

ccNSO OnBoarding Program Testimonial

Timeline summary

January 2016	First steps for Pilot Mentoring Program
5-10 March 2016	ICANN 55 Marrakech - First draft written and mentioned to the ccNSO council during the prep meeting.
26 March 2016	"Introduction to the ccNSO" formatted by Miguel Ignacio Estrada (.ar) sent to Janice.
27-30 June 2016	ICANN 56 Helsinki <ul style="list-style-type: none">• "Introduction to the ccNSO" presented to the Mentor Pilot Program by Ignacio Estrada (.ar)• First review of the document draft with the Chair and the Secretariat of ccNSO
November 2016	Second draft edited
February 2017	Third draft revamped by Jelena Ožegović (.rs) and shared with the Chair and the Secretariat of ccNSO.
11-16 March 2017	ICANN 58 - Copenhagen <ul style="list-style-type: none">• "ccNSO onBoarding document" presented to the Onboarding Program team.• Second review of the document draft with the Chair and the Secretariat of ccNSO
30 March 2017	Meeting call to discuss the onboarding document with Jelena, the Chair and the Secretariat of the ccNSO.
April 2017	Fourth draft edited
May 2017	ICANN Learn Course created
26-29 June 2017	ICANN 59 Johannesburg <ol style="list-style-type: none">1. "Quick Guide to the ccNSO" presented to the Onboarding Program team.2. Printing of Booklets3. Publication of ICANN Learn Course.

At the beginning of this journey, the expectations were on how to improve the quality of the newcomer experience when arriving to the supporting organization or advisory committee of his interest. For this it would be necessary to develop introductory materials and to plan activities which integrate the newcomer to the community as smoothly as possible.

A starting point was to make an evaluation on how things were done [regarding newcomers] and with which information and resources the ccNSO counted on. There was no defined process to attend newcomers and the main source of information identified was the official website. The first introductory document was drafted using the information found on the ccNSO website. Later Ignacio Estrada from .ar made it possible for it to have a more editorial look.

After the first review with the Chair and the Secretariat of the ccNSO many things happened:

- The content was qualified as too detailed in some procedures, taking into account that the targeted audience is someone fairly new to the community and might get overwhelmed with the amount of information.
- The order of the content was rearranged for a better flow in the reading.
- The content itself was simplified and polished, also notes were made to update the ccNSO website.
 - From the analysis of the content and the process of gathering the information it was evident that the ccNSO website needs a major makeover.
 - The layout is outdated and not appealing. The navigation is hard and not intuitive.
 - It does deliver an information gathering function but lacks the tools to provide a good user experience.
 - Unfortunately the ccNSO is in the queue for ICANN's update of websites until further notice.
- Graphics were designed to be included in the document.

Unfortunately Ignacio left .ar and could no longer be involved in this project. Also the activity within the ccNSO increased significantly, not leaving too much time to get back to work on the document. After ICANN 57 in Hyderabad a second draft was written, taking into account all the observations made in Helsinki.

Jelena Ožegović (.rs) arrived to the ccNSO onboarding team and made a terrific job shaping the document in a more people friendly manner. The second review with the Chair and the Secretariat of the ccNSO was more focused on details and there was a feeling of pride and excitement on the use of this document from all of the reviewers.

The ccNSO Secretariat did the final edits on the document and finally cleared for public use. In parallel some other activities were “cooking”:

1. Jelena & the ICANN learn team were constructing and shaping the ccNSO onboarding course [learn.icann.org/p/ccnso-onboarding]
2. The ccNSO Meetings Program WG was adding activities to the Johannesburg agenda to draw attention to newcomers and support them through the meeting. For example:
 - Welcoming newcomers at the start to the ccNSO members meeting, asking them to stand up so the community could recognize them.
 - Distributing stickers for “ccNSO newcomers” and for “ccNSO regulars”:

- Even though there were some skeptics, the members of the community were very curious of this activity and were looking forward to participate.
- There was a feeling of belonging and joy of doing something fun and important for the community.
- The final onboarding document was titled “Quick Guide to the ccNSO” and booklets were printed to hand them out to newcomers.
 - Even people outside the ccNSO were very interested in this booklet and we ran out of them very quickly.

