

**GNSO
Operations Steering Committee Community (OSC) Communications Coordination
Work Team (CCT) 18 March 2009 at 19:00 UTC**

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Mason Cole: Okay I'll start. My name is Mason Cole. I'm calling - today I'm in Los Angeles where our parent company Oversee.net is headquartered. I am the interim and probably soon to be permanent chair of this work team. So, everyone else could you join up and make an introduction please?

Steve Holsten: Sure this is Steve Holsten. I'm in Dulles, Virginia. I'm with (VeriSign). And I may well be the Vice Chair.

Mason Cole: Who's next?

Chris Chaplow: This is Chris Chaplow from the Business Community Efficiency from (unintelligible) here in Spain assisted listening only by (willing meeting).

Mason Cole: Sedar?

Sedar: I can go next. This is Sedar. I'm from a registrar located in Turkey called (unintelligible). I am the manager of the company. And it's 9 pm right now in Turkey.

Mason Cole: Well thank you for joining up so late.

Sedar: My pleasure.

Mason Cole: All right anyone else? Is there anyone else on the team present on the call that needs to introduce themselves to staff? Okay since we know (Ken) and (Julie) and (Rob) - is (Rob) on the call or just (Ken) and (Julie)?

(Julie): I don't think (Rob) is on the call.

(Ken): (Rob) jabbered me that he will join the IT group. He's in Marina Del Ray. He might be a few minutes late. But he'll be there.

Mason Cole: Okay good. All right. I'd appreciate it if the Web team who let me just say right now. Thank you all very much for making time for this call. I know this download is going to be very helpful for us to establish contacts for the work. I'd appreciate if each of you would make just a brief introduction so we know who we're talking to if that's all right.

David Conrad: I'm David Conrad. I'm the Vice President of Infrastructure and Technology, sort of overseeing IT or pretending to.

Roman Pelikh: Roman Pelikh, I'm Director of Application and Service Development, work with David overseeing the IT.

Ritsa Panagis: Ritsa Panagis, Senior Business Systems Analyst at ICANN and the Application Development Group.

Kieren McCarthy: This is Kieren McCarthy, the General Manager of Public Participation and I have a sort of general Web site oversight role.

Marc Salvatierra: Marc Salvatierra, Manager of Web Content Development of Corporate Affairs. I deal with front end content work.

Joyce Thomas: Joyce Thomas, I'm a Project Manager. I mainly work IT projects.

Mason Cole: That's it? Okay very good. Thanks very much for joining us everyone.

(Owen): I'm (unintelligible) from (Deadlines).

Mason Cole: Oh hi, (Owen). Good to have you.

(Owen): (Thanks how are you?)

Mason Cole: Okay so we have a very brief agenda although it's pretty dense with content. The only thing really on the agenda today is to speak with the Web team about what's going on with various ICANN Web sites and what their (hopeful) objectives are for some of the planning work.

So, at this point really unless there's anything else to cover quickly right now I'd like to go ahead and turn it over to Web team. So, is there any business we need to address quickly right now?

Man: Not from my perspective.

(Julie): Mason, did you want to mention the outcome of the leadership poll or do you want to save that for later?

Mason Cole: Oh no. Yes that's fine. Yes it, we're - thanks, (Julie) again for setting up the (doodle). It's now, the votes are in and I have been successfully roped into the permanent chair.

And (Steve) has been successfully elected to be Vice Chair. So, thank you all for your confidence. I hope we can live up to your expectations. I - in fact, (Steve), you get to chair the meeting next week because I'll be on vacation.

(Steve): Very good.

Mason Cole: All right. So, let's go ahead and turn it over to the Web team and do you all need any kind of transition here from us or are you prepared to take it away?

(Julie): Are we just going to follow the agenda that (Ken) laid out?

Mason Cole: Yes please.

(Julie): Okay so I guess the first thing is or maybe David can speak to our overall IT strategy. That's the first item.

David Conrad: Yes and I just speak very briefly to it. Basically I took over the role of IT Vice President - actually it's a newly created role - to try to help improve the general performance of IT-related architecture and systems.

You may or may not be aware we've had some growing pains of late and (Doug) felt that we needed to apply more resources into infrastructure technology. And I was brought in to help that out.

The general strategy that I have in this context could be pretty easily characterized as trying to meet what the community requires as efficiently and quickly as possible.

So, one of the first topics that I found myself knee deep in was in improving the GNSO Web site, had some early meetings - when was that, October of last year? Is (Ken) on the line?

(Ken): Yes.

David Conrad: So, October of last year around that time, October, November where we started looking into what needed to be done and basically we turned that into a beginnings of a requirements collection phase.

