the RALO monthly reports or the working

group monthly reports, which are normally done on the wiki, which I'm not sure many people in the At-Large community would read. Maybe we could make this as an informal e-book to then promote across all the RALOs and therefore the At-Large community. That's a thought.

GLENN MCKNIGHT: Do you want me to respond on that, Dev?

DEV ANAND TEELUCKSINGH: Certainly. Go ahead.

GLENN MCKNIGHT: [inaudible] what they would like. Like I said, we used Constant Contact for a newsletter. That clearly has good capability of hyperlinking and stuff. Remember, this is a magazine format. Lucidpress allows you a lot of capability to add a lot of pictures, a lot of interesting looks and feel. It's just another way to get the message out. It doesn't replace the website or the wiki or something, but if it is something that's concise and more attractive – it has some eye candy to it – it's an idea I thought I'd experiment with, partly because I think, when we did the one-page TTF one, by printing it, by the time I saw people, they already had their mobile phones. They already got to the location. It didn't really suit the purpose, so this is an experiment in the approach.

Again, you're right about trying to get the community's people involved and actually adding content and then start adding more pertinent information, as you said. It could be little precisés on policy development. It could be interesting profiles. It could profile the

members of a particular working group and what they've achieved. It's more of a story-driven approach, which is what we tried to do.

Back to you if there's any more questions.

DEV ANAND TEELUCKSINGH: Thanks, Glenn. Any comments or questions? I'm seeing comments in the chat saying that they like it and so forth. Any other comments, questions, or observations?

Alan, I see your hand is raised. Go ahead.

ALAN GREENBERG: Thank you. For the less-technical-savvy among us, how do you download it so it's available when you're offline?

GLENN MCKNIGHT: Thanks. Good question. I have it available as a PDF. Again, it'll be distributed both ways. I just showed it to you as an e-book for the basis of this, but it's not 100% yet. I want people to go through and add more content. Dev has not finished his section yet. But, yes, it's a PDF. That's how it's actually generated first – as a PDF – and then I sent it off to another program to convert it. So, yes, it is available as a PDF.

ALAN GREENBERG: Thank you. On the airplane is when I usually get around to thinking about this kind of stuff.

GLENN MCKNIGHT: Good. Thanks for asking that. I download it automatically first in my transition, and sometimes I add it – I've been posting versions as I've gone along, but I really don't want to clutter the Skype or people's e-mails. So when it's final, I'll be distributing both the link for the hyperlink for the e-book and the PDF.

ALAN GREENBERG: Thank you.

GLENN MCKNIGHT: Okay, great. John?

JOHN LAPRISE: Thanks, Glenn. This is great. One question. Do we have any way of finding out how many people are reading this? Do we have any system in place to gather any metrics related to this? Thank you.

GLENN MCKNIGHT: Yeah, it does. Lucidpress has the capability. It's just like Monkey Chimp or Chimp Monkey, where you can actually find out what pages people read. So, yeah, the metrics are available through this, which is important. That's a good question, John.

DEV ANAND TEELUCKSINGH: Okay. Thanks for that, John. Do you have a follow-up question? I see your – okay, no. Your hand is –

JOHN LAPRISE: I do.

DEV ANAND TEELUCKSINGH: Okay. All right. Very quickly.

JOHN LAPRISE: Glenn, what can you tell us about the numbers on readership? Thanks.

GLENN MCKNIGHT: Right now, it's not mobilized yet. I haven't turned that feature on yet because I'm still waiting for some of the writers. Dev has not finished his section, and I'm still waiting to read through the entire thing and delete sections that are not applicable or add more sections. I just found out today that for Vanda's DNS & Women, because I've taken tons of pictures of her events in the past, I want to put her info on a whole page on promoting that event.

So it's not done yet. I'm just hoping that people will see value in it and that they actually take a beat, take a journalistic effort to write a section. I've had to write most of it so far, but Dev, Harold, and Judith were all from the TTF. This is an outgrowth of that. So, yeah, I encourage people to get involved.

If this has value, like Dev is saying, perhaps we can do another one that's really just particular aspects of the community. Again, it should be story-based as opposed to any other format. If it has links to video or other content, great.

DEV ANAND TEELUCKSINGH: Okay. Thanks for that, Glenn. I'm certain the link has been circulated to all the community for feedback and any updates as needed. And thanks for putting this together and spearheading this magazine, this e-book, so to speak.

Okay. Now let's see if we can move on to the next agenda item. Just to confirm, is Olivier on the call, or should I move on to the community onboarding?

OLIVIER CREPIN-LEBLOND: Olivier has sent you a note that he is on the call.

