

ICANN
Transcription ICANN Copenhagen
GNSO Non-Commercial Users Constituency (NCUC) E-Team Meeting
Saturday, 11 March 2017 at 11:00 CET

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Renata Aquino Ribeiro: Good morning, everyone. So, we should begin our EC meeting about the Web site renovation. I've ask (Maryam) to put our presentation up. But I'm guessing you also could perhaps all take a look the URL of our new Web site, which is on a test URL yet. W-W-W-2-dot-N-C-U-C-dot-org. So, the same one, just after (W is 2).

All right.

Woman 2: We've (got) some trouble with the (Deputy) connector. It's just come up now, if that's all right.

Renata Aquino Ribeiro: Oh, okay. Thank you.

((Crosstalk))

Renata Aquino Ribeiro: Thank you. Okay. So, we have an Agenda for today which is pretty straightforward. This will be more of a conversation about expectations and content for our new Web site.

We have a new Member, (U-HU-RAN HWAN) is here with us. Thank you, (U-HU-RAN), who will also help us in this work. And our EC Representatives, (EE-NIS) and Tatiana. (EE-NIS) and Anna, and Tatiana is doing the outreach effort. Dave is also here with us, so we can discuss with you, Tapani and Stefania, what are – what's the status on our Web site.

So, mainly we've thought about discussing three things: the content update, the site management procedures, and the integration of social networks. So, mainly the Twitter account of NCUC, how should that work moving forward?

Brenden has sent a few reference links about – one of them about the Member data base maintenance, another of them about the server – the Linux server – the main list management, collection management and some tasks.

There was a (bad), also, with, like, a brainstorm of where to move forward, and I tried to access it, but it's gone already, so I don't know if we – do we have a record of that content? Do you remember that just brainstorming session? So, supposedly there was, in one of the information, there was a brainstorming session about ways to improve NCUC communications. And everything was recorded.

Woman 2: (Unintelligible).

Renata Aquino Ribeiro: Yes. It doesn't mention one there. And everything was registered on a document, which — first on a pad and then would be transferred to a

document. I tried to search that, but didn't find it. Do you remember anything like, (Bennie)?

Benny Samuelson: I'm sorry, I have no idea what you might be talking about. But, you have any (information) when would it happened or where?

Renata Aquino Ribeiro: No, there's no reference to it. There's just a reference that that was done. But interestingly enough, I think that this could probably be a test for us today, like, to rethink this future communications strategy, and perhaps, I think, decide now about opening it up to Members so we can submit to Farzaneh a time line idea according to our – what we have of information.

So, my first request, my first question, I think, would be do we have access to this (Dublin)CUC.org? I know Farzaneh has the user to publish on this, but have we started updating what the migration status? And perhaps, Ines, you also followed it?

Ines Hfaiedh: So, (Farzaneh) put me also as an Admin for this Web site on the WordPress platform, and I did the migration of – not all of the content, because it wasn't my duty – but I did migrate all the blog posts from ever since the other old NCUC Web site started. So, we have all the blog posts, and recently, I also had the reports on the intersessional that I just noticed (Maryam) just uploaded it to the platform to the new Web site. That's all I have, at the moment.

Renata Aquino Ribeiro: Great. That's good. So, all the posts are migrated.

Ines Hfaiedh: Absolutely. All the posts from the old NCUC Web site are migrated in a site for the (regulatory).

Renata Aquino Ribeiro: Great. So, (Renata), the URL is W-W-W-dot-N-C-U-C — sorry. W-W-W2-dot-N-C-U-C-dot-org.

And well, I think we should hear then, Tapani — sorry.

Tapani Tarvainen: (Unintelligible) issues.

Renata Aquino Ribeiro: Okay. We're having audio issues. I'm just going to advance an explanation here then for Tapani Tarvainen. I think we want to hear from you if there are any pending issues on database and such that we need to think for the new Web site. There was an email sent by Brenden about the Membership database. So, we used to have, on NCUC old Web site, we used to have a list of Members. I do not see it here. But how is that going on really...

((Crosstalk))

Tapani Tarvainen: First the current Web site pulls that data from NCUC's own database, which I have to own up to building in 2013, so I know something about that. But the intent has been that now we are building up mandated database for (NCSG), which actually is already operational, although there's still some glitches being ironed out that the data could be pulled directly from there without having to maintain a separate database for (NCSG) at all.

But that was a bit of work to get that done. If needed, we could carry on; basically duplicate the old functionality of the plug-in for written that post there. Old database should work more or less as such in the new one.

It's a pretty standard workplace plug-in, a very simple one. But the intent is to replace that with something that pulls the data out of the CiviCRM we are using for (NCSG).

And also, that thing will have an interface for NCUC Board Members toward reviewing the data and so forth. So, that's how things will be. It should have happened, like, six months ago, but I think it will be ready by Johannesburg. Now it's already in preparation so that the new Member applications go there.

So, but as for us, I can tell it's working from that perspective just fine in the interface for Board Members, so actually they still return to construction, and they also will have interface for Members to update their own data. That's also under construction. Hopefully, it's ready within, well, by Johannesburg, I hope.

Renata Aquino Ribeiro: Thank you.

So, just a clarification — Renata. So, can I envision something where Members built their profile and update it? Would this be something you're referring to?

Tapani Tarvainen: Yes. Although Member profile, basically, it's data we have on Members at which filled when they apply for Membership; it comes from the application form initially, and it will have an interface for Members to update their data.

At the moment, the situation is when somebody changes anything, they have to just send an email to the Chair, or – and then it's done manually, but they would have ability to log in and update their own data. And what exactly what kind of data we want in the profile is something we can adjust as we need it – whatever we find useful.

Renata Aquino Ribeiro: Right. Because I, Renata, again. So, just follow-up. Because we discussed, I think a while ago also, the form intake, so I think what you mean is what the data that we already have is the data that is sent over via form, right, when they apply for Membership. Was there any discussion of changing anything in the form, or do need in another tool, or, so we continue with the Google form?

And currently there's a screen resolution issue. I think that Twitter keeps invading the form a bit. Have you addressed it?

Tapani Tarvainen: The Google form is already out. Tried to look at an application from now on that works for you, by the way. And we have a team that's been building this at both NCUC and (unintelligible).

These — Brenden and Rafik have been there. I'm not sure how well they have been communicating their progress with you, but if you look at where the application form goes now, you'll see what it looks now. It's been in operation for, like, a week.