And we sort of agreed upon an agile methodology to try to get something else quickly and iterate in short periods of time to try to improve things and make it usable pretty much from as soon as possible.

After some discussion later on I guess earlier this year we decided to move into a sort of a different model involving this team I believe. And as I mentioned my goal is to try to meet whatever your all's requirements are as efficiently and quickly as possible.

So, I'm very interested in seeing what requirements come out and what we can do to actually address that and in the near term. And with that I will hand it over to I guess someone else.

Steve Holsten: (Unintelligible) let me go back to you (unintelligible).

David Conrad: Okay.

Steve Holsten: This is (unintelligible) the (unintelligible)...

David Conrad: Oh okay.

Steve Holsten: ...for our Web projects and products.

David Conrad: Right.

Steve Holsten: (Unintelligible).

David Conrad: So...

Steve Holsten: Before you dig into that may I just ask when you started looking at what needed to be done to the GNSO Web site you said in October, November, what we now have as part of the OSC Communications work team, the ICANN board recommendation as to what needs to be done to the Web site.

Was there any coordination at that time as to what ultimately became part of the board's recommendations? Were those done in parallel or just separate that you were looking to see what from your opinion needed to be changed?

Marc Salvatierra: This is Marc Salvatierra speaking. If my memory's correct going back that many months I was in very (close) contact with (Penelope Rin) who came up with a pretty significant document outlining I think what she wanted from, you know, for the GNSO site.

And my position has always been to defer to whatever the (ACRSO) wants. So, I'm not sure - I can't speak for IT, but I have some opinions on what should be done to the GNSO site.

But it was really (Penelope) I think driving that. And then she presented that to me and I presented that to David and IT. And that's sort of how we arrived where we are today.

David Conrad: Yes and actually if I could request some clarification. I'm aware of some requirements that were prescribed by One World Trust. Is that what you're reference here or is that something different?

Steve Holsten: Yes and to tell you the truth I'm not exactly sure. I just know that the ICANN board has recommended all kinds of changes with respect to communication. One of them is the GNSO Web site. And there are fairly broad categories for that...

David Conrad: Yes.

Steve Holsten: ...collaboration tools and portal services and search capabilities...

(Ken): This is (Ken). Let me jump in here because I think I know how to link all these things. The board recommendations came first, right? The BGC report and the board recommendations proceeded any of the work that (Penelope), former ICANN staff person, and I worked on.

Those board recommendations were in principle the starting points of the work we did on the requirements that were published and submitted to David and company in September. I have recently sent that document to all of those members on the team. I hope you've gotten it.

So, that requirements document was the first official set of requirements that we attempted to write that were driven from board recommendations. And so when you see things like portal services and all that that's all the work that (Penelope) and I did to try to make the board recommendations more - to flush them out and make them more detailed.

Steve Holsten: Oh thanks. That sounds like then there's actually a good amount of headway that's already taken place. Okay, thank you.

Woman: (Unintelligible) in terms of a project my assessment for in terms of where we're at right now is there were always - there were a few different things that were done, but now that we have a formal team in place we can use some of those background materials to document okay as of now what are the requirements for improving the GNSO Web site?

So, I think we can use all these things as input. But given that we have different people, different players, just need to take that and then maybe reassess and add to them and maybe expand them.

Mason Cole: Well I think - this is Mason - I think primarily the first thing we need to seek to do, I think, is just avoid reinventing the wheel. I mean if the work has already been done, we don't need to repeat the work. And we don't need to work at (cross) purposes either.

So, you know, we should review the requirement document that currently exists because some of those things may be - whatever's included in there may be some things that we would have recommended anyway.

Woman: And we want to make sure they're still valid.

Mason Cole: Right, yes.

Woman: And we've got different people because I think - (Ken), was that document - was this - was there reviews by a bigger audience or on the external for the GNSO (unintelligible) groups?

(Ken): No. Well the policy staff yes, but not outside of the ICANN staff, no. And unless it's got a wider distribution inside the ICANN infrastructure team, I think it has had generally pretty limited distribution. So, my sending it to the communications work team is probably the first time it's been outside of ICANN staff.

Man: There was one other challenge with the requirements documents was one, it was product centric from the standpoint how the requirements

were written. So, that's one of the other things we need to consider when we look at the requirements.

We want to make sure when we write about the requirements it not necessarily product centric, but really what are the requirements? And then we'll look at what the mechanism is going to be to meet those requirements.

Woman: So, what I'll be trying to do in working with the - what we're going to call the business team for the project is trying to come up with a set of requirements that really addresses business problems that need to be solved.

