MARIO ALEMAN: Thank you. Good morning, good afternoon and good evening, everyone. Welcome to the LACRALO Subcommittee on Outreach and Engagement call on Wednesday the 31st of May, 2017, at 18:00 UTC.

On the call we have today on the Spanish channel Maritza Aguero, Humberto Carasco, and on the English channel, we have Dev Anand Teelucksingh and Malisa Richards. We also have Delma Rodriguez on the Spanish channel.

We have apologies from Vanda Scartezini, and on staff we have Silvia Vivanco and Mario Aleman, myself, who will be also doing the call management for today's call.

On our interpreters, in Spanish we have Marina and David.

I would like to remind to all participants to please state your name before speaking, not only for transcription purposes but also for our translators. With this, I'll turn it back to you, Dev, you could begin the call now.

DEV ANAND TEELUCKSINGH: Thank you, Mario. Welcome, everyone, to this LACRALO Outreach and Engagement call. The purpose of this call, the key intent of this call is to begin discussions on a LACRALO outreach strategy for the Community Regional Outreach Program, which is formerly known as the CROPP.

For the fiscal year FY18 which is going to begin July 1st of this year, the CROPP program is losing its pilot program state and it's now going to be simply known as Community Regional Outreach Program.

Just in case for those who aren't already aware of it, the CROP program is a program by which the At-Large community through the RALOs can apply for outreach for travelers to attend these outreach events within a fiscal year – up to five travelers within a physical year to travel to an outreach event – with the goal of getting more persons to join the At-Large community.

The CROP program has been a pilot for about two or three years now, but this year, there haven't been any details yet but it is anticipated that there aren't going to be any significant changes.

The typical requirements for the CROP program, one key requirement is that there must be an outreach strategy that's in place that's approved by the RALO and also by ICANN's global stakeholder engagement persons in the region, which in the Latin American and Caribbean's case, it's Rodrigo De La Parra from ICANN.

So, we have to develop a plan, submit that to Rodrigo De La Parra for his approval or for his comments on it, on the plan. And once the plan has been approved, then LACRALO be in a position to send travelers to outreach events.

Even though we're still in LACRALO FY17, the reason why we're having this call today is because also one of the key requirements of the CROP program is that you must file the CROP proposal – at least for ICANN,

approved CROP proposals must be filed in advance before the event takes place, before the scheduled travel takes place.

That's to allow time for Constituency Travel to book the flights, hotel and so forth. And ICANN is very stringent on this six-week requirement. And in addition, those proposals that come from the At-Large must go through a review from the At-Large group known as the CROP Review Team and also get approval from the ICANN's Regional Global Stakeholder Engagement person, which is also Rodrigo De La Parra.

So, we need at least a week to really get to scrutinize the proposal from At-Large, make any adjustments based on comments received, and also adjust in case Rodrigo De La Parra has questions or concerns that requires updating of the proposals.

So, I would say at the minimum we need an additional week. So, that means that it's a total of seven weeks – at least seven – and of course, more time is preferable rather than waiting just before.

Now, with regards to the FY18 which is starting in July, I'm looking at the LACRALO outreach calendar and I'll get to showing that LACRALO outreach calendar for those who have not seen the calendar before. There are two events happening in August: the LAC IGF which is going to be held in Panama in the very first week of August 2017, and also the Caribbean IGF, which is happening around August 22nd, 2017.

So, that means if we have to have our proposals submitted seven weeks before, we really do need to have our outreach plan approved and in place in order to file the CROP proposals by mid-June next month. Okay?

So, as part of the Outreach and Engagement Subcommittee, I've sent out an e-mail for all the RALOs to try to put any possible plans up for discussion and so forth, and start the conversations, especially if you have potential CROP proposals for August 2017.

And the wiki page, Silvia has already posted it to the chat, and also it's been shown in the AC room (Adobe Connect room).

