
TORONTO – ICANN Engagement Tools
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ICANN - Toronto, Canada

FILIZ YILMAZ: ...they all come together and through which subjects they can coordinate together. But now with this one you will see actually how they do that, which tools they [can use]. And it's not very surprising in a lot of ways but it's good to know what's out there and available so that if you want to you can use them. Remember this picture? Where everybody is on the picture, whether they're in a group or a constituency that they feel...

[break in audio]

FILIZ YILMAZ: ...a dialogue forum, but through these programs you want to make sure that you move up towards that.

Why are we doing that three times a year? It may sound like they're dispersed and far away from each other. Interestingly enough all the community volunteers, and the staff mainly, we feel that they are actually very close to each other. And that there is so limited time in between because you are stretched out getting prepared for one meeting and then covering all the work that you have completed through a meeting.

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So it's interesting. Through this week you will hear things called like "volunteer burn-out", how people lose their capacity at some point because there's so much work to do here. So it's good again to bring the newcomers because we can also help in that sense and you'll be less burned out, hopefully.

We are rotating these meetings in five regions. There's a rotation schedule, let's say. It goes from if you're in EU at one meeting; the next one is going to be in North America or whatever. It is public. It is out there, how we do this. Mainly it works on the basis of finding a host because, as you can imagine, these meetings are getting bigger and bigger.

And you will hear as one of the conversations, this meeting actually, is that ICANN meetings and how we conduct them and if they are really serving the purpose now, because our community is really growing bigger. The number of participants attending ICANN meetings is getting bigger, and then it becomes an issue to find the right premises, the right venues, to bring all these people together.

I'm talking about 1,700 people, 1,800 people. You will hear about that. This meeting is one of those that might be a prime candidate for a record number again. So it is huge, it's really huge. And so how do you fit all these people in one building, if there is any such thing? So you start looking at maybe convention centers rather than a classical hotel setup.

So all these things will be discussed at this meeting, again on Thursday. This is what I'm talking about; the consolidated meeting strategy, this is important. And it may affect how we visit these five regions around the



world, so please go have a look. There's a public comment that is open at the moment.

If you're interested, come and talk to me after the session. I'll provide you the link so you can read the proposed strategy. This may be an important thing for you. We know that around 350 core, very active participants travel and attend all ICANN meetings. But there is also another level around there where some groups wait for the ICANN meetings to come to their region, and only attend those meetings. So this may affect you again.

Remember we talked about policy development decision-making? This is about something you may be interested to say something about. So please keep an eye on this conversation because it may affect if an ICANN meeting will coming to your region or when it will be coming to your region on a rotating basis or will there be a more specific location within that region that we will keep revisiting instead of trying to find new venues.

This is coming from, like I said, coming from a real problem. We are finding it hard to fit in locations so help with us and we'll find the right solution will work for everybody. So I'm throwing, again, a problem to solve. Here we go. And if you can't make it to the physical meeting, the venue itself, then what you can do is we also provide remote participation. This is an important integral of all this.

In the morning I was happy to have 75 people in the room, which was great. On top of that we had, I think, 15 or 25 people remote. So it's a bit less than the ones in the room but remember they can come and go



and join as they see fit. And you can do that too. It really reduces the cost on the person as a participant to an ICANN meeting.

It's not only the money or the travel costs that you may be taking care of, but also time. Coming here, taking a week off from your daily work, it can be a big deal for a lot of us. So it also enables wider inclusion. We have this commitment as the ICANN board, staff, and community that we want to talk about Internet using Internet. Now if I'm able to have a Skype call with my mom, my mom lives in another country than where I live currently, they're far away from me. I have a "Skype Mom", if you'd like to call it that. I see her over Skype.

Why can't we use Internet while we are talking about Internet as well? We have the facilities; we have the technology, so here we go. So what we do is basically we are trying to equalize the participation on a level that whoever is here physically can go to the mic and say their ideas. It will be more or less the same for a remote participant who is out there wherever they are.

They can be on top of a mountain, by the beach, we have no idea how comfortable they are behind their laptops but they are there and they are represented. This maximizes our participation, obviously, to the community as a whole.

So what do you need? You don't need much, actually. You need a computer, a machine, and you will need some Internet access, and we will provide you the right links to click on and follow the meetings. What you can get is the recorded audio streams and live audio, presentations for downloading, you can follow the scribe feeds, and you can see the transcripts.