And so, got a new progress. But it should not have this, well, I hope it doesn't have this issue you mentioned. And they will have been hashing out other details in that, and I think it's — I believe it's as good as the last one used to be.

Renata Aquino Ribeiro: (Renata). Thanks, Tapani. So, yes, we'll definitely will take a look that new Member application procedure, then. And I trust we can then communicate to (you) and Rafik if we have any suggestions for improvement of this process?

Tapani Tarvainen: Yes, of course. And Brenden and myself, (certainly).

Stefania Milan: Stefania Milan, for the record. I might have missed some bits and pieces. I remember when it was updating manually the database. So, my question would be, did the interface mention something how manageable is it for someone — I mean, that that process is for someone that doesn't have passionate interest for some backhand work?

Then, the second question is, how dependent is it from you, Tapani, in terms of institutional expertise? Because that's very much appreciated, and without you, we would be completely lost, but looking forward, it's good if also people were — it's mostly an issue of skills, I guess — can, you know, engage with it effectively.

And then there's one minor issue that I remember from when I was manually uploading the Members, which was that you could not be an institutional Representative, like, a Member — sorry, the Representative — for an organization Member while also being an individual Member. And the problem was that the database would not take the same email twice. So, I wondered whether that's, I mean, something that can be fixed.

Tapani Tarvainen: That can't be fixed. I have put that in that database specifically because that kind of situation breaks the bolting software ICANN uses. We can change it in our database, but it won't help, because the working mechanism doesn't work. And that's ICANN system; we can't fix.

So, if somebody was to be both individual Member and an organizational Representative, they have to come up with different email addresses. And we have people, like, that; that's not usually a problem. If you are an organization, the organization is likely to give you an email address, and your individual, you can get from Google, or wherever you want. But that's the restriction, and we can't easily work around that.

Stefania Milan: Just have to make it, maybe, clear when people apply, right? Because then, you know, it was just a matter of going back — I think I have found a way of doing it, by putting in another field; I don't remember it exactly now,. But I'm just saying, like, that's something to be kept in mind when we have this, or revise the Members' application procedure form.

Renata Aquino Ribeiro: I want to add something to that — (Renata). Yes, we have, people have both had individual Member and organizational Representative, and I'm also remembering our organizational Members, for instance, our organization is also to change, and we had quite a big case recently; APC-IFF Member organization supporter.

So, how does that work for organizations? I would imagine that's different from the Membership application intake on the form. So, again, do we get in

touch with you and Rafik, or for organizations that we need to change the data — or I don't even know.

What happens if you have a case of an organization that, well, recently we had someone who resigned from representing their organization. I don't even know if he had something to put in his place. I think it was (Norbert), right? So, how does that work – that organization data?

Tapani Tarvainen: At the moment, it works as, basically, the organization should appoint a new Representative, and when we find out that this happens, we usually ask their person who is resigning that who is the current head, or we look at our preferred director address or something.

But we have had a number of cases where their organization has been particularly represented by that one person, and the resigning organization doesn't care about us anymore. So in some case, we're just basically, the organization goes with the Member.

But I intend to put a new system again. It's that, basically, we'll have a director or some other contact person manage the organization, and try to maintain that, and give them means to update that information one way or the other.

But it will not all be able to always work out, because we have this kind of situation in which a single person actually in the organization who is the only one who cares about us, and they leave. The organization doesn't care about us anymore.

We have this kind of situation quite frequently, also, in some cases in the situation, like, this — the Member wants to remain an individual Member, and we have been notified: please change my Membership to an individual Member.

We can't actually do that. We have to do it by accepting them as new Member. One permanent case, like, this last year was (Constantin Comitis). You may have heard of him, him being a Member since forever.

But as an organizational Member of (Strasbourg) University, actually, of which he left that, and notified, please change my Membership type. And we told him, I am sorry, we can't quite do that, but we can accept you as a new Member, which we did. And so, he became (unintelligible).

Anna Loup: Sorry. This is (Anna Loup) for the record. Just to clarify, would they then have to then reapply? Did he have...

Tapani Tarvainen: The organization would not have to reapply. They would have to appoint a new Representative.

Anna Loup: Sorry. I'm just adding a list of things on my notes for things that we need to remind people about when they're applying, so, going back to your comment. So, I'll comply those, and then send them around.

Tapani Tarvainen: And if I may add that, usually, we have to add additional Representatives for organizations, or can have them in the database, particularly where don't get to vote, but otherwise they are there.

And they intend this exactly when the official Representative disappears, we have a point of contact to us back. That could be – could encourage organizational Members to always bring at least one additional Representative, just because so it's easier for us to go deal with when the official one disappears.

Renata Aquino Ribeiro: Renata. Yes. I was actually thinking about this – about having a kind of a Vice-Representative – Vice-Chair Representative; something, like, that.

Also, about the regions where because this is also something that we actually have now a fellow pushed into, I would say, quite enough to (some expression) NCUC, because the organizations – there's something that happens in At-Large. You have for At-Large, Latin American Membership or others, you have to be represented by an (ALS). You have to be a part of an (ALS).

And not always – in some regions, there are very few (ALS)s. And so, these people look to participating in active community, and they look into organizations that participate in active communities.

So, I'm thinking some way, also, we could suggest to our organizations that it would be good to do this kind of a regional outreach, so they have a Representative and team of – I don't know – collaborators. People willing to collaborate with their organization, and they could participate in NCUC.

I realize this is quite out of the box, but could probably be a way for us to think of outreach as well, and organizational Membership effective participation. So, for now I'm just throwing it out there. I know you probably have your own thoughts about this. Would you, like, – what's your impression?

Tapani Tarvainen: Let's say I don't see this as an issue from a technical point of view. For the team to consider if we can have individual Members, we can have an organization with any number of additional Representatives, if we want to.

I don't see if there's much point in encouraging, you know, most numbers or the additional person's views; intend this specifically to be a backup, but it can be done; it's up to you.

Stefania Milan: Thanks — Stefania. Renata, and okay. So, on that point of Membership, I think we have a very clear action item there, which is to follow-up. Get to know the new form, and follow-up on what's being done on Membership.

What's the procedure for Membership application, and if that is reflected in our new Web site.

On the section on Membership, we do have the list, so I do believe that's our current Membership, but again, checking the plug-in, how the plug-in works, if that is effective, as he mentioned.