So, that's the intent of this call, to try to look at a possible outreach strategy that we can submit to Rodrigo De La Parra and get that approved so that we can by early next month. And by early next month, I'm anticipating around June the 10th, so we can submit proposals by June 11th, June 12th. Okay?

So, anybody has any questions about CROP before we discuss the possible thinking about the strategy? Okay, seeing no hands raised – I'm seeing Dalma typing. Okay. "No, nothing at this moment."

Alberto Soto, please go ahead. Alberto Soto, I'm not hearing you. You may be muted.

MARIO ALEMAN: Hello, Dev. It seems actually Alberto has some problem with his microphone. I'm requesting actually that he can type his question.

DEV ANAND TEELUCKSINGH: Okay, certainly. And of course, perhaps he could reach out if he needs a dial-out and so forth. So, I see that Alberto typed out his question. We just read it?

MARIO ALEMAN:	Yes. Alberto has raised a question about what happens when an event has more than three days.
DEV ANAND TEELUCKSINGH:	Okay. Thanks, Alberto, for the question. Thanks, Mario. The CROP travel is the [inaudible] time that's allocated for potential travel is for three days, four nights. I've not heard anything from the ICANN as to whether this can be changed or not, so I'm going to have to assume that that remains the same.
	Unfortunately, I would say there's really nothing much that can be done on that regard. Potentially, what you can do, what you have to then decide to do is depending on the outreach event, decide whether it's worth arriving at the event after the event has started, for example, or if the traveler is willing to at his or her expense stay for the additional days.
	But usually, there's no [inaudible] way to alter the timing or the financial support for the days of supported travel. So, that's the answer to that question. Again, maybe we'll be surprised for the CROP FY18, but I've not gotten any indicator of any significant changes.
	I should say though that the three days, four nights was an increase from last year's CROPP, which only allowed for two days, three nights, and that was based on feedback we gave to the CROPP Team, and I think from other ICANN communities, that that was really too short a

time to really go to an outreach event, do outreach and then leave, often when the event is still going on.

Okay, I hope that answers the question, Alberto. Are there any other questions regarding the CROP? Okay, I see Alberto is typing again. Okay, he says thanks. Okay, thank you.

So, what I've done, I've put the first draft of this on the mailing list for a possible first draft, and I'll just read it for you. Vanda has also made some comments as well. So, I'm just going to read this out for the benefit of interpretation, and I'm going to read it now.

The focus of LACRALO's outreach strategy will be getting organizers to become accredited At-Large Structures from territories in the Latin American and Caribbean region that do not have any At-Large Structures. LACRALO will be maintaining an outreach calendar at the link to track possible ICT and Internet governance events in those territories without ALSes, and regional Internet Governance events where persons and/or possible At-Large Structures from those territories are likely to attend.

Two Internet Governance events in the region have been noted in August 2017: the Latin American Internet Governance Forum 10 which will be held at Panama City, panama, from the 2nd to the 4th of August 2017, and the Caribbean Internet Governance Forum, tentatively planned from the 21st to the 23rd of August, 2017, in Tortola, British Virgin Islands.

Given the important opportunity of these events for outreach, we'll be seeking to use CROP for two travelers – one from Latin America, one

from Caribbean – to attend LAC IGF, and for one traveler from Caribbean to attend the Caribbean IGF. We will seek to use the remaining CROP support for two travelers to attend other outreach events during the fiscal year FY18.

That was my preliminary first draft that I want to share with you for discussion.

Vanda has made another comment on the mailing list, and I guess I will also read this of the benefit of everyone. Vanda's comment: "The existing plan, we have had the running plan focus into two main points. One, increasing accredited At-Large Structures, getting organizations to become accredited At-Large Structures from the 12 out of the 33 countries out of the Latin American and Caribbean region that do not have any ALSes. These countries are noted on the LACRALO dashboard at the link provided."

"Two, outreach activities, spreading LACRALO activities using local ALSes with the aim of disseminating issues of relevance to ICANN and LACRALO. Target audience will be among others end users, academics and/or professionals. I believe those two terms are still relevant for our plan."