DEV ANAND TEELUCKSINGH: Thank you. Thank you very much, Olivier. Thanks for taking time from your busy schedule. Perhaps you can now take the floor to just give an update on the outreach activities. In the past, you mentioned that we were doing a joint session with NCUC and EURALO. There was a possibility that there may be some sort of pre-meeting. Perhaps you can just give an update on this.

OLIVIER CREPIN-LEBLOND: Yeah. Thanks very much, Dev, and apologies for arriving late. I was on another call that finished late.

Anyway, the different activities in Copenhagen are slowly coming together. You mentioned a pre-activity. In fact, there were ideas for two pre-activities. One was a few weeks ahead of the Copenhagen meeting for a number of participants from the community, including EURALO, to meet up in Copenhagen and meet with the local universities and so on and provide an advanced warning of our arrival – not really a warning. Let's call it an advanced taster of what's coming up. Unfortunately, this hasn't materialized.

Again, also having a meeting maybe the day before the ICANN meeting starts was another option that was being considered. But based on the fact that there are already so many meetings happening before the official start – I'm looking here at the Cross-Community Working Group on Accountability Work Streams – that are being added and in operation, it was found that it was impossible to have something before the meeting starts. So all of our activities will take place during the official ICANN meeting.

The joint outreach session of EURALO and NCUC will take place on the Saturday afternoon. I believe it's at 3:00, and it will last for about three hours. There will be some members of NCUC present. I'm looking for volunteers to have members of the At-Large community who are ready to speak about At-Large speak about the theme, which is: what can you change at ICANN, and what's so different at ICANN this year compared to other years? Why should you join? That's the gist of the whole thing. So no description of what the ALAC, At-Large, the RALOs – all the

structural stuff – is and no in-depth description of what EURALO does and the structure of it because the people that will attend will no doubt be told this during the Fellowship session and the Newcomers sessions that ICANN has already put through. This is much more of a thought-provoking, face-to-face roundtable where we can just kick ideas around and get people involved as well as to basically have a few topics that we’re talking about that we want to hear about from the Newcomers.

It’s a joint EURALO-NCUC session. You might think, “Well, is this really solely for European-based participants?” I think that, with the way we’re marketing it, it really is for everyone, bearing in mind that most of the issues that are in ICANN are global issues. They’re not just related to the European region.

So that’s the first plan. Please follow up with me afterwards if you would like to speak on this or have an official capacity in this roundtable.

The next thing that is also being put together is a capacity-building session. The work is consultation with capacity-building working groups, and Tijani really needs to get onboard with this with his colleagues to see what we’re going to be teaching or what we’re going to be explaining about what we do.

The theme of the capacity-building session is: “End Users and ICANN: A Topical Discussion with At-Large.” Here again we need a lot of At-Large members to be in the room and be able to exchange views and personal insights as to why you are involved in At-Large and what the topics are that made you be involved. It’s, again, quite an open agenda. Very few

PowerPoints, having noticed that, when you start launching into a PowerPoint, people start dozing off after the fifth or sixth slide. So it's going to be, again, just a big discussion.

Next, there was a thought about having a signature of the Memorandum of Understanding with RIPE, not "RIP" as currently is written on the ICANN 58 Copenhagen Denmark page. RIPE is the [inaudible], the Regional Internet Registry for Europe. We're still in discussions and negotiations. We've somehow run out of time on this, so this would be deferred to the future. But there will be a meeting of EURALO leadership with RIPE representatives so as to kick the ball a little bit further. Hopefully, we would have a signature. We might be looking at a signature as far as away as Abu Dhabi, and that's because RIPE is also present in the region over there. We're playing it by ear. So that's not happening.

Then there was a discussion on the showcase, of course. We're not going to have a showcase as such. We are still in discussions with Jean-Jacques Sahel and his colleagues to see if we can have some kind of European engagement session. The original idea was to have a one- or two-hour discussion session talking about ICANN matters, specifically from the European perspective, and not only having At-Large include but also other parts of the community.

Unfortunately, the agenda is so full that it's been pretty hard to isolate a time and date at which everyone would be available. If you make it later in the evening, it starts eating up on the evening's activities. If you make it earlier, then it conflict with a lot of main meetings and sessions.

So it looks as though so far we won't have an actual discussion session. We might just go for some cocktail of some sort, just as a networking opportunity cocktail. But again, it's hard to be able to find the correct time and date because evenings are already looking very busy as well.