But I would also — perhaps a follow-up to that point would be the social media integration. So, I'm jumping the alphabet. The contents update. Well, we mix the contents update with the second management I'm talking about Membership. But for instance, we have a tweet-out every time we have a new Member. So, welcome, this, this, this Twitter handle.

On our new outreach efforts, we asked Members to tell us what works they were doing that they would, like, us to publicize, and if they wanted to collaborate on the Web site, and so on. So, I am wondering what are the procedures we have in place now for integration of social networks? Can we improve them? And is there something automated, along with the Web site, we can do?

Tapani Tarvainen: Tapani here. May I add, first, to get back to a previous point. I did not reply to Stefania about this dependency on me, as it were.

And the intent in the way we've been doing this NCSG Member database is just to avoid that as much as possible, which has perhaps slowed things down, but there's still the — work has been done by a company — a German company we hired to do this. And I've been trying to avoid as much as possible doing things myself. (They're having to) asking please do this; please do that. And so, intent at least.

And they will be available for support. We have a budget from before that from ICANN, although we have some technical difficulties, because we don't have a bank account, but still, NCUC has been helpful in that regard, so it's

not a practical problem yet. So, that, it should not be up to me anymore, I hope, not for long.

Stefania Milan: All right. And just to continue on that. It's great news, by the way. Thank you also for the work that you've been doing so far.

The interface issue, I guess, that work is being done there as well.

Tapani Tarvainen: Yes. The intent – we are building custom interfaces. So, we have one for Board Members, which is a little broken yet, but still made as simple as possible, with basically intent that we can keep on working on that. We actually have even a budget; it is still only a matter of time, and work to that.

Also, the current NCUC Web site, it's system administration on the level a layer below. The WordPress stuff is pretty much up to me, still. So, it would be nice to move that somehow away, as well, to some kind of a managed platform.

So, that is a very low workload for me, because I do that kind of stuff routinely for a bunch of sites, but it should not be dependent on me. So, trying to find a way to make that somehow, but not that I have some ideas how we can do that when we can get, basically, a managed place that somebody else is paid to maintain, basically, to do this basic stuff, yes.

Stefania Milan: And to build on that, probably, this is also something that has to be in the job description of the person to help us with that. Because I think we have some support, but when people were hired, there was no request – I mean, requirement – concerning some sort of backend type of work.

Tapani Tarvainen: I'm not sure what kind of support you mean. The secretarial support? What we have, it doesn't include that, but the company is billing us for – actually two — there's one that maintains the platform, and the other, just application

management. And they basically provide this kind of support. We just have to budget the number of support hours.

Renata Aquino Ribeiro: Yes, I'll put that, and thank you, Tapani for all the work you have been doing and yes, it would be great to get to know more about the company that is giving the support, and having them available to a dialog, I guess.

The dialog based on our — again, I think, as it's really, it's not only a redesign, but a restructure, perhaps, of some parts of the Web site, there probably could be things that we still need to find out what we're really asking and how it should be displayed.

So, I think that knowledge you have of Membership procedures and, like, on procedures as well really helps. And yes, that we have been talking perhaps without a clear line between content and site management. But I think on the content part, it's probably something we also need to develop an editorial policy, if not a full-fledged editorial policy, at least some procedures.

So, again, I remember, Stefania, that the Twitter is manually updated, right?

Stefania Milan: Yes, Twitter, so far, is left to the goodwill of whoever was around. Which as you can imagine, resulted in low follower numbers and very little interaction. Because I mean, there was no strategy, but there especially, there were no human resources that were willing to do it regularly.

So, in my humble opinion, first thing should be to draft around basic one, as you mentioned, so, you know, strategy or kind of, you know, what are the priorities? What is the material that we intend to tweet? And try to find out how to tweet regularly.

And that could be done — I mean, I'm doing it for my team just (unintelligible) different people to take care of that on sort of regular intervals. It's not ideal,

but I mean, like, if we have to keep an interaction going also off meeting, which is important, I believe, we have to have a structure.

Renata Aquino Ribeiro: Yes. I was just wondering. You mentioned about someone to help us, and that description of sort of the ability. Someone to do a backend work would be actually (make successful effort).

I'm thinking, like, for Twitter, perhaps it could have — can I have a budget, like, for tools? Like for instance, I would imagine, like, for example if we had something, like, a Hootsuite team account that we could share among EC Members so that everyone can update the Twitter as well. Was that tried before? Like, to have a group Web site for management tools, and it could just be something interesting to look at, I think. Any of you who add (unintelligible)?

Stefania Milan: Stefania. If I, you know, I joined at a certain historical moment, and Twitter was already there. So, I only have a snapshot, and this is only what I can remember. But it seemed to me that for a long time there's not been — I mean, Twitter's not been considered a priority.

So, no other effort, as far as I know, was done. But then again, I might have missed some bits and pieces the last few years, but to try to have us all group for a strategy for it, mostly because, I mean, in defense of whoever was involved, there's really a lot of stuff going on. So, this was not considered, you know, the most important time as in, oh, we use essentially Skype. The mailing list is where our discussions go on.

So, Twitter was not seen, I believe, a place for discussion. Now, this changes when you intend to do outreach. And it especially changes with a change of the Internet itself, right? I mean, with the fact that people use less and less Web sites, for example.

S - and also generational renewal. So, when you have newer people, and newer people might want to communicate, also, at those other tools. So, it's a matter of priority. You know, it's a decision that probably has to be taken by the NCUC EC.

Ines Hfaiedh: Ines Hfaiedh, for the record. I was wondering if the problem is not only with Twitter, or with Facebook, or anything. I do believe that we have, like, a gap and we need to have some communication team for NCSG in general. And so, that, and some Representative from NCUC, and another from (NPOC), and I do believe that we are missing in communication.

So, NCUC on Twitter does not have lots of followers. Me, as a fellow (M Coach), I'm trying my best on ICANN on Facebook and stuff to share our meetings and the links and stuff, but I do believe – especially, I honestly did not know that NCUC – our Twitter account - did not have really an Admin that was 100% there. And it was, like, voluntary thing from some Members. I do believe that we should work on communication, definitely. Thank you.

Stefania Milan: Yes, I can answer that. I think it's a great idea. The problem is again, who's going to do the work? Meaning, like, we are a small group already. I mean trying to cover, as much as we can, the policy aspect. To some extent, failing at that.

So, I think, if I can remember, like, for example, the way the E-Team has operated was just to, you know, intervene when problems would arise. So, where, you know, and counting on crucial expertise, like, Stefania being there, you know, for the data base. So, really, our (attack) base is whenever there is a hole, fill it.