"So, the new item proposed and the rationale – so if we look on the LAC region strategy and its plan for 2016 to 2020, we'll see that those above items are in alignment with the general LAC Strategy, but there are other points that can be part of our LACRALO plan and maybe added at this time to our plan. One point in particular came to my attention due to its relation with LAC space. Focus on promoting business for our

region, and the CEILAC, which is the Regional Center of Internet Entrepreneurs for the LAC region. All of this is under the framework of ICANN's mission."

Vanda continues to say, "LACRALO's focus is on end users, and our plan should be aligned with this. Entrepreneurship activities are two subsequent approaches. One, end user capacity to understand the DNS chain of value, and two, with such knowledge allow any interested end user to explore the opportunity to get profit from the Internet. The last DNS study in our region followed about knowledge about ICANN [and] domains found that there was a lack of knowledge in general, and a very weak chain of value in our region."

Vanda continues again – and I'm sorry, this is a long comment, but I want to read it all in full. So, Vanda continues to say, "As a proposal for the additional item in our plan, the LAC outreach strategy, empower the community. What At-Large Structures themselves and through ALSes, reach local communities to allow interested members to understand and work with Internet as an end user, as well as enter into entrepreneurs program and get capacity to become part of the chain of value offering better services to their own community."

Vanda continues, "Why am I proposing this? Two main reasons. One, we already have two projects related to this. One is the CEILAC project, and it's important to approach community to this already existing project. The second, DNS Women Project, already approved by ICANN, which is focused on entrepreneurs to increase capacity of women to enter this chain of value. Okay, so DNS Women is a worldwide project, but focused firsthand on the LAC region and Africa region. It'll be relevant

for At-Large structures to have such content to offer to their members. Once ready, the content will be available to CEILAC to make use of it too."

"And the second reason…" I believe this'll be the final paragraph of Vanda's comment. "Several other capacity approaches fall under this topic and [inaudible] more powerful community. One is the policy discussion and practice," and she also sees that as part of the LACRALO Elders Council to be discussed, and two best practices under how registrars or ISPs will be subsequently chosen to be better served and protected.

So, I'm sorry about reading that long comment, but it was important to get that into the record.

Humberto, I realize I saw your hand raised, so I'm sorry for that. Humberto, you have the floor.

HUMBERTO CARRASCO: Thank you. I just wanted to make this comment: as per my experience, even though it is true that with the CROP program we want to get to countries where there are no ALSes, sometimes focusing all the effort in countries where there are no ALSes implies that because of these non-organizational events in these countries, we cannot use the CROP slots.

So, there should be a clause or some kind of statement allowing the LACRALO leadership together with Rodrigo De La Parra in his position and perhaps the Outreach Subcommittee to agree on something else. Otherwise, the program has no flexibility, and instead of allowing for

more slots – and this actually is the aim of the program – we cannot use those slots because there are no other ALSes, or perhaps because of the importance of the event this needs to be used. That's all, thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Humberto. And I believe the document is unsynced for everybody to scroll up and down the document so you can see it. So, if I understand you, you want to have some sort of clause for instead of looking at solely focusing on getting organizations become accredited At-Large Structures, you want to have some other clause or some other factor for having CROP proposals, if I understand that correctly. Do you have a potential wording for this clause, or other factor you want to include?

HUMBERTO CARRASCO: Yes, Dev. I would do this. The clause would be something like – or it would say the following: "The CROP program is targeted mainly to finance the attendance or the traveling to events where there are no ALSes, or I mean the idea is that ALSes need to act as organizations in the region. However, in case there are no events in the future in the following fiscal year which means that the CROP slots can be lost, these can be assigned to other events with a prior agreement of the LACRALO leadership and all the other organizations involved, whether it is a subcommittee or Rodrigo De La Parra in his position." Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thank you, Humberto. I should mention though that regardless, the CROP parameters still stay the same, and that will need seven weeks before the event takes place or before such [inaudible] takes place. But I think so. We could try to work that in. Alberto?