Finally, the Global Equal Multistakeholder Band is set to play from about 8:30/9:00 on Tuesday, the 14th of March. The details have yet to be finalized. The band, as it says here, is ready. I'm not sure if the band is ready yet, but from the e-mails I've seen, they've got amazing set lists that they're putting together. ISOC and ICANN is actually meeting up also on the Tuesday. They start at about 7:00, and they're looking at completely finishing by 9:00, so people will be able to go from that to the Global Equal Multistakeholder Band.

The location yet is not 100% finalized. Copenhagen is not a big place, but it's still, I would say, about a kilometer-and-half a way, so you might need to take a cab or public transport. There's all sorts of apps you can use over there for cheap transport. It shouldn't be much of a problem. I'm sure some people would love to be able to walk around Copenhagen. It's probably quite a nice place to have a walk in.

Finally, the discussion on the invitation of university students in Copenhagen to see if they're following it in governance-related courses, etc. Again, that's an activity where the lead was the Global Stakeholder Engagement and is still Global Stakeholder Engagement. It's Adam Peake who is following up on this, and he seems to be having a bit of a problem also with finalizing this.

So at present, that's where we are. There is a call of interested parties later on this week. Is it tomorrow? I think it is tomorrow, or later on this week. We will probably have more information from GSE at that time. Of course, I'll update you all on this.

Right now, what we need to think of is: who wants to volunteer for the various panels – both the capacity-building session on one side, and the outreach session on the other?

That's it. Thanks very much.

DEV ANAND TEELUCKSINGH: Thanks, Olivier. A very extensive summary of the various outreach activities happening at ICANN 58. I do have a question, but I see there's a queue already. Glenn, go ahead.

GLENN MCKNIGHT: I applaud Olivier's efforts. This is great, Olivier. But this is the Outreach and Engagement Committee, and we're here to support you. So you need to tell us. People don't volunteer unless they know what you need. So what do you need from us in terms of volunteering? Obviously we're going to be there, but is there any other stuff that we can help you with?

OLIVIER CREPIN-LEBLOND: Thanks for this follow-up, Glenn. One thing that just sprung to mind, actually, is the ICANN booth. I know that there's been some discussion about having an active role in the ICANN booth. Bearing in mind that we

might see a number of At-Large Structures visiting but maybe not the whole week, we would definitely need help having someone – I wouldn't say at all times – covering the times to be in the ICANN booth or be next to the ICANN booth.

I understand that we've asked for a sofa to be made available for discussions and so on. I recall that in Singapore there was a Newcomers lounge with a sofa and things. You spent quite a lot of time there, and that was an excellent meeting point. Perhaps we could think of this as one additional activity that's there.

But as I said, if you want to shape the outreach session and the – well, the outreach session is pretty much shaped because we've got the full agenda for it – capacity-building session, I see the two – outreach and capacity-building – as being very much linked together. This is why I'm bringing that in. Then we really need help on that.

DEV ANAND TEELUCKSINGH: Okay.

GLENN MCKNIGHT: Okay.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Olivier. Any follow-up, Glenn?

GLENN MCKNIGHT: No.

DEV ANAND TEELUCKSINGH: Okay. Heidi, go ahead.

HEIDI ULLRICH: Thank you, Dev. Olivier, well done. Very, very active. I'm very pleased to see all of this.

I've placed a few questions into the chat. Silvia will be happy to help organize the activities at the booth, but we do need to move on that. So I think that we should send out or set up a sign-up sheet. Maybe we can put it onto the At-Large 58 workspace for that.

For all of these events that you've noted – the joint EURALO/NCUC, the topical discussion with EURALO – would you like staff to have all of the brochures that we will be having there and the pop-ups all at those events? I'm assuming that you'd like to have some sort of promotional presence there. Is that correct?

My final question is: where will that joint EURALO/NCUC event take place on Saturday afternoon? Thank you.

OLIVIER CREPIN-LEBLOND: Thanks very much for this, Heidi. On the availability of brochures and any backdrops – I'm not sure whether we have such an availability yet – it would be really great –

HEIDI ULLRICH: Yes, we do.

OLIVIER CREPIN-LEBLOND: Ah. So it would be really great to have them, of course, in each one of these activities. It's important. Branding is important. If only to be able to put it over the door so that people find the room easily, that would be really helpful.

The joint NCUC/EURALO session is on Saturday afternoon from 3:00 onwards. It's on the overall agenda already. It's been published. I don't know the room off the top of my head, but the room has been allocated.