So there won't be any - I mean there will be some things about features, but they won't be written in a way that really suggests a design solution. We'll take those requirements, design solutions for them because we may have different options. Usually there's multiple options for solving one business problem.

So, say a requirement around document sharing. We could do that maybe a number of ways on the Web site. So, we just - we'll need to step through exactly what you need to do, what's required for document sharing so that we can come up with different design alternatives for you to review and evaluate.

David Conrad: Okay and that sort of tailors into what I was about to comment on with regards to the key platform architectural-related decisions. Fundamentally we're fairly open to mechanisms by which we can meet whatever the requirements.

However we have selected Drupal as the Content Management System. It would be nice if we could tailor a system that would interact well with Drupal database where you're deploying a high availability.

My people cluster. So, Sequel is the preferred database interaction mechanism and the specific subset that my people implement into the one we prefer. Content sharing, that is more wide open. We don't have any specific limitations that I'm aware of. Marc might have some preferences in the content sharing space.

Marc Salvatierra: Content sharing or document sharing?

David Conrad: Says content sharing on the agenda. I mean it can to be document sharing as well, yes.

Marc Salvatierra: I can cover that when it's my turn.

((Crosstalk))

Marc Salvatierra: Some of the more trickier points to start off but - so, I'll take it it is my turn. I'm just going to follow the agenda here basically. Mason asked for, you know, some context. So, I want to spend two quick minutes just finding a little bit context where the GNSO site lives.

So, the GNSO site is one site amongst about a dozen major ICANN sites. There's meeting site, public participation site, the bloggers and internal portal. There's icann.org (ECs), (SOs). I'm the manager of Web content development.

I have a staff of one who is (Mary) who maintains most of the content. I - you probably have been familiar with her if you've had a change to make to the site. We have a part time contract and Drupal developer.

And basically it's the two of us who manage the content for all of the sites. We rely on IT for the backend support. There is no one ICANN Web master. There's front end and backend management roles.

Drupal is the, as David said, is the development framework that we use to manage our content increasingly. It's been used now for six, seven, going on eight I think meeting Web sites.

The At Large Web site is managed in Drupal. ICANN staff portal is managed in Drupal. The ombudsman, the online dispute resolution forum in 2008 was produced in Drupal.

I'm told by our developer that our multisite, multilingual project is the most ambitious known whether it be Drupal or just generally. We've got the 12 sites I mentioned. And we've got about 10 to 11 designated ICANN languages.

Importantly Drupal is not a document management system and it's not a collaboration space. I understand - a lot of people have come to me asking if, you know, what can be done in those areas with Drupal.

And I think mainly they're asking because they're accustomed to seeing a Web interface and although Drupal provides Web interfaces for content management.

Moving to the GNSO development site, I think (Ken) circulated a link. It's gnso.test.icann.org. So, again that's gnso.test.icann.org. And if you go there you'll see that it's sensually an empty shell right now.

This was set up very quickly just to show, you know, some basic things to be done. Navigationally I've cleaned up the home page a little bit and put one announcement there which I've then gone and translated into five languages I believe.

So, if you go to the test site, go to the home page and then click on the announcement on Global Survey on Multilingualism. Once you arrive in that page...

Man: I'm sorry where is that again?

Woman: (Unintelligible).

Marc Salvatierra: So, if you go to the gnso.test.icann.org...

Man: Yes.

Marc Salvatierra: ...and then there should be one and one only announcement on the home page which is called under May 2008. It's called Global Survey on Multilingualism.

Man: Yes, got it.

Marc Salvatierra: So, if you click on that and I just threw this together very, very quickly. You should see down at the bottom of that page you'll see a

non-English navigation links. There's Arabic, Chinese, French, Russian and Spanish right now.

This is just a very quick look at what Drupal can do in terms of multilingualism. The placement of those links can be moved. There are fewer (unintelligible) conventions that ICANN likes to preserve as part of its translations policy. That's a whole separate issue.

But the main point behind what you're seeing here is that this is a database site. One of the - if I only had two or three weekends to devote to developing the GNSO site I would say let's get some data entry people, let's get the site into a database. And that makes it much more easy to expand the possibilities of what you can do with the site.

Coming out of corporate affairs one of our key requirements, and (Sharon) will back me up on this, is the ability to share content amongst AC and SO sites, amongst icann.org, amongst the meeting sites.

And there's a really valid, (vital) reason for this. The issues that the various ACs and SOs work on are not confined to, you know, a single advisory committee, a single support organization.

