

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

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**Participants on the Call:**

Steve Holsten - Vice-Chair, gTLD Registries Constituency

Chris Chaplow - Commercial and Business Users Constituency

**ICANN Staff in attendance:**

Ken Bour - Policy Consultant

Julie Hedlund

Glen de Saint Gery

Gisella Gruber-White

Scott Pinzon

**Apologies:**

Mason Cole - Registrar Constituency – Chair

Gisella Gruber-White: Thank you. (Steve) - a quick roll call for today's call. Good morning, good afternoon everyone. On today's call we have Steve Holsten, Chris Chaplow and then from staff we have Ken Bour, Scott Pinzon, Julie Hedlund, Glen de Saint Gery, and myself Gisella Gruber-White and apologies we have Mason Cole

And if I could remind you all please to state your names before you speak.  
This would help for transcription purposes. Thank you very much.

Steve Holsten: Very good. Thank you Gisella. This is (Steve). I know that (Mason's) unable to attend. I don't believe that (Helen) or (Zebeneck) will be able to attend either so I did send a note out regarding the agenda which I believe is as simple as a quick status update.

As (Helen) and (Zebeneck) are not on, that work team obviously can't report in. I'm not sure that (Mason) has given anything else in terms of his progress. I think the most significant progress appears to be in Team 1 most notably, (Ken) and (Scott) and (Chris).

So would one of you like to give an update as to where things stand with the GNSL Web site's initiatives that's pushing forward?

Chris Chaplow: Yeah, (Chris) here. Should I come in there?

Steve Holsten: Absolutely.

Chris Chaplow: Okay, good. We've been sort of continually pushing on looking at how the new Web site's going to be organized and we know (Mark's) sort of chomped at the bit to get going. I think all the data has now been moved across. Is that - is that correct, (Scott)?

Scott Pinzon: That is correct.

Chris Chaplow: Yes, so it's quite a good way of doing it I think. Not to - to get all the data from the old-fashion HTML pages into the true pile database but without worrying about any of the changes to the design or the structure or anything. Just getting all the information across and I've actually been surprised about how quickly that's happened and painlessly, or at least it seems painlessly from the outside anyway.

Steve Holsten: And will that data continue to be updated? It's obviously ported over and that's a good start but will we be then updating both the old and the new?

Chris Chaplow: I assume the new is now just - sorry, the old is just an archive and the ongoing updates are being done onto the new.

Steve Holsten: Okay, got you.

Chris Chaplow: So the next steps really is to look at the taxonomy and the new menu structure for the new Web sites and the overall layout or the information that we want in the home GNSL page and the sub pages and really to look around, try to organize it a bit, see what material we've got, see what we haven't got.

You know, you look at certain pages. I think we were looking recently at - on the phone at an elections page and it was quite the sort of hodge-podge of articles of nomination, of candidate statements, of different things. So down at that sort of lower level there's some reorganization needed and that's also going to show up gaps in information I think.

So we're meeting - which dates is it? Second, third, and fourth in Marina Del Ray to really just get around the table and thrash out those things to be able to pass the information over to (Mark).

Steve Holsten: Great, that's great. How about you (Scott) or (Ken)? Do you have more to fill in beyond (Chris)?

Scott Pinzon: This is (Scott). I thought (Chris) reported quite well but one thing I would add is that when we convene the team to make our design decisions I feel like we have some really great research about user needs that we can base these decisions on.

You may recall the (Revere) group - they had a survey on cross the whole ICANN.org site. It had 230 respondents so we have their findings from that and then I personally have interviewed so far eight team SO, so-called power users. You may recall we put the invitation out about a month ago and thank you for providing names.

And then (Revere) group results interviewed some users so we have a total of 17 Web site user interviews so we really have insight into what people are trying to do when they come to the site, what they wish were easy, how - you know, what style they would prefer. So we will use all of that research as we make our design decisions. I'm very optimistic (unintelligible).

Steve Holsten: Great. You've done eight of them. How many more do you have, (Scott)?