Finally, on the location of the cocktail, this is really Jean-Jacques Sahel trying to find a location. I have no idea and I don't even know whether it could be confirmed or not. I know there was a question on maybe having it on Wednesday because on Monday evening is the gala. On Tuesday is the Internet Society and the Gens. On Wednesday, there was a potential opportunity. On Thursday, of course, there's the closing cocktail, but then there was a rumor that something else might be happening on Wednesday. I have no further information on that. Gisella might be much better suited to know what's going on as far as these activities are concerned.

DEV ANAND TEELUCKSINGH: Thanks, Olivier. I see there's a queue here now. Vanda, and then I want to just ask some follow-up questions.

Vanda, go ahead.

VANDA SCARTEZINI: Hello? Hello?

DEV ANAND TEELUCKSINGH: Hi, Vanda. Yes, we can hear you.

VANDA SCARTEZINI: Thank you, Olivier. I just sent the information to you in the private one. Just to remind you, on Wednesday, from 7:00 to 9:00, is DNS & Woman with the whole Board there – Goran, etc. So if you want to [include] the Board, you'll lose because we already have them with us. Just for your information. So Wednesday is not [good]. Sunday they said to me was almost open, but my phone call for DNS & Women I just wanted to make it happen on Wednesday. So if you don't for Wednesday, but there is an open [slot] at the end of Sunday evening, around the [venue] or even out of the venue. That's time for anything to be done. Thank you.

I just can be there for anything that is needed. I believe I also can share time in the booth.

Anyway, that's my offer. Thank you.

HEIDI ULLRICH: Dev, we're going to get Olivier back.

DEV ANAND TEELUCKSINGH: Sure. Okay. Just some observations here while we get Olivier back on. Just to note, an additional action item is to note some of these events

on the At-Large [inaudible] the NCUC/EURALO session and so forth and note those types of session on the At-Large schedule. So that's probably an additional action item.

One of the other outreach activities is usually the NextGen outreach and engagement, where we talk to them about ICANN, At-Large, and the working groups. Typically we have had a separate session, but on the last call we had a discussion with Deborah and the thinking was that what we can do is just have an introductory session before NextGen – and the Fellows, too, [inaudible] can get involved with an At-Large session. I'm thinking that the session that we should probably identify for the NextGen and Fellows to attend sounds to me to be the one that Olivier mentioned regarding the end users' interests. I'm trying to remember when it was. I believe it was on Wednesday, the 15th of March – a topical discussion with At-Large regarding end users and ICANN. So perhaps that is the session we want to invite them to participate in.

Given it's at the start of a lunchbreak, we can meet with the NextGen students during the lunch break, answer any small question they may have, and then have them attend that 12:15 session.

Any thoughts on that? Observations? Perhaps from Siranush or staff? Or anyone from the group?

Okay. I'm seeing no concerns raised, so I think perhaps we'll identify that session – the end users and ICANN topical discussion with At-Large – oh, I see Olivier and Siranush have raised their hands.

Olivier, go ahead.

OLIVIER CREPIN-LEBLOND: Thanks very much again for this, Dev. I just dropped off. I was reading through the chat and I heard Vanda mentioning the DNS & Women on Wednesday and that we might have a clash if we have a [inaudible] at that time. So we'll still look for some time and location. If it happens, it happens. If it doesn't, then we'll just have to think of an alternative.

Finally, I know that Heidi had mentioned and [inaudible] on all these things. Really, I don't deserve any of the credit for this. There's been a lot being done by Global Stakeholder Engagement. There's a lot done by Farzaneh and Tatiana in the NCUC, who were really great in putting together the first draft and proposal for this. I've also had a lot of feedback from the Outreach and Engagement co-Chairs, who have been active in this.

So it's really a lot of people coming together. It's taken time, but each iteration has made it better. So I really hope we can continue in the same spirit of collaboration and have a lot of involvement from At-Large in those activities, and not just EURALO and not just Newcomers or not just the usual suspects.

Finally, one thing I had forgotten to mention was that we, as in the Outreach and Engagement co-Chairs, felt that it was important to try to engage the Fellows and the NextGen as early as possible. I've sent an e-mail to ask for some kind of quick introduction or some way to get in touch with the Fellows before they arrive in Copenhagen. I sent that over to Janice Lange a while ago, and I haven't had any response. I'm not sure whether staff has to follow up or whether I should follow up

with a kind reminder. It would be helpful if we got in touch with those people that are coming to their first ICANN meeting or that are Fellows or that are NextGen and let them know about our sessions before and give them basic information about what we do so that they don't just arrive there and go, "Okay, so who is At-Large and who are you and what do you do?"

Of course, we wouldn't get in touch with all the Fellows. We had a list and went through and chose the ones that were from the end user community, the Civil Society, and academia.

That's it. Thank you.