New (GLTD) spans a number of different, you know, elements of ICANN, IDMs, et cetera. For corporate affairs, if we're using different platforms, if we have (siloes) sites, it makes it very hard for us to communicate to users. And it makes it hard for the individual ACs and SOs to communicate to their audiences and what's really going on in the big picture at ICANN.

So, content sharing is a huge part of the work we've done with Drupal. We've spent a lot of time. The meetings generate an enormous amount of content, audio, visual files, presentations, agendas.

In order to avoid the content created at meetings from becoming (siloeed) as of this last meeting the meeting sites are now part of the shared system. So, what we're able to do - I'll just point your direction now to a different site that better illustrates the point I'm about to make.

If you go to www.atlarge.icann.org/summit and again, I'll repeat that. It's www.atlarge.icann.org/summit. You'll see the possibilities of what we can do with Drupal. It's a pretty flexible framework.

And again, I don't want to get too deep into architectural issues because I know Mason's preferred focus was that we, you know, touch on ways for improved communication. So I'll get to some specific recommendations on that in a moment.

But if you go to the summit URL that I just gave you, you'll see that for the at large summit, it supported users in three languages - English, French, and Spanish. Depending on which language you select, you're navigation options change to the localized language that you selected.

Further down in the center you'll see the summit schedule for Mexico City. This is something I was really excited to be able to do, which was share the Mexico meeting schedule right into the at large site. It prevented us from having to maintain two sets of books, you know, one for the conference at large, one for Mexico so that saves a lot of work right there.

And you'll notice that the URLs, as you click around through some of the multilingual options, URLs are prefixed by ES or in some cases EN or slash FR and (implied) for localization you're looking at. So that's basically the direction we're going.

Now aesthetically, there are several dozen available Drupal themes that could be selected and then modified. I think my preference would be - my recommendation would be, you know, that the GNSO and that the business team assembled here focus on getting the site, you know, established within a database, getting the content sharable, more manageable out of static files.

So, the last thing I'll cover is just to go through quickly a few recommendations I have in terms of, you know, GNSO communications because I've worked now with GNSO content daily for about two years. Worked closely with (Glen) and more recently with (Rob) and (Ken) on GNSO improvements.

My recommendations would be to think about contents in terms of ICANN overall. Again, we're trying to share content. It's for the benefit of users.

Sure a lot of users are interested in what's going on and who is visa vie GNSO particularly. But as a larger issue, it's nice for us in corporate affairs to be able to take GNSO content and reproduce it on our Web site very easily.

So I think that benefits everybody all the way around. And again, we've built the system to accommodate that.

For ICANN.org, I recommended to Kieren that we really take a news portal approach to the home page particularly just to get people a very quick top level view of issues that are available without them having to drill in very deep into the site.

For GNSO, I think you think some context work on issues visa vie other advisory committees and supporting organizations would be interesting. Again, there's a lot of shared issues. (Unintelligible).

The GNSO runs the most policy development processes. So a focus on the timelines, you know, there's a real opportunity there to visualize where our progress is at on these (PDPs). I know that (Glen) has raised the issue of translated material a few times on the GNSO site.

So, having worked now with really a huge volume of translated material coming in, what we've learned at ICANN is - well first of all, up until recently there really hasn't been an accepted approach to internationalization, localization. You know, there's no iso-standard really for how to present it on sites.

Drupal has done - and the Drupal community has done a huge amount of work in this area. We've been in close touch with them so we've identified the approaches that work the best.

The At Large site has suffered a little bit because it's almost been too ambitious. The ability to put the multilingual content up there has outpaced the ability to get everything translated. So, you end up with gaps in navigation. You end up with gaps in content.

So, for the GNSO I'd say, it's important to expose what's available in terms of translated material and I and the (CMS) and the team can help get that done. But it's also important not to imply that there's more there than is actually available. So just give an honest presentation of what contents available.

One thing we're adopting within corporate affairs is a focus on simplification of messaging. Defining key terms once and for all within some sort of vocabulary and that can be shared with GNSO.

An advantage to data basing the site would be easy generation of RSS feeds which a lot of people, you know, prefer to have content pushed out to them rather than visiting the site. It's absolutely a fair request.

So, it's much easier to do that kind of stuff coming out of the Drupal database than for a staff of two to try to maintain all that stuff by hand which would never happen realistically.

Outside of the GNSO site, I think that - it occurred to me today, that I haven't seen a lot of representation on the ICANN blog by GNSO. In terms of, you know hey, this is what's going on. We're working on this.

Back on the GNSO site, one thing that I think would be helpful is, you know, explaining in a more of a news fashion, you know, what's the significance of what's being posted? You know, let's release a major draft on who is (PDP) or something like that.