So, what you are talking about requires a completely different, you know, strategy. And a change of perspective, in a way, which is great, but it might need time, and also time to sort of pull it off the ground to make it really work, as such.

Ines Hfaiedh: Ines Hfaiedh, again. Yes, it's true, but I do believe that we are, like, as gNSO or as NCSG in general, we're doing lots of work in terms of policy, and most of the work is unheard of. And this is really a problem. So, that's why we should work on communication. We must find a strategy, and I do believe that we must discuss this soon – maybe after Copenhagen, or during. Thank you.

Renata Aquino Ribeiro: Yes, (Tapani), so who has been the (E-Team)? Historically, these discussions of editorial policy, automation of content, or editorial lines — can you share us what you remember of this?

Tapani Tarvainen: Okay, Tapani speaking. History of the E-Team goes back to 2013, I think, when (Bill Drake) pulled it off. There is a mailing list. I'm not even sure who is on that anymore – if it's still active. I must have (learned it, okay, maybe I have).

There has never been any, that I know of, explicit well-documented policy on who does that, but have very – we have a — well, I must say, unfortunately, typically poor implementation of things we do.

I wrote about some technical documentation of it way back when, which Brenden says, actually, to point it up there. But it would be definitely good to make a list of key tasks, and who does them, and who owns things. For example, if you take a look at the Whois data, for instance, you see that work. Any of you ever done that?

Woman 3: No.

Tapani Tarvainen: Okay, take a look, if you have Whois at hand. You will find that the owner is Brenden, and the Administrator and Technical contacts are me. And it's some interesting implications there.

That means, among other things, that one of us has to be around to transfer, to do any changes to their – the DNS. Or either of us by ourselves could just

hijack the whole thing. Like, I can sell the NCUC.org to some smut peddler, or whatever, and you'd just find out, uh-oh — too bad. It just happened. And then you have to sue me.

So, you might want to have at least a document on this; who is responsible, who owns it. But that should always be moving their owner handle to the Chair or something, but so there are both legal and technical aspects here.

It's always, in case of a, I guess, (got these) typical registrar, here there are four contract addresses: There's the owner, administrative contact, technical and (peer). This is pretty well specified in the Whois specs. And then this billing contact – who gets the bills. That's currently Milton Miller, by the way. I don't think, but should be, anyway. Or maybe it's Brenden. I think it's Milton.

So, document this, and basically after each new EC gets into power, go preview this and check if they are. That actually is something it would be useful to have as a policy, that the new EC always has the tasks, what to do after the EC change. What do you have to do. Because I ask for (assign all). There is nobody has ever made a clear document to it, I think. So, I think you have procedural issues, team, as well. They put this online.

But these technical points that Whois states on their technical administration, and also looking at actual server things, like, backing it up. I'm doing that. So, it works, sort of.

But if somebody actually goes to where you hijack it, and you find somebody has taken it completely from you at some point, I get the (PACK) backups; I hope I can restore it to some point of time whenever.

And there's actually also local backup there, but that keeps only two days' worth of data, because there isn't enough disk space for more. If you say want more, you can just buy more. That would be easy, but that might be also

part of the reconsideration where to actually keep a few more, with some managed hosting system or something.

But at the moment, if the company makes a disastrous mistake, you can get your yesterday's situation back, at least. One. And so, if somebody actually has access to it, I'm not sure if anybody besides me really does anymore. There are people who originally were. Wilson Abigaba hasn't been active for years, and David, you had access to NCUC.1.org. I'm not sure if you actually ever used it, or if it works or whatever.

(David): I used it, but I haven't been on for a long time.

Tapani Tarvainen: So, but you can get there as root, you have, I think I set you up a root access there at some point. Okay. At least I offered it. Maybe you never took it. So, you might. Then Brenden might have it, but I'm not sure he's actually knows enough, you know, admin stuff to be able to do anything. So, you...

(David): (Unintelligible).

Tapani Tarvainen: Okay. Anyway, if you – I guess, the EC – let me know who should have access, I can set it up. If you want me not to have it, I'm only too happy to give it away, but I'm afraid that I'm not that lucky. But document this, and decide who should be running it.

Renata Aquino Ribeiro: Thanks, Tapani. Yes, we definitely need some procedural magic here, but yes, absolutely, so to organize that. And in that, you did not say anything about automation, so I guess that was not part of the history, like, any automated stretch. Like for example, when a blog post is published, it goes straight to Twitter. That's never happened.

Tapani Tarvainen: It never happened, even though it was planned. Some – the only automated things — okay, the backup is fully automatic, as it should be, but this kind of

publication scheme, I think, so it's, like, linking mailing lists, Twitter, blog and so forth, have been planned, but not implemented.

And of course, for some of them, there are pretty available and WordPress plug-ins, which tend to be buggy, those, so those we think increase the load on that means maintaining to keep them updated.

And I must not – at the CiviCRM, we are building, for NCUC also provides a number of tools that could be used for things like, okay — but one automation I did build was the automated mailing lists for various regions.

So, they are actually pulled automatically from the database, picking up the region people are, and building and maintaining the list automatically that way, so we have this mailing list for each region, and nobody needs to maintain them manually as long as the region is correct in the database to begin with.

But the CiviCRM system provides a number of tools for doing this kind of stuff: creating mailing lists ad hoc on whatever criteria might want to be able to pull out of the database.

Say, you want to create a list of women in Denmark, or whatever. Although I note we do not actually have gender in the database. It's not been asked in the application form, so we don't know that.

And those discussions at some point — whether we should, how we should do that — we made some statistics – rough statistics – using first names, but that's not entirely reliable. It was useable as in our sort of, kind of, sort of, kind of, statistic, but not for any reliable figures.

But we could not decide whether it is appropriate to collect that data and what kind of field alternatives we should have. You know, male/female, don't want

to tell, transgender, intersex, something else, whatever. So, that's political decision that you have to work out.

Renata Aquino Ribeiro: Please?

(Raoul): Okay, just two things. Well, first of all, there should never be...

Renata Aquino Ribeiro: State your name for the record.

(Raoul): ...(Raoul) for the record. There should never be a single point of failure. In case of Tapani, if he is run over by a bus, we're in trouble. In addition to him being away.

And the second thing is that, for example, if they're automating, sounds good. That saves a lot of work. For example, I run a Facebook page, and every time I make a post on the Facebook page, it gives a link and gives a picture to the Twitter account to that Facebook post and gives, like, the first 100 or 120 characters on top of the link. So, that could be useful.