Scott Pinzon: I probably will only wind up doing two more. We are - we hit that point where we're getting repeated messages out of various people so that's what tells you you've pretty much discovered what's there.

The only thing lacking is we need a little more insight on how people who are not English-speakers prefer to use the site. So I'm following up with a couple more interviews hopefully next week.

Steve Holsten: Terrific, terrific.

Ken Bour: This is (Ken), just another item just to add on that. There's another task. Before we actually meet two weeks hence there's another operation that we want to try to get a substantial amount done on and that is tagging. We've referred to that on a couple of the other calls.

Remember the taxonomy work that we did earlier that we pretty much finished that. Well now the idea - since the - since all of the data from the GNSL site has been ported and it now lives in the new architecture now what we want to do is go into that set of documents and files and everything else

and tag with them with the taxonomy we built before that got done. And what I think (Scott's) plan is for us to get that done next week.

Scott Pinzon: Yes, it's (unintelligible).

Ken Bour: And then when we start - when we meet - when (Chris) and (Scott) and I meet in Marina Del Ray in early September not only will we have all of (Scott's) research, we'll have the (Revere) research and data.

We will have all of the documents and tagged and we will have - we have a - we've already developed a little process for taking all of the elements that exist on the site and being able to sort of slide them around into different buckets or categories. That's the - remember the card process we talked about a while ago, (Steve)?

Steve Holsten: Yes.

Ken Bour: Yeah, that - essentially it - we're going to use automated technology but it's the same concept. We...

Steve Holsten: I was just - I was just going to ask you if that was - if it was automated or if it was a manual process of actually tagging each of the things. So that the taxonomy and the card process is, as (Chris) had aptly described, you put the cards out and you decide which ones go where. That part has already been done?

Ken Bour: No. That - what - I sort of built a model for how we might go about that using the computer rather than physical cards.

Steve Holsten: Okay.

Ken Bour: This was we can actually share it among each other and we can sit down in a room, flash it up on the screen, and we can do the manipulations using our

computers rather than physical cards but the concept is the same. And the only part that's been done right now is the development of the elements that need to be shoveled around.

Steve Holsten: Got it, perfect. Okay.

Ken Bour: So the good news is there's lots of really heavy progress. I mean compared to a long period where there was, you know, just - we worked on the requirements there have been - there's been a lot of interesting developments here and they're moving, in my judgment, productively forward. It's exciting actually.

Steve Holsten: Terrific. That's great. How about anything else to report for the team? We I think have a pretty good handle now on where the GNSL Web site's project stands. Is there anything else that we need to address?

Chris Chaplow: Just an open question about Task 2 in the document management side. I can't quite remember. We sort of talked a little bit. Is that something that we - we've got to pick up again?

Steve Holsten: Good question. Do you - (Ken) do you have an opinion as to when it is appropriate to pick up that project?

Ken Bour: Well, probably not until after (soul).

Steve Holsten: Okay.

Ken Bour: Yeah and whether we need to keep the communications team intact for that or not is a question that we should probably talk later about...

Steve Holsten: Okay.

Ken Bour: ...because that document management - see, once we have the site built and it has the sort of integrity and an architecture and all of that I think it will be much easier to add things that we want to add to the site, especially if it's designed well, than it was to create it to start with. You know, I mean the heavy lifting will have been done.

Now there's - I think it's non-trivial to pick the correct or the best of breed document management or collaboration toolset. I mean that in of itself is an exercise but there are people way more qualified than me that would help with that process - the people in the ICANN-IT world for example and (Scott) and others who have worked with these things.

And then once one is identified as best of breed then it's a technical matter of how do you get it linked in. It probably wouldn't be a community team function I don't think at that point.

Man: Okay, got it.

Steve Holsten:: Okay.

Chris Chaplow: The only thing I'm thinking is (soul) is the end of the six months so it might be worth, I don't know, maybe (Mason) with his overview or somebody just seeing it. There's a section there that we're going to almost not report back on for good reason. Perhaps we should be telling the OFC that's what our intention is or something like that, I don't know. Hello? Does that make sense or am I lost?