But if you have high bandwidth then we can provide you a little bit more, which comes with the video. We use a specific conferencing tool, it's called Adobe Connect and it comes with one package in your browser so it needs more resources on your bandwidth. This is why we call it the high bandwidth service.

But in that package what you see is the audio, the chat, the scribes, everything plus the video if that's available. So some people like to multi-task for those, while working their day jobs they want to just hear what's going on in the room here so then we can give them just the audio. But if you want to see and follow the whole thing in one go, then you use the Adobe Connect.

How do you do that? It's pretty simple but we still put this on the slides because that also helps those remote participants who are following the sessions. You go to the schedule, you find the right link for the session that you are interested in, you click on it and you will be presented specific links: low bandwidth or high bandwidth.

You see on the low bandwidth you will get only the audio streams if you click on them, but under the high bandwidth you see a virtual meeting room which is your access to the Adobe Connect that I just mentioned.

It will come up with a screen for you to log in, you can log in as a guest. Please provide the name, that's just for the customs and it's nice to tell our names. It introduces you to others in the chat room. We also have the same rule apply over here, as I mentioned: You go to the mic, you say your name, and if you want, your affiliation.



The same goes here and once you're logged in you have everything over there: the presentations, like I said, the movie, audio stream coming up, the slides, and also the chat room. So you see all the other remote participants. So what happens here sometimes we see you guys sitting in here in the room, they also log in to the Adobe Connect because there's a nice side conversation going on in the chat room.

So if you want to follow that, you really need to be on the Remote Participation Services because we don't provide another chat stream for those who are in the room. One last thing, so what happens through those chat rooms? If you want to raise a question, right? I'm speaking here so some of you asked questions in the morning; they walked to the mic and used the mic to ask their questions.

Same goes here for the remote participants. We have a staff member who is monitoring these chat rooms. So they are told that they need to encourage participation by saying, "I'm here." so they introduce themselves in the chat room and they say, "If you have a question as you're listening to the conversation going on here in the physical room, mark it as a question and I'll go to the mic and I'll ask your question on your behalf." So our staff member is basically your voice in the room.

This is how we coordinate and balance both the remotes and the on-site participants here. This is all good for most of the sessions, except one, and that is the public forum. The reason for that is the public forum is a very high volume session. Janice talked about this in the morning. It is four and a half hours on Thursday and it is where we talk about everything, and it is just before the meeting really closes.



So it's a very important integral of the whole communication and dialogue that's at the ICANN meetings, together with the board and the community. And like I said, the volume is high plus the content of the comments or the questions can be long because people want to explain first what their context is and then they ask their questions.

It's very hard to monitor that kind of information within a little chat room so what we provide for the participants of the public forum is specific forms. There are links for each subject so you can go click them and fill in your question or comment in a much wider space for you and for us, a much wider space to read it at, and then again use the mics on behalf of you. As you are following the public forum we will make note of this quite regularly so you will be instructed which links to use and how to conduct your comments and questions.

So this is just a checklist for you if you would like to use our Remote Participation Services later on. Maybe you won't be in Beijing for example, or you have a colleague now at home or in the office and they may want to follow what's going on here as you are attending in person. The one thing that is important to note here, everything that applies to meeting participants here also applies to the remote participants.

And the kind of behavior that we would like to promote within the ICANN environment: respecting others, making sure that people are listened to, these are all put out there through the accountability notes which you can find in this link. So if you have problems or questions about anything during the remote participation experience, please use those links.



You can report them to participate at icann.org and we will also run a survey during the week and after the week. You can let us know your opinions about that, and this is important. If you use them, please let us know. We often hear about bad things immediately, if something is not working either we find out ourselves because our staff is monitoring the chat rooms, but those little things sometimes get unnoticed. Like there might be a request that you would like to put on, then communicate with us because we want this to work for you.

It's important for us that we provide service properly and it is enjoyed, it's not just "the service is out there, please use it." And promote, if you can, so others get involved too. What we do, this is also our...Remote Participation Services are not only there to get off-site participants involved with what's going on here. But also they help us maintain the transparency issue that I've been talking about in the morning.