Well, yes, it's important to release the document, but for the benefit of, you know, people who are new to the site or new to the issue, what's the significance of this document that's being released.

And again, keep in mind that the content would likely be shared outside the GNSO site, maybe on ICANN.org, maybe just released out into the blogosphere. So, having that context is important.

And then there are just obvious architectural re-workings that need to be done. There's no top nav on the GNSO site. That needs to change. I mean, that would open up a lot of possibilities.

And, you know, again I don't want to get into too many architectural specifics but the thing that GNSO could benefit most from architecturally would be to just identify and apply some basic web conventions, top nav, a left nav that changes contextually depending on what section you're on.

Having, you know, folding the improvement section more formally into the overall GNSO site in terms of micro site right now but I don't see why it can't just be part of the GNSO site.

And again, as I mentioned, I'd advise that, you know, GNSO work closely with myself, Kieren on getting translated material put into the site the most effective way possible because we've really - as I said, ICANN has a really ambitious translations program, a really ambitious multilingual approach and we've learned a lot and I think it can benefit GNSO.

So I think that - it says lastly down here that the development process that the team might utilize through web admin or other - again, I'm a front-end content guy and we've got the Drupal framework as our platform.

I'm sort of on the receiving end of the requirements. I'm leaving it more in (David) and Ritsa's, you know, hands as far as what particular methodologies followed.

Whatever we do, I want it to be quality obviously and I think that by starting with the data based focus and applying a slightly nicer aesthetic you know, we could advance the site a long way.

So, I think I've covered pretty much everything I want to cover and if there's any questions, I'm happy to take them.

Woman: I want to just - I'm going to clarify for the team. Now that we have a team established and now we're officially a project, we do have a project management methodology that we follow here at ICANN.

We're also going apply - for application development project, there's also a methodology for the development process itself. And that's the agile process that we've been referring to.

But, now that we're starting, we're going have to write a charter and define the scope of the project. Marc, you had mentioned that like Drupal doesn't lend itself to document management or (unintelligible).

So we're going have to define whether the scope of the project would include those things or not. And decide whether we would look at other

solutions or whether we just narrow this based on the capabilities of Drupal on defining requirements for those.

Marc Salvatierra: Right.

Woman: (Unintelligible) I think to, you know, the charter - the most important thing the charter has is the objective and the goals of the project plus the scope of the project. And then that's just the framework underneath which the requirements (unintelligible).

Marc Salvatierra: And I should mention, just again for context, that I'd say there's probably four to six systems out there that can handle, in the way ICANN needs to document management and content management and collaboration.

And those are all, you know, million dollar systems, multi-million dollar in some cases. And I think that this is more for David to speak to but in looking at share point for example, some of these systems - it wouldn't make sense to me at least, and I think David might agree, to adopt them only for use with one advisory committee or one support organization.

It just makes sense, again, to put them over the entire organization. That has its complications also, but just by way of explanation, again, Drupal not a document management system.

(Ken): This is (Ken). Maybe I can ask a few questions. The - David and others, have there been or is there a something going on at ICANN to satisfy or solve the document management issues that have been identified?

And maybe right after that the second question would be same question with respect to content sharing or collaboration.

David Conrad: We have undertaken - we've initiated a project regarding a document management system. But that's focused primarily for internal use, as I understand it. Roman and Ritsa might be able to talk more about that if there's specific interest.

With regards to collaboration, we don't, as far as I am aware, at this point have a project initiated with regards to expanding the collaborative systems. That's something that we're looking at.

However, with regards to the GNSO website improvement effort, I believe there is an opportunity here to sort of blaze some trails about how you all believe the collaboration could be done.

And then we would work on ways of figuring out how to actually implement that within the context of the things that we have and the limitations that we have.

Marc Salvatierra: This is Marc speaking. So I understand a little bit better now. There was some earlier confusion there, I think, over what was covered by content sharing. So when I speak of content sharing, I mean finalized documents, pages, postings that are put up to the sites and it's important that they be shareable.

So I think I'd prefer if content sharing, the phase, is only used in relation to that sort of thing. Collaboration, again, Drupal is not some - it does have some work (flows).

But for anyone hoping say to do really heavy document versioning and, you know, have real time work spaces, stuff like that, again, it's not among the family of software that does that.

So I know a lot of ACs and SOs have sort of defaulted to social text, the Wiki, as a place where that stuff happens. Again, I am kind of throwing that back to David because I'm happy just to focus on the CMS part.

David Conrad: Right. And, like I said, we're looking at - you know, part of the effort within GNSO Web site improvement task is to actually identify some of the requirements. And then we can take that and figure out ways in which we can best meet those requirements in the area of collaboration.