UNIDENTIFIED MALE: Great.

DEV ANAND TEELUCKSINGH: Thanks, Olivier. Of course, we can use the presentation that was developed for our sessions with the NextGen for the reaching out to those Fellows and NextGen students.

I suspect Siranush is probably going to answer something regarding that. Siranush, go ahead, and then we can move on to the next agenda item.

SIRANUSH VARDANYAN: Thank you, Dev. Can you hear me?

DEV ANAND TEELUCKSINGH: Yes we can. Go ahead.

SIRANUSH VARDANYAN: Excellent. To respond to Olivier as to your e-mail, [inaudible], I am aware of this e-mail. I would request of course from now on to copy in those e-mails. First, she is going to sponsor – during next week, she will be in the office. Now she is out. The only problem for our Fellows being able to come on 11th – the date is the 11th, and many of them will arrive late evening on that day to be able to be with the Fellowship morning session, which starts on Sunday, the 12th. So unfortunately, many of them will not be able to be there. This is the first one.

This is a suggestion which Dev said. I will make sure that I put this Wednesday “End user and ICANN: A Topical Discussion with At-Large” in the Fellowship agenda for them to be aware of that session and encourage all of the representatives who are interested in At-Large to be there on that day. That’s my point now.

UNIDENTIFIED MALE: Is Dev muted?

YESIM NAZLAR: Dev? I see that Dev is not currently in the Adobe Connect room anymore – okay. He’s now back. Dev, can you hear us now?

DEV ANAND TEELUCKSINGH: Thank you very much. Sorry, I dropped off there, unfortunately.

UNIDENTIFIED MALE: Hello?

YESIM NAZLAR: And it seems he's dropped again. Okay.

OLIVIER CREPIN-LEBLOND: I was just going to answer what Siranush just said. Did I hear correctly that the Fellows and the NextGen are only arriving on the 11th? They're not going to be there on the 11th?

SIRANUSH VARDANYAN: Yes, many of them will arrive only on the 11th, so their itineraries are arriving in the late evening in the 11th to be able to start on the 12th. So their approved arrival date is the 11th. Some of them – [co-Chairs], mainly – are arriving Monday earlier. We will announce it for [co-Chairs], and they will be able to come. But the Newcomers [inaudible] this time. Their approved date for arrival is the 11th.

OLIVIER CREPIN-LEBLOND: Okay. Thanks, Siranush. Well, that's the first I hear of it, so I'm confused as to why were given that slot if this is an Outreach and Engagement slot. The very people for whom this for are not going to be there. It's a bit confusing now.

SIRANUSH VARDANYAN: I completely agree with you. This was actually because of the planning. If we can plan it in advance for us to know, we can approve their dates one day before coming to be able to participate in this Outreach and Engagement session. But we didn't know about this outreach date at the time when we were approving the arrival date for Fellows. It's probably important for us to communicate more and to plan in advance for the future.

OLIVIER CREPIN-LEBLOND: Okay. Thanks for this.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Siranush, and thanks, Olivier. Okay. I think we have covered quite a bit extensively the outreach activities for ICANN 58. We do have two more agenda items, so let's see if we can get through them.

The next item on the agenda is the follow-up on At-Large community onboarding. That's going to be by myself and Isaac Maposa –

OLIVIER CREPIN-LEBLOND: Dev?

DEV ANAND TEELUCKSINGH: Olivier, I see your hand is raised. Go ahead.

OLIVIER CREPIN-LEBLOND: Sorry about this. As a coincidence, as a serendipitous [inaudible], I just got a Skype chat from Jean-Jacques Sahel, who mentioned working on the European Stakeholder session and EURALO showcase. He mentioned that it could be done on Tuesday from 17:00 – apparently no other slots in the week. So Tuesday, 17:00 (5:00 P.M.) is a possible thing for this session. I'll follow up with him immediately after this call. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks. I think there's a clash there, though. I think they've got an ALAC-GAC meeting, but I'm not sure if that's with the [ELT] only or what. But you could follow up certainly after the call.

Okay. I just wanted to go on with the next item on the agenda, which is an update on our approach on At-Large onboarding. On the last call, Isaac gave a presentation on the community onboarding. I'm here now to present what we are thinking as our next steps in terms of developing content for our onboarding program.

Just to summarize very quickly what we are doing – oh dear. Well, unfortunately for some reason the PDF is not working, but let's just say that the approach we have taken has three steps. The three steps are – let me quickly open up the presentation of my slides. Okay.

