GNSO
Operations Steering Committee Community (OSC) Communications Coordination
Work Team (CCT)
08 July 2009 at 19:00 UTC

Note: The following is the output of transcribing from an audio recording of the Operations Steering Committee Community (OSC) Communications Coordination Work Team (CCT) teleconference on 08 July 2009 at 19:00 UTC. Although the transcription is largely accurate, in some cases it is incomplete or inaccurate due to inaudible passages or transcription errors. It is posted as an aid to understanding the proceedings at the meeting, but should not be treated as an authoritative record. The audio is also available at:
 http://audio.icann.org/gnso/gnso-cct-20090708.mp3

On page:
http://gnso.icann.org/calendar/#july
(**transcripts** and recordings are found on the calendar page)

Participants on the Call:
Mason Cole - Registrar Constituency – Chair
Chris Chaplow - Commercial and Business Users Constituency

ICANN Staff in attendance:
Ken Bour - Policy Consultant
Gisella Gruber-White - GNSO Secretariat
Glen de Saint Gery – GNSO Secretariat

Absence apologies:
Steve Holsten - Vice-Chair, gTLD Registries Constituency
Julie Hedlund

Coordinator:	Excuse me, this is the conference coordinator. I would like to inform all participants this call is now being recorded. If anyone has any objection, you may disconnect at this time. You may begin.
Gisella Gruber-White:	Thank you (unintelligible). Just a quick roll call (unintelligible). This evening on the call we have Mason Cole, Chris Chaplow. From staff we have Ken Bour, Glen DeSaintgery and Gisella Gruber-White, myself. Thank you.
Mason Cole:	Very good. Thank you. All right. So I sent an email out this morning. I wanted to -- by the way I thought that we had a very productive meeting in Sydney. I was very pleased with the outcomes there. I wanted to look at the notes from

that meeting and level set the team to get agreement on the status of our overall project and to make sure that we're addressing the right questions.

So I only sent it out a few hours ago. I don't know, has anyone had a chance to look that over and give thoughts or agreement to it?

Ken Bour: This I Ken. I looked it over. Yes, I read it.

Mason Cole: Okay. Am I on the right track there Ken, do you think?

Ken Bour: Yeah, absolutely.

Mason Cole: Okay. Chris, any thoughts there? Okay. Chris are you still with us?

Chris Chaplow: Sorry. Yes I am. I forgot, I left the mute on, sorry.

Mason Cole: Okay. No problem.

Chris Chaplow: Yes. You know (unintelligible) and it all sounds reasonable. I didn't double check back everything against our notes and so on but it was a good summary and brings us back up to speed after the break.

Mason Cole: All right. Okay, good. What I wanted to try to do, I thought one of the good outcomes from that meeting I thought was the -- I can't think of the word now -- the context under which we're all operating, which is the idea that there are people out in the world, people, organizations, companies, et cetera, being impacted by what's turning out to be a vast amount of work that ICANN's doing, and they're really unaware of it.

And the overarching objective of what we're doing in terms of communication between the GNSO and the board and the GNSO and the rest of the world is to help remedy part of that situation.

So if we can use our work to answer those questions, I think we're setting the right kind of context when we make our final report to the board. So I wanted to try to get that accomplished and it looks like we're at least on the right track.

All right. Okay, moving down the agenda I know Julie put up our notes from the June 21 meeting. Are there any changes or corrections to that? If not I will consider those approved. Anyone?

Ken Bour: Nope, okay with me.

Mason Cole: Okay. Chris, they good with you?

Chris Chaplow: Okay, yep.

Mason Cole: Okay. All right. So I include a summary of discussion points that Julie put together from Sydney. Those look very complete to me and if I could summarize what it looks like to me is Tasks 1 and 2 are in pretty good condition. The next step is, Ken, I believe that team is going to meet with (Mark), right, to take the document up to the design level?

Ken Bour: Right. And that's going to actually take place tomorrow afternoon and all day Friday. Rob Hogarth will be attending as well as the new Policy Communications Manager, Scott Pinzon. Has his name come up yet?

Mason Cole: It has with me. I was introduced to him in Sydney. So I've met him.

Ken Bour: Yeah, he's taking a very serious interest in this project and I believe he's actually been assigned by (Denise). As you are all aware I'm a contract person to ICANN. Scott is a full-time employee, the new communications manager. So this project really fits under his professional umbrella as - under ICANN.

And as a result he's very, very interested in becoming involved. And so he's already looked at our business requirements. He's made some comments which I've -- this morning I responded back to a couple of those things. He wanted to keep them off list just a little while so he gets his feet wet.

Mason Cole: Sure.

Ken Bour: But then tomorrow we'll be -- he's going to join us. So we'll be having those meetings Thursday afternoon and all day Friday. And, you know, we'll take good notes and make sure that the - our sub-team is and the larger communications team is up to speed on what's going on there.