Remember we said everything needs to be transparent within our system? All the decisions need to be up there, clearly, for everybody. And we do that by keeping a good record of the meeting here, all the presentations, the audio files and transcripts are recorded and they are up there. They will be put there as soon as the sessions are finished and they will be accessible from the meeting site too.

So again you see there is transparency, everything is there but it's also recorded. So be mindful about the mics, what you say. If you don't want to be archived or recorded, that is your responsibility because we record everything here. We are transparent at ICANN.

Moving on further, how do we interact and engage? So during the meetings this is what we do: face to face, we speak, we use the mics, we



use the corridors, we have meetings in smaller or bigger groups. But in between meetings work doesn't stop, we continue.

We continue with the community mailing lists. All groups have their own mailing list so if you're interested, for example, in GNSO please go to GNSO related colleagues of mine; ask for information at the Newcomers' Lounge. They will tell you if there is a working group that is open for discussion and which mailing list they are using.

The public comment periods, like I said, are a very important integral of this engaging process as well as feedback providing process. This is the link. Every piece of information, before a decision is made, goes through public comments. So there's a time period for each subject for you to go and put up your opinion about it publically. They're up there; there are archives, so if you send a mail it will just show up there "this person has sent this comment or this statement about this subject."

This is how it looks, a sample ICANN Language Services Policy and Procedures. This was from the 18th of May and it was closed in July. We use a standard format for these and we are also still working on improving the system. So if you have any feedback about this too, please let us know so we can integrate them in our next enhancement projects.

The second part that I will now leave the mic to Carole for, is the community wikis. Wikis are tools that we use for engaging within communities. They are very effective. They are used by certain groups maybe more than others, but they are there and a good tool to engage with the others. So I'll leave it to Carole. Thank you.



CAROLE CORNELL:

Hi, this is Carole Cornell. Good afternoon everyone. I'm just going to give you a very brief overview of what our community wiki looks like and how you might engage by using it. And this was just, as Filiz said, it's just a good way to engage and provide the capability to add comments and exchange information on different topics that are being discussed at ICANN. So what is a wiki, basic wiki structure, this is just a little bit of an outline of what I'm going to talk about today.

The tool is to support collaboration of information at the individual, team, and corporate or community level. It's just a good website that you can go to and it allows you to edit content and have easy access to it.

So one of the things about a wiki, if you need to exchange there's a couple of different verbiage for this tool than some other tools you might use. It's been set up, and I'll show you a page of it set up, but in Confluence Wiki it's structured...it's called a workspace and then within a workspace there are pages and it also has a child and parent page as a comparison.

One of the nice things about the tool is it does allow you to learn how to use it. There is a training guide; it's a very short training guide. If you go to that URL it gives you how to log in, how to work, how to edit if you need it as a side tool. It is available in six languages, depending on what you need to use.

So when you go to the page you will see here, community-help@icann.org, what that allows is you need to register in order to use



a community wiki because we need to keep that exchange open. So to do that you go in here, you type in your...if for some reason you cannot get on, if you would type in to community-help@icann.org they will send you back a password which will allow you to actually work within the wiki page.

I don't know how clear that is; it's really small on this screen. If you actually go in there now you could see these tabs or folders at the top. You'll notice that there is...I can't even read them, but I'm going to say there's a Board, there's Projects, At-Large, Cross Committee, GNSO, AoC, New gTLD information, they're all available and allow you to see them. The New gTLD one was based on a topic or two there is a main page on icann.org that has the up-to-date details of what's been published on New gTLD.

If you wanted to be able to edit, add, browse; how would you do that? It has a drop down menu; if you go to "Tools" you will be able to open it up.

It says if you want to add a comment you just click on the "Comment" page and it will allow you to actually place a comment on a particular subject matter. As you can see, the page that you're looking at here is the ALAC page and there are many pages like this on this site.

The nicest thing, also, about a wiki is that it allows you to not necessarily go in and look for information all the time and have to keep checking that page. If you bookmark something or you want to watch something, again by pulling down one of those menu items you are able to actually follow along. So you just keep it up and it would ping you on your space if you were to have a particular topic.



Since I've only given you a very, very high-level cursory view of how you can edit and/or comment and/or have access to the community wiki, here are some additional links if you wanted to have more information about how to use this tool. I'm going to switch back now to Filiz.