ALBERTO SOTO: The other issue here is I'm not really sure whether we can define these paragraphs today. Perhaps in a meeting with Humberto, Dev and somebody else, we can fine tune these statements, these paragraphs, but I think we would just spend our time defining how to do this.

Now, the thing is, in one case, in one opportunity, there was an event in Uruguay where we had agreed that Carlton would be the LACRALO representative on that event. Carlton had a trip because he had to attend an ICANN team, and this has been approved. And we lost these 15-20 days beforehand.

So, we need to see whether there is a possibility that once this is improved by CROP and if the person that was designated cannot ravel, then somebody else can travel instead of that person so that the slot is not lost. Because we had lost it. And then there's another thing.

If we are dealing with a strategic plan, not only the CROP plan, perhaps we should add some kind of paragraph dealing not only with trips but the need that each ALS should make contact, and we can add more ALSes without the need to travel.

Let me give you an example. Not long ago, I received an invitation from an organization to attend an event in Cuba. This is an association of IT

professionals in Cuba. It has already been created. I got in contact with the head of that organization, and I think they will be our first Cuban organization without traveling there, although we wanted to and we couldn't travel for other reasons, they are not organized yet. This is an organization that is ready, and there's no need to travel. So, I think we need to discuss this. Thank you.

DEV ANAND TEELUCKSINGH: Okay. Thanks, Alberto. I wanted to just capture some of these thoughts and ideas here. Regarding Humberto's initial comment, if you want, paste it into the chat so at least it can be captured as an action item, and I can then use that wording to try to update this text for that.

Going to Alberto's comment, I would say that at the very first year of when the CROPP program started, three or four years ago, there was a concept of alternate traveler, and the idea of this alternate traveler was – as Alberto said – to take the place of the traveler in case the primary traveler could not attend at the last minute.

But this was dropped in [inaudible] CROP proposal, and the reason why was because, one, it would have been a significant expense lost if a ticket was booked for a traveler, and then if it's canceled, money is still spent on that ticket. And then a new ticket then has to be set up for this alternate traveler.

The second challenge also noted was that it would be very hard for the Constituency Travel to respond in such a quick manner to add this alternate traveler, especially close to the event. And Constituency Travel as you know is dealing with a lot of issues within ICANN the community

in terms of the ICANN face to face meetings and the various activities happening in between the meetings.

So, it's very difficult for them to even consider the possibility of responding like a week before the event to suddenly swap out and put in a new person. It would put [inaudible] stress on them, so I think that's the reason why that approach has not been taken for future CROP.

And this points to planning ahead, again, to ensure that if there are events, we identify the persons well in advance and make sure that those persons are equipped and able to do the outreach trip at that time.

The second point regarding outreach to communities without actually going to the venue – like Alberto what you said regarding Cuba – that's a great thing, and I think we could look at some of the documentation that was done for community onboarding and have that translated. We have a good presentation slide deck on what is the At-Large community and what are the policy issues facing At-Large.

So, we could have those translated, and what can happen is that the LACRALO leadership – and in coordination with the LACRALO leadership, of course – if we could invite those persons to be on a conference call where such information is shared.

And so we could put some wording to that effect in the document, so that wherever possible, we would also seek – and I'm just saying this at the tip of my tongue, so to say – to have conference calls with interested parties in countries without ALSes with a view to educate them about ICANN and its activities and about the At-Large community.

Any thoughts on that? Okay, not seeing any hands raised – I'm seeing people now typing. Okay. Very good. Alright, we can add some wording to that effect.

Any thoughts on Vanda's comments regarding how to incorporate that into the outreach strategy? And again, the floor is open, I want to hear comments from people. I don't want to see myself talking. Alberto, go ahead.

ALBERTO SOTO: Unfortunately, I could not speak to Vanda before this meeting because she was very busy as well. I'm going to try to organize this with her so we can generate a proposal or a paragraph in relation to what she is proposing. So, my commitment is that in the next five days, I will try to have a proposal for the strategic plan in connection with Vanda's proposal. Thank you.