Woman: Okay, so then the scope of the project would be expanded to include collaboration and maybe even content management? And to clarify the practice that we have internally, we are starting out really with just a focus group for the business departments that are in most need of document management which is legal and our services group.

So but - and then the - so the approach to that project is not to take it on company wide and externally for the first release, but to start with a smaller focus group and then after that is implemented, expand that for use by other groups in the organization and I guess for the future maybe even beyond. I don't know.

(Ken): This is (Ken) again. With the - just in terms of - I want to come back to the charter issue in a minute just to help sort of frame what this team

can and should do. But on the document management issue, is it reasonable for the team to consider that that project or sub-project is already underway?

Requirements are being developed. It's being done internally for ICANN and the results of that are being shared community wide when and - that time comes?

Man: No. I don't think at this point we're taking that approach from the internal document management system. The document management system is at least right now internally oriented.

David Conrad: Right. The challenge that - I am sure that you're aware - the challenge that we face is that in the context of an internal document management system we can place greater constraints on the type of platforms under which we are using.

When you're looking at something that is intended to be a site that's to satisfy the requirements of the GNSO community as a whole, it becomes much more difficult to constrain the client mechanisms that are used to access the document.

We're, you know, obviously as we complete the internal (DMS) effort, you know, we will be happy to share that with, you know, the GNSO community as a whole and other communities as they desire it.

But it is not clear to me that it would be directly applicable to a wider audience requirement that would be true within, you know, essentially all the policy of the ACs and SOs.

Woman: And the focus groups that were chosen internally, that is because they're in dire need but they're using it more as a business application as opposed to just a productivity tool. So they're - it's going to have such an impact on how they do business that, you know, that's the focus on it now.

We know that there's a need across ICANN and probably externally to do it - use it more as a productivity tool. But right now we're just focused on implementing it as more of a business application.

(Ken): Okay, this is (Ken) again. That's great. Great answers, very helpful. Just in thinking about everything that I have heard and, so far, it sounds like this team could start its work on a sort of a set of business requirements that is not product sensitive or not technology driven, but business process oriented.

And I think it could start from the work that (Penelope) and I did back in September, right?

The question in my mind is do we want to - should the team just sort of start with pen and pad or with word documents struggling itself to collaborate on them in order to create a requirements document?

Or should we be looking more at what Marc has done in this beta framework and be trying to provide input feedback about the site, going through some development and some (iterations) and working the requirements out as we go? Or does anybody have a thought as to what the best way is to proceed here?

Woman: Well, I think the first thing we need to do is define the scope of the project. And then based on that, we know like how much this project will include. I mean, if we just - if we say just going to be design specific, look at the website - I think we can use it as a tool to drive out what some of the requirements are.

So if you look at your existing Web site and we're able to identify what all of the limitations are, then we can address how we can fix those on the new site. But the prototype should just give you ideas for features and functionality that you can - that the group would like to see.

Marc Salvatierra: I think that focusing on the prototype is a way of trying to determine what you want would be unwise. Rather - and one of the reasons the prototype is empty is because I am not really sure what - how you want it to look, what C elements you want to play up.

Really, it's - it could have - again, if I had two weekends and some data-entry people, we could absorb this content and start moving it around, start playing with it even. You know, we re-arrange things constantly on the sites. And that's one of the things Drupal's great for budget. It has a great capability.

Man: But from the requirement standpoint, what we are primarily looking for is what business tasks or problems you are trying to solve, what the intent is. And Drupal could be one of the mechanisms to solve five out of the ten issues that you need to solve as a business unit.

Steve Holsten: This is (Steve). May - if I may interject a little bit, I think that if with the ICANN site overall has a certain look, feel, approach, et cetera. I would

think we would want to mimic that in the GNSO site in a more micro way.

So when you look at if it's top nav or less nav or whatever, you could do whatever you want. I would think that you would want consistency so that people who are using the ICANN site to navigate around, then when they go to a subset or a smaller or micro site or whatever you call it that there's a consistency.

And that consistency should apply not only to navigation but the manner in which things are shared, posted, the way things are summarized so that you know what's in there.

I guess I would envision that GNSO website improvement process as simply taking the latest greatest technology user friendliness and everything else that you apply to make the ICANN site such a good one and apply that to the GNSO site as well.

Marc Salvatierra: (Steve) speaking of - this is Marc again. Speaking of someone from corporate affairs, I know that there are definitely people who agree on the branding and the fact that almost everything you said. In fact a lot of what you just described in terms of, you know, uniformity of information, the way it's laid out summarized et cetera.