We had mentioned that our onboarding was in four stages: promoting At-Large, understanding At-Large, joining At-Large, and engaging At-Large. The idea is that it would be a cycle. As we promote At-Large, we get them to understand At-Large. They join the community. They

engage, and then that creates a cycle where those engaged persons can then help promote At-Large and so forth.

One of the things on promoting ICANN At-Large – this is what we’ve said – is that, in terms of our outreach, we would say that, if you’re a person belongs to a group or you care about Internet governance issues as they affect end users, then your place is within the At-Large community because we welcome different people from different backgrounds, all with one end user interest of how the Internet affects them. These could be technical groups, academia, civil society, consumer groups, and enthusiasts.

In terms of promoting ICANN At-Large, we know that the At-Large community represents the interests of Internet end users and ICANN activities as it relates to the DNS, including policies that govern how people can register domain names and how languages are available at domain names and how the country code top-level domain policies govern those ccTLDs and govern how generic top-level domains are made available worldwide and how, by being part of that community, they could shape those policies being developed by the multistakeholder community for affecting current and future Internet users.

The thing is, though – and this is the challenge – when we start talking about those things – ICANN, DNS, domain names, top-level domains, country code top-level domains, generic top-level domains – what do all of these things mean? We could probably spend multiple slides on the different acronyms. What do all these things and what are the relationships and why should I care about these things?

Many end users – civil society, consumer groups, enthusiasts, and indeed members of our existing At-Large Structures that are part of the At-Large community – don't really have a core understanding of what these terms mean and may have misconceptions of what these terms means. Hence, there's no understanding or appreciation of the issues involved. As I said, therefore there's, because there's no appreciation, there's the attitude of "Why should I care about these issues?"

In thinking about this, we probably decided that what we needed to do was develop a series of ordered lessons or presentations. This would be like a formal tool kit for ALS (At-Large Structures) for educating the wider public. The ALS representatives themselves can educate their own members to get more people in their organization to care about ICANN issues and become more involved in At-Large. It can be made available –

GLENN MCKNIGHT: I think we lost him again.

YESIM NAZLAR: Yes. Dev has dropped from the call again. I'm just going to try to see if he needs to dial out because he wasn't on the phone bridge.

Okay. He's back on the AC now. Dev, can you hear us? I see that you're back.

DEV ANAND TEELUCKSINGH: Sorry about that. Anyway. All right. As I was saying, I was mentioning also that the [inaudible] series of ordered lessons/presentations can be

made available online for people to learn at their own pace, or can be made available offline for people who don't have high-speed Internet. We can make those available on our flash drives or USBs to give to those people who don't have the benefit of high-speed Internet.

So these are the ideas of what we have for overcoming the challenges. The four ordered lessons or presentations are going to be like, one, what DNS is and how it works. We'd just give an overview of how the DNS works. With that base understanding, we can then have a second presentation on policy challenges or issues in the DNS.

Now, we already have a document on why end users should care that was done by the ICANN At-Large staff, and we can use a lot of the material there to raise awareness about the different issues – WHOIS, privacy of registrant data, IDNs (Internationalized Domain Names), new gTLDs, and so forth.

Once we introduce those policy challenges/issues, the third presentation would be on who coordinates this stuff. This where we would introduce – we talked about the DNS and identified some of the policy challenges – who coordinates this stuff. Then we can introduce ICANN, the corporation, and then ICANN, the community. And maybe other groups/entities such as PTI and so forth. When we introduce ICANN the community, we can then introduce ICANN At-Large. The slide that we have developed for the NextGen introducing At-Large could be repurposed for that slide.

So that's essentially the key approach there. Isaac and myself have started doing this. We're going to be using Google Slides to help

develop these presentations. [I'm going to] help Beran although she's been traveling this week.

I would obviously welcome any assistance or help in this regard. Any thoughts or questions on this approach?

John, go ahead.

JOHN LAPRISE:

Thank you. I guess I have to take issue on the very beginning. It seems that we're on a fool's errand because, broadly speaking, not every end user cares about Internet governance, let alone Internet policy. I think the first step should actually be triaging people and organizations to maybe using the criteria – the “why care?” briefs – to identify groups and individuals who are likely to care and then target them. We have to triage because, quite honestly, there's just too many people out there and we have limited resources. So we have to figure out who is likely to care and then approach them. Taking a broader shotgun approach I think is just going to be a waste of our resources. Thank you.

DEV ANAND TEELUCKSINGH:

Thanks, John, for this. We did have a slide on promoting ICANN At-Large, where we identified potential groups that would be [inaudible] – IEEE, technical groups, academia, the civil society, consumer groups, and enthusiasts. And I would say also the people within the organization who are already in At-Large Structures. They have some sort of interest in some aspect of Internet governance. So there are also potential people there.