DEV ANAND TEELUCKSINGH: Okay. I should say though that I think what we probably do need to… Thanks, Alberto. I think Vanda's proposal is very interesting. I just think that perhaps we don't need to be so explicit in documenting this in this strategy to be agreed upon in time for the next week, early next week, which is like I think I said around the 11th. I'm sorry, I'm looking at the wrong calendar. Around June 10th was about the time we need to – if we want to use the CROP proposals in August, we need to have our plan in place by early next month. So, we probably don't need to really include this heavy detail on the strategy, we could probably just come up with alternative wording to say that – and again, I'm just saying this

at the [top] of my tongue here – LACRALO will work closely with the LAC Strategy, with a view of incorporating and supporting elements of the LAC Strategy, in order to raise awareness of the At-Large community and to support these activities in the LAC Strategy.

We can leave it like that and then, that will allow Vanda's proposal to be developed, and for us to then support it and so forth. That I think is probably the best way forward for that. Rather than trying to include something in very detail that we may not have time to do given our deadlines.

Okay, is that all? A check from Alberto. Okay, that's good. And again, I'm only suggesting it's because of the time deadlines we have. Okay.

All right. So we have heard of Humberto's suggestion on changing the clause to include another factor other than… and just finding ALSes in a country without ALSes, is that point. Alberto is saying it includes some [wording] to say whatever possible we must have… LACRALO can have conference calls with interested parties, to educate them about ICANN At-Large and so forth. We can use the community onboarding documents in that way. And currently, we want to work closely with the LAC Strategy with the view of supporting its activities and also promoting At-Large. In that way, we will incorporate Vanda's proposal as this gets fully developed as part of the LAC Strategy.

Okay, we have those three core points. Any other comments? Going once, twice. All right. Thanks for this. I'll try to drop something and send it out to the mailing list again. And again, I'll put it up on the wiki, so we

can comment on it. Please do comment on it because like I said, we only have a short deadline for this.

Okay. All right, so next thing I want to talk about is the At-Large LACRALO Outreach Calendar. I'm thinking what I can do is perhaps share my screen just to show you the LAC Calendar, so let me just do that right now. Screen, and press monitor, share. Okay. Are you seeing my screen?

UNIDENTIFIED FEMALE: Yes, Dev, we can see it.

DEV ANAND TEELUCKSINGH: Okay. Thank you very much. Okay, once I do that I can't see the Adobe Connect room. Okay. This is the Outreach Calendar that we have for the ICANN At-Large, and this is something for the Latin American and Caribbean community to add and create events and to track the events. And the idea is really what I would like to get citizens in LACRALO to really suggest calendar items and also directly edit the calendar to add the events.

Adding event is very, very straightforward. You could see easily what's happening in every month and you can also list it as a list. So this we have noted the LAC IGF, we have noted the Caribbean Internet Governance Forum. There was also events, the OAS Cyber-Security symposium in Montevideo, Uruguay on the 26th. But you know, I'm sure there are probably more events out there in the region.

I think it's very important to at least – out of two things – add these events to the calendar. So at least, what it does allow us to do – we can decide whether we want to use a CROP proposal for that event. And secondly, it just also makes us aware of what potential At-Large Structures are doing. And we can reach out to those At-Large Structures directly and then invite them to a call, invite them to a webinar to talk about ICANN At-Large.

So going back to the month, I'm just going to create a sample month, just to show how easy it is. So let's say hypothetically, there was an event in July starting on July 11 to the 13. I just click and drag across and enter the event title. All right. And see it's all the events and where this event is being held. You just put the country where the event is being held. And the description of what the event is about. And you give a URL of the event and so forth and details about the event. I save, and then that's it, and the event is up there.