FILIZ YILMAZ:

Thank you Carole. Again, if you want to know more about wikis, Carole will be around the whole week, like any other staff member, so pick her brain about that. She's been there since the initial steps of wikis were taken, so she knows it inside out almost, from the earliest versions and how they evolved over the community and how they are used.

Now, how can I get involved? Just a few more slides on what the engagement mechanisms are. First of all, attending an ICANN meeting is very important, as you are probably, hopefully, finding out with your first meeting experience here. The in-person contact, face-to-face contact, as you know is very strong.

So you're lucky already to be in the room here, but if you can't attend in person please do not miss the opportunities through the Remote Participation Services. Next meeting is going to be in Beijing in April, 2013. And there will be, again, specific sessions for newcomers which can be followed remotely and you're always welcome to get a bit of an extra after this meeting when you are not going to be a first-time attendee anymore, hopefully.

So the other thing you can do is apply for a Fellowship. The Fellowship Program is supporting a group of people with strict training pattern throughout the week. You can find information over this link and you



can also ask Janice, who was one of our speakers earlier this morning. She's running the program and she will be happy to provide you information on how to get yourself as a Fellow to get that more structured training throughout the week, and get the support to attend an ICANN meeting.

Through this Fellowship, your costs are covered so you don't have to worry about them yourselves, but ICANN will support you to be a Fellow. I think that happens up until three times in a row, or maybe not consecutively. You hold right of...

[background conversation]

FILIZ YILMAZ:

Right, you can be funded three times for three different ICANN meetings. So use the opportunities out there for you to go out there and be interested about.

How can I get involved even more? There's a lot of information going out there, and it's not easy to keep up with it all. We understand that. But that's also because not everything is relevant for everybody. However, if you are interested in policy updates, specifically policy issues, we are creating a newsletter.

And through that there is an article every month, there is an issue, policy update issue, where all these matters that Rob, in the morning tried to squeeze within 30 minutes, are explained in detail with pointers. It's a very, very good resource. We have a good number of followers going on there, about 1,600 or something I heard, the last



subscription. So this might be something for you to also have a look and continue being aware of the updates.

The public comments, as I mentioned, is through this link. Follow-up on the community wikis, this is how they're going on. There's a dashboard for them. You can apply for a leadership position, as I mentioned. And before that, I leave the mic saying thank you. Your engagement and participation to ICANN is not only limited by being a participant. As we have heard from Bertrand in the morning, you can move in to that engagement level as you see fit.

So you might be a newcomer today; through this week I hope I will see some faces on the mics with green badges, if they chose to keep them on, saying whatever they think. And maybe in the next meeting, in Beijing or in the next one in Durban, I hope to see your faces again as a newcomer. And then I'm hoping that I will see you even more engaged through some constituencies or groups that you chose and found out that it is relevant for you to be engaged.

We have very successful examples of that. Three meetings ago, somebody starting up and now they're a very active member of a certain constituency and they feel they are contributing and they also help the community and the Internet to shape. This is an opportunity for everybody, so go grab it.

One last thing I want to say, again, not only about participation. If you want to be a leader, over all within this discussion environment, again it's up for you. We have a committee that is always out there for recruiting leaders. And it doesn't mean that you have to be a very well-informed ICANN expert to be a leader at ICANN.



There are cases where our committee, NomCom, nominating committee for the election of ICANN board seats; they go out there and try to bring new faces in because that's also regeneration of the ICANN community on the board side. So if you are interested in that, please go check nomcom.org. At that address you'll find all the information there. That group is performing their activities quite independently.

They're out there; they're very willing to talk to you. The chair is a well-known face, Vanda. She's been up there, the current chair. And she's here, I saw her this morning. So she's there, go talk to her. We have Wilfried, who has been part of it now...I'm putting Wilfried in the spotlight, but raise your hand Wilfried. He's been there working for NomCom, recruiting any candidates.

Please be involved as you see fit, wherever you think you will be contributing. We want you to feel like you're contributing, but apart from that I think Internet needs you when you think about it. We need to make sure that we have enough capacity to make sure that Internet is going to be out there tomorrow too. Thank you.

So do you have any questions about the engagement tools, for me and Carole? No? All were clear? I'm glad to hear it. So my next speaker is going to be Karla or Tim, how do you want to take your turns? Do you want to start Tim, if you are ready?



[End of Transcript]