Renata Aquino Ribeiro: We certainly need to get our Chairs near buses, because it's same obsession Farzaneh has — what's wrong with you and buses? I mean, (he's coming up.) And yes.

My — everybody's overworked expression; there are few volunteers, and this is — and, yes, there can't be one person in charge of everything. So, that's something why I brought up automation, but I do also agree that even, like, for example, for automation, you do need some sort of, also, perhaps periodical review. So if you're doing it via WordPress plugin, the plugin needs to be updated.

If you're doing it with a \$50 Hootsuite account that everybody can manage the Web site, you also need a Hootsuite manager — Hootsuite manager. If

you're doing it via a free – it's just in that plugin – you also need the manager for that Web site.

But I do think automation is something we can think in our editorial and procedural policy. And yes, not to have this (additional worry) die when a new EC gets run by a bus or something.

Tapani Tarvainen: Okay. Just a quick point. I mean, I am logged into the server to look what kind of automations I built. I had forgotten about if they asked a few things, like, these team pages; I'm not sure it's actually using them anymore.

That's posted out to the mailing list, and boost the (unintelligible) price there. Some of the statistics spreads have been, probably. And the Member that you list you have in there, it's automatically built in; that kind of things.

So, besides me remembering them, somebody else who can read these scripts - everything that would dig them out, because I find that I've forgotten most of them myself - but I can specifically get into it and see what's happening. So, these are sort of self-documenting for people who can know how to get in there and dig them out, but it's not exactly good in the way as documentation goes.

Anna Loup: This is Anna Loup, for the record. I'm hearing sort of two major conversations about sustainability of the Web site; sort of re: database. And I so, I just want to, real quick, make sure that what I have here, and that our report is, we need a new list of tasks that the EC does after the elections to sort of, you know, enable sustainability, right? So, who gets control of the domain name, right? Just in case - I'm not going to say.

And then also...

Tapani Tarvainen: I will never take the same bus with Brenden.

Anna Loup: Yes. Or Milton. So, then, and trying to document points of failure as well. So, you know, really make sure that we understand that we have these covered, as well.

And then, I guess the last is general sustainability. So, who is going to be our point of contact, right? So, besides you, right, who do we contact for this German company? It might be helpful to have this specific information. You mentioned a German company?

Tapani Tarvainen: Yes. Of course, our secretary, (Maryam), because she has the contacts, and the entire team has been building this, which is Brenden, and Rafik, (Joan), and (Shane). (My friend) (Cory), yes I think that's the team. We have the contacts. We know how to - of course, Milton, that's because he's been paying the bills.

Anna Loup: I'll make sure we get it.

Ines Hfaiedh: Ines Hfaiedh. I was wondering now, what can we do? How can we think about suggestions or recommendations so that we have this, like, done faster, and better, and all these ideas – great ideas – be implemented?

I – personally, I do believe it's we need more people. Yes. Maybe we should ask that on our mailing list. I think that many Members would be really happy and motivated to do that. And I do know some new Members who are very motivated, and they could help in this E-Team, or in this Communication Team. Thank you.

(Raoul): As far as I know, the IFTT, which I use for the automation, is really simple to set up, and I haven't been able – I haven't had the need to go back and update anything at all. It just keeps working.

Renata Aquino Ribeiro: It's just that, I don't want to be the party-killer, but I do believe that there; I mean, there is a lot of new Members and who's here, and that's great, and giving tasks to people.

It's also an excellent way for people to feel actually part of the community. At the same time, I would warn against making it too big, because then you run in to the problem that you have to run after the volunteers. So, it's the management of the management, instead of doing it yourself.

I am just speaking out of experience. So, probably starting with, you know, a very concrete description and, you know, one (counter) person got that job, with a backup or something. Something very, very lean. It's probably the way to go. But there's really a lot of people who can do a lot.

So, we had a few suggestions there. I think one way we can move this forward is with a working group set up so there is already, I understand, the E-Team mailing list. Perhaps we can keep that going with dedicated teams. I agree with Ines that we would definitely have , if we pulled from the mailing list. And we have enthusiastic newcomers among us with policy writing skills who can definitely do well on these responsibilities.

There are, however, as the final caution does, some perhaps core responsibilities, which is some knowledge that should be institutional and share every time a new EC comes in place.

But I will also again add some budget for this thing; like, at least \$40 or \$50 Hootsuite or something like this for tools. And of course, using also free tools - free as in freedom; as (opposed to) free as in not paid. From what I see, from what I heard from the Tapani, there isn't any history of experimenting with such tools, so perhaps could be a first.

Tapani Tarvainen: Yes, Tapani speaking. I guess not. We don't have all that effort.

I want to go back to one point you made about the E-Team mailing list. I'm looking at the Membership list there, and I'm pretty sure you don't even know all the people who are in that list.

And some of them are no longer Members, I think, and otherwise, it might be good to go through that list and think who should be there, what's missing, or maybe need a different list, but it seems to be at least 24 people and...

Woman 4: Talk about the new list is probably easier.

Tapani Tarvainen: You can set - lists don't cost us basically anything, other than the trouble of setting them up and having someone manage them. But this list has been pretty dormant. Looking at the archives, there is probably not much (unintelligible).

Renata Aquino Ribeiro: Maybe the old list can be, like, a repository of knowledge, and the new list for a new group, and that would already even so, if the confirmation of having people who are only Members, it would be easier to control than to review the 24.

Tapani Tarvainen: Well, that would not take all that long to review them, actually. Like half of them I - I know all of them, actually, so it, but I have no idea why some of them are on that list.

Still, and I just know some shouldn't be. Still only 24 people. So, you might want to cut it down to people who actually do something, or keep this as the higher-level discussion list about E-Team, and then build another type (kind of) list that actually does something. But that's the original intent of this, is for us to be a small group that actually does this. That's the way it was, but now, if we...

((Crosstalk))

Renata Aquino Ribeiro: So, a general communications group, and leaving the old E-Team list for consultation for higher-level. But then again, how can you have a high-level, if not? If of the 24, there are some people probably shouldn't be there?

Tapani Tarvainen: Yes, you have to review it anyway.

Ines Hfaiedh:: Can we have a process of renewal and a call for applications going hand-in-hand on our mailing list? Call for application to join the new or the E-Team in general - Ines.