But I get your point. But I think that, by developing the tool kit for use for [inaudible] At-Large in-reach, so to speak – all of the members within an At-Large Structure. The ALS can also self-identify who they want to spread this message to.

I also wanted to make it available online for those participants, especially when we do our postings on social media and so forth and website visitors come [to our] website. They could perhaps get some broader understanding of what ICANN At-Large is because there's still a lot of misconceptions.

But I take your point. Do you have a follow-up question or comment?

JOHN LAPRISE:

I do. I'd go a little further in that. Even with ALSes, some ALSes may have some, but it's a peripheral interest in Internet governance. We should be aware of the fact that some ALSes, yeah, are ALSes, but their own internal range of priorities? Internet governance may be down at the bottom, so they may not have as great an interest or see Internet governance as pressing as other ALSes. So even among ALSes, we have to be aware of the fact that there's going to be probably variation in their buy-in to the idea that Internet governance is central or a real high priority and is really, really important because it's not evenly distributed. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks for that. Alan, go ahead.

ALAN GREENBERG:

Thank you. I think we need to do a levelset of why we're here. We're talking about Internet governance. Now, some Internet governance is within ICANN's scope. Other parts are peripherally within our scope, and other parts I suspect are not within our scope at all. If an organization has no interest in – and I say “no,” not “little” – Internet governance and the things that are within ICANN's mandate and scope, then I have to question why they are an ALS. It's not a question we ask really well and clearly when we recruit.

We've probably ended up with a whole bunch of ALSes that are here because – but with no reason stronger than “because.” I think we have to accept that, and maybe that's not a good fit. The people we're aiming at are the people who may have an interest in the things we do and the things we get involved with and don't know it.

So I think we have to be careful about what we're focusing on. It's not just an education process. It's an education process so that we can get some level of involvement. Thank you.

DEV ANAND TEELUCKSINGH:

Okay. Thanks for that, Alan. Any other thoughts or comments on this approach?

Okay – oh, all right. I know we're at the top of the hour, but I do want to perhaps spend a few minutes on the next agenda item, which was regarding what happened on the mailing list. [inaudible] for five minutes more to see if this could happen.

Just to quickly bring up the topic of the At-Large mailing list, on the At-Large mailing list there was – Alan, I see another hand on this?

ALAN GREENBERG: No, no. Go ahead with your introduction. I'd like to speak after you do.

DEV ANAND TEELUCKSINGH: Okay. Very well. So just to briefly introduce what this issue is about, on the At-Large general mailing list, within the past few days there was a flurry of "unsubscribe me, please" e-mails from what was relatively a quiet list. But I have gotten some discussion/PowerPoints ostensibly on the At-Large Review, on the At-Large Director elections and so forth – potentially all engagement issues – and then people were saying "unsubscribe."

So I wanted to perhaps get some clarity from staff or maybe from Alan as to what exactly was the trigger for this, because it's not clear what happened.

With that, I could probably then turn it over to Alan or staff.

ALAN GREENBERG: Thank you very much. Yeah, there were a couple of triggers. First of all, there was a process going on with staff in conjunction with the RALOs to try to make sure we had current contact addresses for all the RALOs and for all the ALSes and individual members. For ALSes, we were looking for a primary and secondary, when at all possible.

When that process was basically done, the people who were not on the mailing list that they should have been on were added. Now, the official rules are that ALS representatives should be on the ALAC Announce list, which is used for official announcements, and the RALO list so they can participate in RALO discussions. They are not required to be on the At-Large list. Inadvertently, they were subscribed to all three.

Now, in some cases these were people who probably had been on the list before and had unsubscribed, either because they didn't want to be on them and perhaps didn't know they were supposed to be as ALS representatives.

So that's part of the situation. They all got welcome messages. The welcome message all have "unsubscribe" links in them. One person has reported that the unsubscribe doesn't work, but I haven't heard any firm evidence of that, so I suspect that is not the case. But maybe we do have a problem there also.

Now, the next thing is that, a day or so later, staff sent out messages on the questions and answers for the Director position and sent them out to all three lists. So in many cases, these people who might not have been on the list before now suddenly got three copies of messages. That seems to be what triggered the "Please get me out of here" barrage that followed.

So there's a number of problems. First of all, people may not realize that some people are obliged to be on some of the lists. Coupled with that, the unsubscribe requests were no moderated, so people who were

supposed to be on the lists could unsubscribe without anyone knowing. So that makes it even more interesting.