A lot of that's contained in this report from the One World Trust going back to I think September 2006 and that's sort of where the model for content sharing came from. And just one other point I wanted to make is yes, it's important to think in terms of sites but I think that we can become a little too focused on sites.

And I think that what I've seen, having worked in web for ten years now, is people are getting away from sites, there's just content and it's - sometimes you find another site, sometimes not.

So again, that's why it's important I think to focus on like the value of the communications, you know, the way things are written, the significance of the message, the simplicity and try to get those communication items out there whether it's through the GNSO site or whether RSS feed, email, icann.org, any of it.

Man: This is (unintelligible). I want to comment on that. I agree, I think there's two things. There's the process of communication and there's content of communication. And we'll probably end up addressing both at some level in our recommendations.

But I agree, you know, it is important to make sure that we evaluate the Web site tools, you know, whatever technology is available that will help us accomplish our end goal which is help the GNSO communicate better.

But I agree, I want to be careful that we don't go down a big hole and, you know, focus on tinkering with Web sites and that kind of thing as the solution that we're seeking. It may or may not be.

David Conrad: To clarify one thing the task before us it seems a little vague to me. From one prospective there's - the title of this is GNSO Web site Improvement which is very relatively straightforward at least in my mind although the implementation might be challenging.

But conceptually it's improving the Web site making it as a better communication vehicle for essentially information going out.

However, in the past in some of the discussions I've had there's been a slightly different focus or radically different focus depending on your point of view in the sense that it - GNSO Web site is taking a short hand for all the collaboration tools that facilitate the GNSO to get their work done.

That latter task is significantly more complicated than the former and, you know, at least in my case maybe I just misunderstood what sort of the goal of the website improvement task is.

(Ken): This is (Ken). Having participated in that earlier requirements stuff, I think you're latter interpretation is certainly where - that's where I hear most of the discussion on this topic.

And certainly looking at the Board recommendations, it appears that it's much larger than just changing the look and feel of the GNSO site, changing the navigation and sharing the content, although that's an extremely important goal in and of itself.

I think of the project as much broader than that. Certainly collaboration is a real problem. I hear every day people struggling with the Wiki and what can be redlined and what can't be changed and then trying to find work around for editing, it's just a real problem. So and people do an awful lot of collaboration work in the GNSO as you know.

So it sounds to me like what probably should happen here is we should look at the very broadest set of starting with the sort of problems and

difficulties and challenges and try to construct a set of requirements that deals with all of them.

And then maybe inside of that we have to prioritize and it may turn out that the collaboration things that are wrong can't be fixed as quickly in the short term as some of the content sharing and other things for which Drupal is perfectly suited. Maybe that's the path through this.

Chris Chaplow: Chris Chaplow, (unintelligible).

Man: You can go right now.

Chris Chaplow: Thank you. I'm just wondering this might be thing of content management is one of the items under the Web site requirements and we're sort of sitting here thinking wow, this is big.

Is there something that we can put our - well I won't say concerns - or comments to the steering committee at this early stage so that they consider it as well, because if it's going to be fully on our plate then I think we might need to expand the team with the specialists in this field.

Joyce Thomas: This is Joyce Thomas from the project manager. I kind of wanted to try and back us up, I'm kind of going to back up with what Ritsa said earlier is we're discussing everything that this could possibly do.

And I think since we're building something and really there's a lot of great ideas here but we've got to have some agreement that maybe we should back up and just start with defining a project charter at a very high level that says hey, this is the scope of this project because we

can't even get into defining high-level business requirements until we really get agreement on the scope of the project.

Woman: Right. So we talked now we've just mentioned kind of two options, you know, limited towards the next version of GNSO Web site Improvement versus this broad overarching thing which can be approached as one big project with multiple phases or two separate projects.

I think internally we need to discuss in terms of resourcing if we, you know, what our preferences were one versus the other in terms of how we manage it.

((Crosstalk))

Woman: We don't have the scope aligned.

Joyce Thomas: If we can maybe take - I suppose we can take an action and define the start of a project scope and then get agreement among this team and that might take a week or two, I have no idea.

But then from there we develop the high-level business requirements and one of them like even (Steve) said, if he wants to have a consistent look and feel to the other ICANN Web sites, that to me is a high-level business requirement. And then we move from there once those are agreed upon.

I mean David says we want to do an agile development so we can take a chunk of the project scope and go into detail requirements from there and then pass it off to Marc and team or Roman and team to build and

then Marc to develop content for it. Like I said I think that comes but I think we need to back up a little bit and David who's...

((Crosstalk))

Joyce Thomas: I actually project charter but...