Renata Aquino Ribeiro: Can I just, so let's split this. Let's talk about the E-Team and the Communication Team. This would be the new effort. And perhaps, yes, I don't see any way of other than of creating a new mailing list, and perhaps review the old, and call some of these high-level people to participate on the new list.

Tapani Tarvainen: Or maybe just send the message to the list, but do you want to stay on this list? And those who don't reply, kick them out.

Renata Aquino Ribeiro: Sounds good to me. Anyone object? Okay.

Man 3: (Unintelligible).

Tapani Tarvainen: One more point on that list. That we actually need to have very closed, non-public list for administration stuff. Somewhere we can deal with security breaches. We have found a bug in the box, or security - all right, we have to discuss without alerting the world that we have found it.

So, that's something we've - though normally, we want our list to be open to the public, but this is kind of list, we might want to set up a delayed open archive or something, but we have to be able to discuss security issues without...

Renata Aquino Ribeiro: But can we do that, split them? We have a content group, which is the Communications Group, which should be open, and everyone can participate if they want. And a Site Management Group, which could be the E-Team, or we can use a new one, which should remain for sensitive matters, like, security.

I think we could split that. And again, I do see this bigger group - as we had an outreach, we did have 30 participations from Members of NCUC sending off their events for us to tweet about or to write about - not always they will all write our new Members or our most enthusiastic Members. There's an issue of literacy in some of that stuff. And also, I think we can build, and would be a mission of a communications group.

Though that group can even change Membership over time. But the Site Management, I do agree that it would be a few volunteers who keep track of a more decision-making operations of maintenance of the Web site, and that perhaps should be a closed list.

So, again, that brings us to building a new mailing list, building a new communication, and putting it in the list, and perhaps for the old E-Team doing this check. But as far as I know, the list is open, isn't it?

Tapani Tarvainen: It's publicly archived. It's not open in the sense that anyone can join, but anybody can read into our archives. As for this potentially closed list, of course, it means that you will need to have more than two people involved. If it's - so far, it's not been necessary because I've been (basically) talking with myself, basically, and occasionally I've been talking with Brenden.

But it depends on how you set up the administration on that level. How many people actually are there who will be accessing it, doing their low-level secretarial admin stuff. If it's just two people, you don't need a list.

Renata Aquino Ribeiro: Okay. So, I guess, so keep that check on the E-Team, and we keep that list for now, but for more decision-making, and we do that new group. So, how does everyone feel about that?

Ines Hfaiedh: Okay - Ines Hfaiedh. I would suggest that we share those ideas with the list, like, that we are thinking, if everybody agrees here, about we are thinking of having a Communication Team. And then we would send that - we are just thinking - but it should have at least two teams: One with content update and the other with the site management.

And somebody is on with the integration and social networks, and then we open this on a Google doc for editing – open for editing, because sometimes I have noticed our Members have great ideas. And sometimes there are positions or ideas that we don't think of and they might, at some other teams, write, like, within the communication team. And then we see how they feel about it.

(Raoul): Yes. Can we get funding for the Web site from the ICANN coms team?

Tapani Tarvainen: We have funding for the Member database project, which was actually defined, so I think it includes Web site stuff. We can squeeze in the budget, and it's actually a fair amount of money. I think about \$9000 a year.

Stefania Milan: Are you paying the Germany company...

Tapani Tarvainen: Yes, we have the first year, the current budget year, we pay that German company; well actually, that was last budget year already. We haven't still paid for this one. We have to do that before Jo'burg.

But they felt, it was, I think \$9000 a year. And that can be, and intended to be used for all kinds of Web site maintenance, because the alternative that I can offer was this commercial company doing this that CSGS was using - surprise, surprise. But we, at the insistence of Rudy, I think, was the key. I

think that we can't do that - all our personal data, because actually it's a very concern of privacy issues as well.

But still, we have money for that. It's just to organizing how to use it; managing it is it.

Renata Aquino Ribeiro: And so, let me just redirect that. I'll call you in a minute.

So, we do have some funding. We do have also some bills to pay, from our understanding. But we could then review that. That was a great question, and very new information, (Benny).

But I would like us to then get back to this idea of building the team. I quite like these suggestions of Ines, also, of sending this to the list. There was a request of our Chair, also, in having this conversation to have to try and do a transparent and procedural, efficient process on this.

So, we could start there. And about NCUC and (NPOC), also bringing back an earlier point of Ines. Yes, I do believe our communications need to be integrated with NCUC and NCSG and (NPOC). So currently now, what we have is NCUC Twitter, NCSG and (NPOC) Twitter, and NCSG Facebook Group.

So, perhaps, when building our editorial policy, we need to take that into account. We already have very few Members in the NCSG Working Group, so I don't think it's really probably the time to create an NCUC Facebook Group, but to think about integrating our communications could be interesting.

And I would like to hear, Tapani, how could we do this better. If we would have to have the conversation with NCSG and or (NPOC), how to do this. If we could probably put it in the Agenda sometime for some meeting, but first I'd ask (HWAN).

(HWAN): (HWAN) speaking for recording. Wondering who is operating our Twitter account, and who is operating our Web site? And another question is, our E-Team, the relationship between our E-Team and the people who are operating it, I think.

Tapani Tarvainen: I have no idea who operates the Twitter account. I think (Maryam) has the password for NCUC Twitter account, but you have to ask her. For the Web site, that's what we are talking about. Basically, there are low-level sysadmin; I think it's basically up to me, with some theoretical backup, and higher-level WordPress, you have Ines Hfaiedh and whoever.

And the mailing lists, also, actually I am - (Maryam) I think has the password for them. And I am trying to be as a backup there only.

Woman 3: (Unintelligible).

Tapani Tarvainen: (NPOC) I don't worry about at the moment. You'd have to ask someone from them. But we are – the Member database is about to be integrated with (NPOC) as well, so in that respect we are working with it.

One more point about the E-Team mailing list. I'm just looking at it and notice most of you are not there. Stefania and Renata are, but that's it. And it has been rather inactive of late. Brenden has been sending messages about issues with (being closed).

Stefania Milan: Is it because of integrating, sorry, apologies...

Tapani Tarvainen: Yes. Well anyway, still I think, you see that using the old E-Team mailing list, cleaning it up is no big deal, because it hasn't been seriously active. We send out the message, who wants to be there? Decide what you want to do with it, but still send a message: if you want to be there, reply. And then clean it up, and see what's left, and then think if we need another list.

As far as having another one for (editorial) content stuff, sure. That sounds like a good plan.