The thing is also that this Calendar can be subscribed, you can subscribe to your calendaring application, whether you use Google Calendar or Outlook or whatever program you use. Because you can just click on here and you can get the calendar feeds where you can subscribe to the calendars directly in your calendaring application.

So like I said, it's very straightforward. You can find out the links to editing the calendar, by going to the Outreach Calendar page. If you go to this page here, you would see that there is the links to view the events by region. If you want to edit the Outreach Events, you have to go to this page here. And this page will take you to the link that will allow you to edit the page. The reason why I'm not going to click on it

right now is because I don't want these links to be public. It's almost like giving away the password to edit the calendar.

So if it's made public, well, a bad person could add malware or bad links to hijack your computer that sort of thing. So that's why – that's a restricted calendar page, you have to log-in to the wiki to see the link and then you can add the event directly.

Okay, so I think I'll stop there right now and answer any questions. Let me see if there's any. Okay. All right. Well, I see Malisa's saying she was not seeing my screen, but I hope that's working now for her. Who can edit this calendar? Again, it's to any person that got a wiki account, on the At-Large wiki, so any At-Large member who has the wiki account. It's just a restricted page, because it's not open to the public.

Okay, I hope that answers the question. And again, the reasons why is because if we made it public, it's like giving your password to your e-mail account. It would not be a good thing. Okay, yes.

If you want, you can just e-mail the links to persons and we can designate persons within the region that's in this group or I'll just call now, that can accept the events and they will add the events themselves, okay?

Any other thoughts or comments? Questions? Okay. All right, so I guess I can stop sharing my screen then, since there's no questions or comments then. Okay. Again, any more questions on the calendar before I stop sharing my screen? Going once. Going twice. Going thrice. Okay. All right. Let's stop. Okay, thank you.

I think that was already the key points of this call to look at this outreach strategy. Is there any other comments or questions or observations regarding Outreach and Engagement that a person wish to raise? The floor is open to anyone who has any comments or any questions.

Okay. Well, all right, just to mention one more thing. Something that the Outreach and Engagement Working Group is working on, is this community onboarding set of documentation. So I'll just sort of mention this. If you look on that wiki page that I've posted in the chat, you will see that we have like several different presentations we're trying to put together. What is the DNS? Like introducing the core concepts of what is the DNS, the key policy issues of the At-Large community. And you can use interactive website to jump between the different policy issues and where possible those policy issues have like videos explaining what the policy issue is about.

There is a slide that says why you should care about the policy issue, and then, a third slide, explaining how you can be part of At-Large and get involved in these policy issues. So the kind of interactive website that you could learn about the various policy issues on your own. And or potentially, we in the community can use the one we're talking to members of the public or to your own ALSes themselves. As ALSes event, it is talking to your members to explain what it is you are doing in ICANN At-Large.

And then, there's the detailed presentation of what is At-Large, which is this one. And that's the deck that explains what is the At-Large Community, the key activities, how it's structured and how you can get

involved and how you can engage. And that slide deck was based on what we have done in trying to do outreach to the Fellowship and the NextGen students at the ICANN face-to-face meetings. But again, you can then use this to do outreach and give presentations about what is At-Large at the Outreach events.

Do review it and do make your comments on it. I think obviously, this will be translated once it's finally approved. But of course, we need feedback on the community onboarding documents.

Okay. All right. Any Other business? Anybody has any comments, questions? Going once. Going twice. Going thrice. Okay. All right. I think we can end the call quite 10 minutes early, and give everybody a time to have a coffee break. Look out for a second posting of the Outreach Strategy on the mailing list and on the wiki. Please review or comment on it.

This call is now adjourned. Have a wonderful good afternoon and good day. Thank you all.

UNIDENTIFIED FEMALE: Thank you, Dev. Thank you all.

MARIO ALEMAN: Thank you, Dev. This call has been adjourned. Thank you, everyone, for joining, and please to remember disconnect all remaining lines. Bye-Bye.

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DEV ANAND TEELUCKSINGH: Thanks again to the interpreters.

[END OF TRANSCRIPTION]