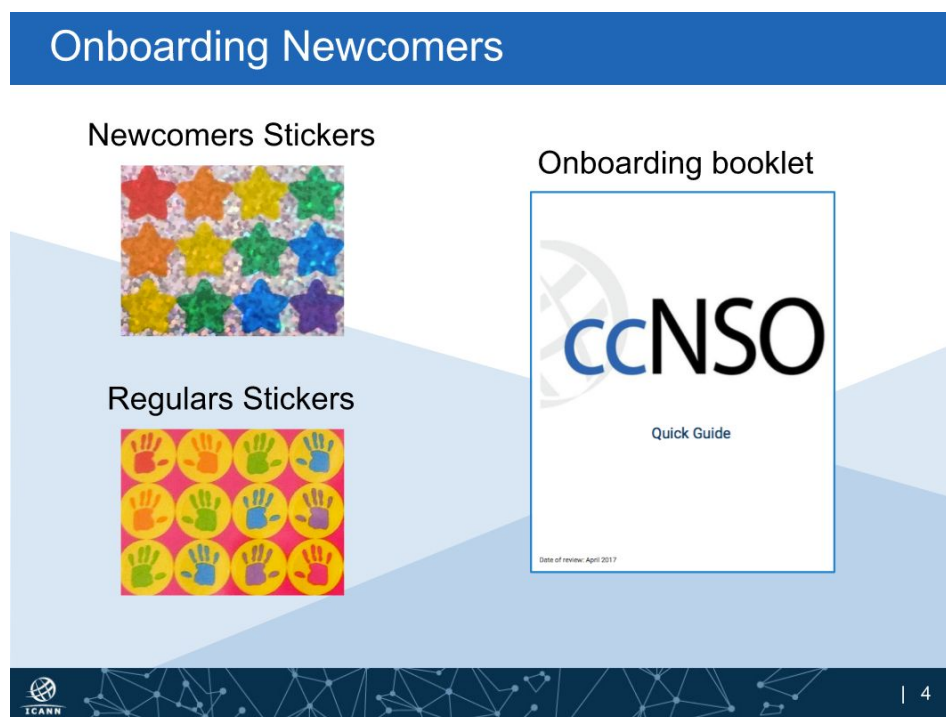


Image 1. Slide used in the Highlights presentations in Johannesburg

After the meeting Sanjay Bahadoorsingh (.tt) whom I was coaching during Johannesburg meeting gave me the following feedback: “The sticker was a nice colour and did attract attention but from ccnsso outsiders. The booklet was very useful. I strongly endorse.”. It was not a perfect outcome, but positive in the end. Needs to be polished.

During the ccNSO council meeting in Johannesburg there was an opportunity to talk about the idea of coming up with a process to identify mentors and mentees for the community. This was well received and hopefully it can be implemented in the near future.

After all the mentoring/onboarding experience it is my belief that the now mature onboarding program will support ICANN’s SOs/ACs to bring together:

1. members with plenty of experience and contributions to their SO/AC and
2. someone that has the potential to be very productive and push forward the work of the SO/AC.

The ultimate goal should be to bring new people to the SO/AC and stop relying on the same participants every time (unfortunately, no matter how much we want to, they won't last forever). Who knows, maybe this could be the path to find future volunteers to working groups or even ccNSO Councillors.

As for the future work, the following goals have been set so far:

1. Build similar materials to onboard councillors - (NomCom & new councillors elected)
2. Fill the ccNSO wiki space with as much links and materials as possible.
3. Identify data & metrics that can demonstrate the usefulness of the materials & activities.
4. Actively reach out to ccTLDs not usually participating in the work of the ccNSO.
5. Consider the development of a ccNSO newsletter.
6. Search for Mentors within the ccNSO and establish a mentorship program.
7. Develop a ccNSO fact sheet
8. Develop a ccNSO Infographic

Sincerely,

Alejandra Reynoso (.gt)

ccNSO LAC Councilor & Meetings Programme WG Chair