Man: No. I can still here you (Chris).

Man: Okay.

Chris Chaplow: Anybody there?

Ken Bour: Yeah, I mean I don't - that's a fair question I guess that (Mason) will have to answer as to compared to the original set of tasks are we - are we going to complete them all by (soul). I think that's always been the intention and (Julie) can correct us if she has a different understanding.

Julie Hedlund: Yeah, this is (Julie). Actually I think there was a sense that perhaps not all tasks necessarily would be finished by (soul). If there are outstanding tasks there is the opportunity for (unintelligible) counsel to determine whether or not to (coordinate) the charter of the work team.

So, you know, I think this is something that we should probably put on the agenda to discuss with (Mason) perhaps at the next meeting.

Chris Chaplow: (Unintelligible).

Julie Hedlund: As far as what we think we can get done realistically and perhaps doing a check-in with the Operations Steering Committee so that they understand we - where we stand on our various tasks.

Ken Bour: This is (Ken). This is completely just a personal observation. It's feeling to me a little bit like maybe work teams have a kind of natural length of time or something - or if it's not natural after some period like four months or three or six or something there - it's just hard to maintain energy levels.

All of the teams I think, with maybe one exception, are struggling and it may just be that the thing to do is wrap them all up in (soul) and then restart those that we need to be restarted with changed missions or, like, in our case the Web site project could stop, right? And the other things that didn't get done could continue in a new team or something.

And if somebody people want to stay on they could. I don't know. It just - it feels a little to me like we need a complete re-energizing of the whole effort.



Steve Holston: I think that's fair and (Ken) does it require a new administrative or procedural initiative in order to get another one of these things going or is that easy to do?

Ken Bour: I'm not - I don't think so. I think if the OCS - the Operating Steering Committee and the Policy Process Steering Committee's remain intact and they want to reconstitute the work teams, you know, to get them new fresh ideas and I don't know. It's just a thought. It's just an opinion on my part. It's not a sanctioned view of anybody other than me.

Steve Holston: Okay. Okay, well let's discuss that more fully. I understand what you're saying and I think it makes a lot of sense. Okay, well I'd like to - I'd like to wrap the call up unless anybody has any further business. Does anybody have anything else they'd like to share?

Chris Chaplow: (Chris) here, yes. Actually what's more concerning than Task 2 is actually Task 3 at the moment whether we've permanently lost (Zebeneck) and (Helen) or whether they're just away for a little time. Do we know?

Steve Holsten: I don't - yeah, I don't know the answer to that and I think (Mason) was going to ping them to see what's what because the other thing that could be done then is to have the rest of the team pick that task up and carry it forward if they don't have the opportunity - either the desire or the time to do it then I suppose we ought to redistribute that to the rest of us who may have more opportunity to dig in. I think - I think that's a great thing that we should come to some decision or closure on that.

Chris Chaplow: Yeah, we have to. I mean we started out as eight and then we lost a few from the beginning and then we're essentially down to three now, aren't we, from the volunteer side? So I think we've got to try and find out where we are with that and...

Steve Holsten: Yeah, that's a very - that's an - a very important task - that Task 3. And I'm not sure how much effort has been expended in that thus far but we need to address it. Well why don't - I will take an action item to coordinate with (Mason). I will see him tomorrow here in Toronto and I will ask him about whether any progress is made, whether they have dropped out...

Chris Chaplow: Yes.

Steve Holsten: ...and what we should do going forward. Good notes (Chris).

Chris Chaplow: I mean is it - is it possible just to give them a phone call off the - off the record as it were to...

Steve Holsten: Yeah, exactly.

Chris Chaplow: That might be the best way forward.

Steve Holsten: Yeah, I agree. I agree. Okay folks. Any other business? Hearing none. Let's adjourn the meeting. I expect that we will have the same regularly scheduled meeting two Wednesday's from now.

Man: Great.

Man: Great.

Steve Holsten: Have a - have a great day everyone. Thank you for taking the call.

Chris Chaplow: Bye now, bye.

END