Renata Aquino Ribeiro: And could we even have this place to discuss events NCSG and (NPOC) their views on communication, too? I mean, our on the case of NCSG and how can we integrate? Because I also don't believe, for instance, for NCSG Facebook. Sometimes I find myself, should I post this? Should I post that? Because there are things that maybe interests more NCUC rather than NCCN and NCSG for Member rank.

Tapani Tarvainen: As a rough guide to that, if it's of interest to NCUC, then it's probably of interest to, as a whole. I so far, I have not heard any single complaint about irrelevant stuff in NCSG or Facebook Group. Certainly, absolutely certainly none from (NPOC) saying that it's too much NCUC stuff. Or vice versa.

So, if you have something that's very specifically about NCUC, but I can't think what that might possibly be, and even then, (NPOC) would be curious to hear about it, so all right.

Renata Aquino Ribeiro: I guess for default for now we can assume the strategies of communication are integrated. And I'd, like, to get back to a point that makes us all happy, which is funding.

Woman 3: (Unintelligible).

Stefania Milan: Yes, but first, as Tapani jumps in, and then, Tapani, if you could, just share a few more ideas on how can we use the funding. Okay, just an update on the Twitter, because I'm on a conversation with (Maryam).

So, I used to have the password, but apparently at the moment, the password, I have it, Rafik has it, (Maryam) has it, and we're not sure who else. I would assume (Farzaneh) has it, but I'm not sure. So, this tells you

something about how things have been managed; a little bit on the ad hoc basis. Whoever was around and willing.

Tapani Tarvainen: Tapani again. And yes, that's one of the things. Who has the passwords to where is something that should be documented in the processes. When you're sure it was someone else, somehow it's documented somewhere where, at least, the Chair is or whoever makes the decisions can know that this has been done.

And again, I suggest this is a yearly process, except when the new EC staff comes to. At least these people are having passwords to the (and on tradition) that, including Twitter passwords and whatever.

(Unintelligible) of the funding. Basically, the way that it works is that we have to pay the bills and then send them to (NSPY) can hold refunds as. And they have to be something that is related to their Member database or Web site management or anyone can answer this.

So, basically, bills that they involve technical, basic space, retail servers, they may need stuff that should be billable. Also, work we pay for to outsiders through consultants, whatever, who do this work for us, like, this German company is doing. It would be prudent to check in advance if we are trying to get someone new, but anything that fits in that general category should be billable in that.

Renata Aquino Ribeiro: Okay. EC, I think that's also something can deliberate along with Members. How are we going to build this new editorial communications policy, and if we're going to have a team to support, and try to use this money and build a project, from what I understand. Right?

Tapani Tarvainen: Right.

Renata Aquino Ribeiro: We have then, I think, just action items. We can probably follow up on the E-Team Review. Can we call it that? And the Communications Team proposal. And under Communications Team proposal, probably include the implementation of social media, strategies, and so on, moving forward.

I don't think for tools, like, for this Hootsuite \$50 would go into that funding. Perhaps the EC funding would be more appropriate. But that would be something the group would have to deliberate.

And so, I'm going to put here E-Team Review and Communications Review, but we also have a presentation by Ayden on the Community Onboarding Program, and we've already taken five minutes of your time, I'm sorry.

And it's interesting also for us to try and connect this engagement path in the ICANN actions to our outreach efforts, and probably later, I think, it broader in our communication of strategy. Thank you so much. Tapani, please stay away from buses. Don't you use, Tapani. And anyone else. Let's then – Ayden, are you ready? Thank you, everyone.

(Ayden Férdeline): Thanks. Hi, everyone. (Ayden Férdeline), probably we're being recorded.

Someone could please be a timekeeper, and let me know when my time is up, that would be great. And of course, if there are any questions, let me know.

So, I'm going to update you today on the Pilot Community Onboarding Program. It's had a number of names over the past 18 months. And we haven't sent a lot of information back to you, but we're now at a stage where I think that's appropriate, and where we want to involve you more, so that you know all we're up to, and can also shape the direction that we take in the next phase of the Program.

So, for those who don't know, this Program started around ICANN 49, and it was called the Stakeholder Journey Program. But I'm not actually sure the NCUC appointed anyone to participate in the program, back in ICANN 49. As best I'm aware, the first time that the NCUC participated was from ICANN 55 in Marrakesh, onwards, when (YAS-MINI) and (Cathy) were appointed to the Program.

So, the idea is that we all recognize that ICANN requires a continuous supply of talent, so we need to identify, attract, develop, and deploy this volunteer talent where it's needed.

And what we've been doing - (Cathy) and myself, and (Sandra) at one stage, and now (Louise), who is our new Mentee - is we've been looking at how newcomers come into the NCUC. Why do they stay? Why do they go? What are the paths that volunteers take once they come into ICANN? Why do some people not remain? And really, we're focusing only on onboarding and retaining volunteers. So, we're not involved at all in any outreach activities.

We are – once you've made the decision that you would, like, to be a part of our community, that is where our Program has been coming aboard trying to devise ways to make sure that once someone signs up, they don't disappear.

So, we've been looking - so some of the challenges that we've been trying to address is how do we make a faster entrance path? How do we have more - how do we retain volunteers? How do we find a softer approach to engaging newcomers? How can we build capacity through education, through building skill sets? What skill sets do people have when they join us that we're not aware about, and how can we find out?

And it's been an iterative process that has been evolving over time, so participating in the Pilot Community Onboarding Program is the IPC, the Business Constituency, ourselves, (NPOC), and also the ISPCP.

Renata Aquino Ribeiro: Is that an (NPOC) person?

Ayden Férdeline: From (NPOC) is the Mentor is (Martin), and the Mentee is (Augustina).

And we've been working quite closely together. It's been good to have some allies. I just can't (unintelligible) the (cone) of silence where we were having some frank discussions on the future of the Program, and we don't have a lot of allies there.

So, it was good that we do have (NPOC) where we are similarly aligned, and where we have good relationships with their Representatives, because we have common understandings about what we think the Program should be.
Yes?

Renata Aquino Ribeiro: Renata. So, do we want to leave five minutes for questions in the end, or should be ask while you're presenting?

Ayden Férdeline: Feel free to ask along the way.

Renata Aquino Ribeiro: Okay, you're talking about the Community Onboarding as a path of engagement and...

Ayden Férdeline: No, it's not a path of engagement.

Renata Aquino Ribeiro: ...onboarding, and the themes that are formed.