We have a real problem: these lists are not super-sets or sub-sets of them. If you look at the overall membership of all of the lists, you can random combinations – people may be on the RALO list but not on the At-Large list or may be on the At-Large list but not on the RALO list, and various combinations.

Since we are supposed to be open and transparent, we send out messages telling people what's going on. In many cases, they don't really care about our openness and transparency and don't really care that there's something going on with the ALAC that they're not directly involved in. So we try to balance the need for openness, transparency, keeping people informed, and not barraging them with too much e-mail. We have a set of e-mail lists that are overlapping in various ways and are very difficult to manage, which means we'll often send out multiple messages. That's where we are.

The actual situation was subscribing a whole bunch of people who may not have understood why they were being subscribed, adding in some subscriptions which weren't actually necessary by mistake, and then sending out something that arrived in triplicate in many of their mailboxes. Thank you.

DEV ANAND TEELUCKSINGH: Thanks, Alan. I guess it's an unfortunate thing because, in an effort to engage, the same people that you want to care about At-Large and so on got overwhelmed and therefore felt, "Hey. Get me off this list."

ALAN GREENBERG: Yeah. Just one more comment. It is interesting that most of the people who asked to be unsubscribed asked to be unsubscribed from the At-Large list, a list which is not mandatory. So the whole thing may have been just do to the mistake.

DEV ANAND TEELUCKSINGH: Okay. All right. Fair enough. Olivier?

OLIVIER CREPIN-LEBLOND: Thanks, Dev. This whole problem of mailing lists is not a small problem, as you've seen the amount of e-mails that the discussion has generated.

Alan says that it's mandatory for an At-Large Structure representative to be on the At-Large Announce, and I don't know whether it's mentioned anywhere. It might be that people are unsubscribing from that because they're not aware that they have to be on that.

I wasn't aware that it wasn't mandatory to be on the At-Large mailing list. I have real concern that, if an ALS rep is only present on its own RALO list and on the Announce list, it's missing most of what's going on in At-Large. I really start questioning the worth of having an ALS that is so little involved that it can't even be on one more mailing list and it doesn't know how to use a filter or something to put that in a special folder.

I've faced criticism a few years ago when we were going, "We now have 150 ALSes...We have 200 ALSes...We have 70 more," and yet we're not

seeing any growth in policy work. We're not seeing any growth in the actual engagement. We're just seeing numbers. So I've taken criticism for always quoting numbers, and it's correct. Yeah, we talk about numbers, but really we should be talking about activity and our impact.

I'm concerned that we're now going to start reaching the point where, if we have more people who are unsubscribed from what's happening but are at the same time listed as ALSes but have no idea of what's going on, we will be faced with more criticism. So this really is outreach and engagement. We need to focus maybe more on engagement now than on outreach. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks for that, Olivier. I know we're ten past the hour. Does anybody have any quick, additional comments for the record on this? Going once, going twice... Okay.

I think what we have to do is take this back onto the mailing list – on our outreach and engagement list, or in the wiki – or at least document something about the mailing lists and how they are used.

Oh, I see two hands raised. All right. Very quick interventions. Olivier, go ahead – oh, Glenn. Go ahead, then.

Glenn, go ahead. You may be muted.

GLENN MCKNIGHT: Hello. Quickly, we submitted an Outreach and Engagement request to the Finance Committee a couple of weeks ago. I'm just wondering if there's any updates on that.

DEV ANAND TEELUCKSINGH: Sure. I can give an update on that. Just coming back to the mailing list, I think we do need to document and revisit a little bit about what exactly the expectations are for the mailing lists and ALS members for the mailing lists. That's one.

The second thing is that the TTF is looking at solutions such as group chat and will be presenting on this at the TTF session in Copenhagen about the experiences. I put a link in the chat about it so that people can try it and see what the benefits are. It could at least reduce a lot of the e-mail clutter, perhaps, and save the e-mails for more critical decision points. That's when we need a formal record. So that's the second thing.

As to Glenn's question, quickly, on the Finance and Budget Subcommittee request, we have submitted, I believe, two, and both of them were accepted by the Finance and Budget Subcommittee, these being for doing outreach at the global IGF. Also, the second one was for having funding for local outreach at the RALO level. So it's not related to travel, but more for local outreach. Those two proposals were accepted and I believe have been submitted to ICANN Finance.

All right. I think we probably need to just conclude the call since it's now 12 past the hour. Thanks to everyone for attending this call. Very informative. I'd like to thank staff. This call is now adjourned. Let's

continue the discussions. Those that are going to be at Copenhagen, see you there.

[END OF TRANSCRIPTION]