Woman: We're actually not using that. What we've come to right now, this is really more like a project kick off because now we have a team on the business side in place. So (Ken) has been kind of the lead on that so but we're - we need to just kind of follow our project manager methodology.

Joyce Thomas: But I'm wondering, I know - I'm wondering who do we turn to to get the - I mean I know that I will write the initial project charter but I don't own it. I have to work with a number of people. So I just want to make sure I can get that going.

Man: Is that (Joyce) speaking?

Joyce Thomas: I mean the process that we've been using during the charter, the project manager works with the project sponsor and the business leads to develop the charter. So I think (Ken) is our business lead ,I'm not sure who the project sponsor would be though.

Mason Cole: Folks, I'm sorry. I don't mean to throw a wrench into this. We've got about four minutes left on this call. I know I have a meeting here in a few minutes. So if there's anything that needs to be taken offline, we can do that, but - so we can either settle that question now or we can or is there anything else we need to cover before we hang up.

Joyce Thomas: No I can take it offline. I just wanted to have one action item to start the project charter before the next meeting. So I can take this offline with you (Ken) and we can identify who I can work with to just start this.

(Ken): Is that (Joyce) speaking?

Joyce Thomas: It is (Joyce).

(Ken): Yes okay. Super Joyce. Joyce, yes, I think that is great. You and I can - we'll get that started and then I'll keep the liaison on with the team and Mason and (Julie) and the rest of them so that they'll know what's going on there.

Mason Cole: All right that would be good (Ken) if you would do that.

(Ken): I would.

Woman: So we do need the point of project sponsors does anybody have thoughts on who that should be because that's who Joyce would work with.

Mason Cole: Yes, How about (Denise Michelle)?

(Ken): Yes you need to talk with (Rob) and figure out - the only issue with (Denise) is she's a little over saturated with things to do these days so it may be best to have someone other than her but (Rob) and I will discuss that.

Mason Cole: Okay, okay.

Woman: I'll put out an email communication with whatever has been decided so everybody's on the same page.

Mason Cole: Does anyone else have any further questions for the ICANN web team while we're on the call?

(Rob): Mason, this is (Rob). I think this has been - I came in shortly after you all started and it's been a very useful dialog and discussion and I think, you know, observing sort of the reactions of the team here in Los Angeles and hearing some of your questions as well.

I think it highlights, perhaps even in Chris's comment, about you guys looking again and perhaps in your next meeting getting your own clarity in terms of scope, in terms of what you really want to focus on.

And what you think can be accomplished in the next six months because it's very helpful once you get into this context to sort of say okay, now how do we, you know, how do we take this from general ideas to some real traction. And I think what we're all beginning to see and appreciate that the challenge of this team has in a much broader context.

Mason Cole: I agree. You know, I'm already envisioning this. You know, we could bite off easily way more than we could chew in terms of our recommendations.

I mean even if we identify the universe of potential areas that we could focus on, it would probably be smart for us to prioritize those for our

own benefit and even for the benefit of the community because, you know, we can't do everything at once.

Right, you know, we should focus on what's most important and what may have the most immediate impact on improving communications.

(Rob): Yes, I know from experience working with the project team internally here at ICANN it's a tremendously useful process to really introduce that rigor early so that there is buy in, there is understanding about where folks want to go.

Mason Cole: Yes.

Woman: Everybody's on the same page.

Mason Cole: Okay good I think we're in agreement on that then. All right, it's almost 1 o'clock. I'm afraid I'm going to need to cut off the discussion right now on the Web site with - on behalf of everyone I want to say thank you to everybody on the ICANN web team that joined us on the call.

It's an hour of your time that you're not going to get back and I appreciate you sharing your expertise and your, you know, the description of your work in progress and your willingness to work with this team. Thank you very much.

((Crosstalk))

David Conrad: We look forward to actually improving times.

Mason Cole: Yes so do we.

Woman: That's right, thank you everyone.

Mason Cole: All right is there any other business to cover on this call today.

Woman: No. I could do it by silence and you'd be left wondering so from my prospective no.

Mason Cole: All right in that case we will stand adjourned. I'll remind you I am going to be away next week. (Steve) will chair the call. (Steve), I'll forward agenda outline to you that you can tailor as the week goes forward and then (Julie), I know you're going to summarize the meeting and send notes out to the team, correct?

(Julie): That's right and actually because of the discussion on the Web site I'm going to ask (Ken) to take a look at my notes first just to make sure I captured everything.

Mason Cole: Okay. That's great, thank you for doing that.

(Julie): Sure, no problem.

Mason Cole: All right if nothing else folks, we are adjourned. Thank you very much and I will speak with you in two weeks but you'll all convene again next week.

END