Mason Cole: Okay, good deal. Ken would you do me a favor? Would you forward Scott's contact info to me? I wouldn't mind just sending him a quick email (unintelligible) just to, you know, welcome him to the effort.

Ken Bour: Absolutely.

Mason Cole: Okay. I'd appreciated that. All right.

Chris Chaplow: Could I just chip in?

Mason Cole: Please do Chris.

Chris Chaplow: Just (unintelligible) at Sydney I made a point a couple of times of chatting with Scott. So and also I managed to get (Mark) off of the computer at one point and we had half an hour to sort of sit down in the lobby and go through things just to make sure that we, you know, knew each other a little bit. So I think that was all good and very valuable.

Mason Cole: Good, good, thanks for doing that. Ken where did Scott come from? I actually don't know.

Ken Bour: He lives in Seattle. I don't know his whole background but I think he's got a lot of experience in communications, you know, like corporate affairs type communications. And so he was hired really to fill a job that's been vacant since a staff person left way back -- gosh, it seems like last winter or fall.

Mason Cole: Okay.

Ken Bour: And that's kind of when I took over shepherding this project for the staff. And...

Mason Cole: Yeah.

Ken Bour: ...I guess it was only about a month ago or less that Scott was actually hired. And so he's been drinking out of the fire hose as we say.

Mason Cole: Right, right.

Ken Bour: But, yeah, he has a lot of interesting ideas. In fact one of them -- I'm not sure I'll do justice to this -- but he talked me even in Sydney about this idea of personas, P-E-R-S-O-N-A-S. He might have -- I don't know, did you meet with him at all Chris? Scott.

Chris Chaplow: Yes, yes, several times.

Ken Bour: Okay, yeah, did he mention that to you as well?

Chris Chaplow: No, no.

Ken Bour: Okay. This - the concept and (Mark Salvataro) likes to call it segment-based access. That's the new buzzword. The basic idea is you create different view structures for different user preferences or user types. And beyond that I don't think I can be too much more articulate.

But the concept is that people would come to a Web site with different goals and objectives in mind and they might be able to click on something that says, you know, "I'm a visitor." And that would give you a different look and feel to the Web site than if you clicked in and said I'm the GNSO council member or I'm a working member or I'm a working group member or something like that.

Mason Cole: Yeah.

Ken Bour: Anyway that's his concept and we're going to be exploring that this week.

Chris Chaplow: Yeah, I talked to - with (Mark) a little bit about that. And, you know, I'm very much for it. In fact it's the other way around, isn't it? The person that comes to the Web site for the first time is automatically the visitor and sees more perhaps introductory content and then after you've been there a few times or registered yourself or acknowledged that sort of (unintelligible) you take on a different role.

One other thing about Scott, it seemed he was also sort of communications and he also has a writing background. And not to disrupt the conversation onto a different issue but we all talk about this problem with acronyms but there's another problem in terms of the content of the Web site. It has a tendency to be just a repository of documents.

And I think explanatory texts are needed. And they're always very difficult for the Web team because the Web team is busy doing their sort of technical work and actually having a writer on the side to actually put things into their literary context is very useful. And I was hoping perhaps Scott would be able to help with that side of things in the future.

Mason Cole: That's a good point. That's not derailing this at all. We brought that up in Sydney as an important point. So the more that he can do I think to encourage neophytes who are trying to enter the ICANN process and

understand this huge dictionary of acronyms we can that we have, you know, the better.

Ken Bour: Yeah, in fact he made reference in his comments to the business requirements about that very subject, about having a glossary for example that would be ubiquitous and available to anybody who was on the Web site. I mentioned it in another team meeting that I attended.

Liz Gasster -- there is another glossary effort underway in the GNSO and one of the discussions was to turn it over to sort of a Wikipedia kind of approach so that the world would basically or at least the GNSO -- people could go in and add glossary -- it would be a public thing. And - but we could reference it on the GNSO site. Anytime somebody didn't know what a word is, you'd go hit the Wikipedia.

Mason Cole: Not bad, yeah, take some of the work off of staff, right?

Ken Bour: I think that was part of the idea.

Mason Cole: No, I mean actually I'm totally serious about that. I mean that's in my view and I have this view in different capacities which is everybody's resources needs to be focused where they're most productive. And if you ask staff to do everything then, you know, it's like anything else, if you ask someone to do everything, then very little will get done.

Chris Chaplow: Yeah. And it's one thing to do a glossary. It's another thing to maintain it. And that could be more difficult...

((Crosstalk))

Mason Cole: It's true. It's true.

Chris Chaplow: And even IRT isn't on the GNSO Web site at this moment or at least it wasn't in Sydney.

Ken Bour: Yeah, I heard about that.

Mason Cole: Yeah, I bet you did. All right. Okay, well that sounds good. Sounds like you guys are really making progress on that -- on Tasks 1 and 2. I mean if you're having a full-day discussion on Friday, that's a lot of work.

Ken Bour: Right, yeah, absolutely. I mean we really want to come out of there with a project plan that actually talks about everything from how the design would take effect and potentially some additional user profile type work if we go with the segment approach all the way through to data migration. And - because, you know, all the stuff that's on the current site has to be tagged and mapped and decided whether it goes to the new site and all that.

So we want to have a complete discussion of all those steps and maybe even lay out some timeframes and that kind of thing so that the sub-team and staff and everybody else sort of knows what's next and we can begin getting things done. It may even be possible for us to do things in a sort of parallel fashion, right, rather than sequentially.

Mason Cole: Right.

Ken Bour: So that, you know, maybe some data migration work can start now once we know what we're going to do instead of waiting until three months from now and then saying, "Uh-oh, we got to get all this data out of here," right.

Mason Cole: Right, right.

Ken Bour: Yeah.

Mason Cole: Okay. All right, sounds good.

Chris Chaplow: Mason if you want me to call in at any time to, you know, (unintelligible) anything productive or a section of that meeting, that I can take part in usefully, then don't hesitate to contact me for that. As you know, I'd quite like to have been over there to join you but (unintelligible) were too difficult.

Mason Cole: Yeah, I'll keep that in mind for sure Chris. Okay. All right. Good, let's move on to Task 3. Neither (Helen) nor (Zvenick) are on the call but Ken do you have any idea, has there been anymore work done since Sydney?

Ken Bour: I have no clue.

Mason Cole: Okay, all right. Let's not spin our wheels on that. I'll ask the two of them to provide us an update if there is one. Because I think where we left it off in Sydney was they had a call with Christina Rodriguez, right, to talk about localization translation. And that generated some ideas and then the two of them met to talk about other ideas and they had a few but they haven't really gone any further than that I believe. I think they had agreed to meet the two of them in Sydney to talk about next task but I don't know if they took that - if they did that or not.

Chris Chaplow: I don't (unintelligible). They were going to, but I don't know.

Mason Cole: Okay. All right. I'll ask them. Okay, on Task 4, my task. I thought -- actually I was a little concerned in Sydney that we were going to go into a rat hole on that issue, but I was pleased that we actually had several very good discussions about that area including Chris your ideas for better communication in meetings and Ken your discussion about civility. I think both of those are very relevant to what we're trying to do. So the task on me is just actually do the drafting work.

I also have an outstanding item to share business requirements with the broader OSC. I have not done that yet. So I will do that before the end of this week.

Ken Bour: Actually if you -- well, if we don't think that there's a hurry, the only reason I would say a slight pause, now that Scott has had a chance to send in some ideas there were a couple of areas that he thought maybe we should -- they weren't huge and major -- but we might create a slight -- one more revision of that document.

Mason Cole: Oh, really. Okay.

Ken Bour: And it will have Scott's (unintelligible) on it and I don't think that's a bad thing. And as long as there's on hurry to get it to the OSC maybe we could wait till Monday or Tuesday and do that.

Mason Cole: Oh, yeah, no, no, that's fine.

Ken Bour: Yeah, because then we can -- by the end of the weekend we will be able to incorporate any of Scott's final changes. I don't think everything he suggested needs to be changed. But what we decided to do was to cover some of his questions with (Mark) while we were all together and then decide what we wanted to change in the requirements doc. So we'll know the answers to that by Monday.

Mason Cole: That's great. No, that's perfectly appropriate. Let's do it that way.

Ken Bour: Okay.

Mason Cole: All right. I put in the agenda the idea that we'd set a deadline for the first draft of our comprehensive document. Since we're not all on the call I'm not sure that's a wise thing to do. I don't want to commit everybody to a deadline they can't meet. Maybe we should do that over email where everybody can have a

chance to see it and review it. So why don't I follow up on email on that? Any objection there?

Chris Chaplow: No.

Mason Cole: Okay. All right, anything else we need to cover today? Well, we're in danger of making this only a 15-minute call. All right. Well I know everybody's very busy so I'm going to suggest that we stop here and get on with things and we'll meet again in two weeks if we don't talk sooner.

Ken Bour: All right. That sounds good and I agreed to for Julie that I would go ahead and summarize the meeting. So I'll do that and maybe I'll just send it to her to publish or I'll put it up on the Wiki, one way or the other.

Mason Cole: That'd be great. Thank you Ken.

Ken Bour: Okay. Nice talking with you guys.

Mason Cole: Okay everybody, thanks very much.

Chris Chaplow: You're welcome. Thanks (unintelligible).

Woman: Thank you.

Mason Cole: Bye-bye.

Ken Bour: Bye.

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