Ayden Férdeline: Yes.

Renata Aquino Ribeiro: One of the observations - and this is - (Amir), you often brought this, on regards to the fellowship, what made volunteers come to the community. What made them stay, what made them leave.

And this was a big discussion I had, is that sometimes it's really hard for people to get to know how to do work and continue in the community for the fellowship; that is the problem.

But my one of my points of disagreement with him, also, is that sometimes it's who you pick. Like, for instance, the way I see the Community Onboarding Program, you got great Mentors and great Volunteers. I – and I'm being real spoilsport here; you don't really take any problems, do you?

I mean there is no one to sell regions; there's no newcomers, like, out of zero. I mean, they queue - (Augustina). I mean, you can make good volunteer material with folks like you anytime. So, is there, like, a level already expected, to participate in the Community Onboarding Program?

Ayden Férdeline: That's a good - thank you for that, Renata. I think that is a good question. And the answer is yes.

What we are looking to do is to create sustainable resources. These resources don't exist. So, we're not looking to take people; I appreciate the name might be deceptive. We're not looking to take on Mentees with no involvement already in ICANN activity.

In the future, perhaps that might be a path that the Program will take. At the moment, we're trying to create that baseline. We don't have any resources to onboard people. So, that is what we're trying to do.

Maybe if I just tell you first about what we have done, and what resources we have created, and then if there are more questions, maybe that will be useful. I just want to give you before, like, a high-level overview of why did the Program come to be? When did we start to participate? What are our goals? And then, one of the stresses has been an iterative process that we've all been learning as we went.

So, the original concept was that it would just consist of mentoring. We would pair a more experienced Member of the community with someone who was new to the community. It wasn't sustainable. There wasn't – it was too much of a time commitment on the part of the more experienced Members of the community.

So, we decided - albeit, recognizing that there are basic cross-community components to our work - that we don't really need those mentors to be passing on. We don't really need mentors to be telling you about how does a working group work? We don't need a mentor to be taking the time to speak to you about our principles; our values; the historical positions that the NCUC has taken.

We can create written materials that will communicate that to you. But where it is useful to have a mentor is to talk strategy, or to talk about inside a working group, how can we be more...

Renata Aquino Ribeiro: Effective.

Ayden Férdeline: More effective. Thank you for that. And every stakeholder in the constituency that is participating in the Program has different goals. All very legitimate goals; all very different goals. The goal that (Cathy) and myself have been working towards has been to have a toolkit – a set of resources that we can – to have a set of different resources that we will talk about implementing in a moment.

Others, like you said, I know At-Large, for instance, there's more of a focus on this Program being an engagement tool. It's great. It works for them. And if there are best practices that we can borrow from them, we will. But I don't think that's our biggest struggle, because we have doubled or tripled our Membership in the last two years. We're really good at getting new Members to join.

We're not as effective at getting new Members actually involved in policy work. So, that's what (Cathy) and I have been trying to do here. So. On the screen in the Adobe Connects room, there's...

Man 3: Ayden, this book is on (unintelligible).

Ayden Férdeline: Is this better? Okay. Great. Apologies for that. So, thanks to (Maryam) for loading this.

So, we've developed a series of written resources. Initially here, you can see that there is a welcome letter. It's two pages. It's just a high-level overview. What are we? We're so glad you've joined us. This is what we advocate for. And the quick questionnaire at the bottom, with intentionally leading questions.

So, we want to know, What brings you to the NCUC? What are your concerns? What are your hopes? These are our priorities at the moment; these three working groups. Which of these interests you the most? What skills do you have that might be appropriate?

Intentionally leading language that people might think, "Oh, that is me. I fit in there." And the idea is that you can respond to these questions. It's optional; participation is at your leisure. And you can send it back to (Cathy) and myself, or if the Executive Committee decides, other contacts, and we will try to put you in in a path forward.

Moving on from Page 3 of the document, we have ten overviews. The idea being that we would send you one of these overviews a week for ten weeks. So, it's that the NCUC in bite-sized pieces. So, Overview 1 is talking about what is the NCUC? Linking to three videos that we have created already. We (unintelligible) them with Bill, with (Cathy), with Milton.

Renata Aquino Ribeiro: What's the periodicity again? Periods? When are you going to send them again?

Ayden Férdeline: We're thinking once someone joins (CNCUC), they get one of these emails a week for ten weeks.

Renata Aquino Ribeiro: Okay.

Ayden Férdeline: It's just the idea to catch people. You don't overwhelm them with information. This goes into very long. If we sent it someone in Week 1, they won't read it. Oh. And maybe some would.

Renata Aquino Ribeiro: Translation?

Ayden Férdeline: We have a bunch of the translations. Once it is approved by the Executive Committee, once it goes through some other internal ICANN approval processes, we were told today that there is a budget for translation.

So, we begin by talking about what is the NCUC. In the second week we talk about what is actually within ICANN's purview? What are the issues that the NCUC can have an impact on? What are the public policy areas of the Internet that might be really interesting and we might really care about, but maybe it's not the right home for you. Maybe there's somewhere else that you want to explore instead, because those are not issues that we look at.

We think it's good to be frank there, and to be honest with people about what we actually – where we can actually have an impact.

By Week 3, we introduce the gNSO. We talk about the distinction between Non-Contracted Parties' house and the Contracted Parties House. And we also distinguish between the NCUC and (NPOC). Because it's not always clear to some of our Members.

By Week 4, we talk about the different kinds of policy that are set at ICANN. So, in our view, there are three kinds of policy. There is the naming system policy, there are operational policies, and then there are general practices. All are important, but all are of interest to different people and have different levels of time commitment.

At PDP, might have a two-to-five year commitment. It's not going to work for everyone. But an operational policy, where you might only have to look into the geographic region framework, or something much more contained, that's more manageable for newcomers. Do you have a question?

Ines Hfaiedh: Ines Hfaiedh. I was wondering if you have an idea about the regional representation within the Onboarding Program, and really thinking about, in particular, about Africa because I don't have any idea, and I come from Africa. Thank you.

Ayden Férdeline: Yes, okay, thanks. There is – I know, for instance, so; but the Business Constituency and At-Large have Representatives from Africa as part of the Community Onboarding Pilot Program.

In terms of - but it is a decentralized program, so everybody has different ideas. Ever constituency and stakeholder group has different objectives for the Program. So, there is basic cross-community components. A welcome message, some history, some ideas around values, and then there's the customization that happens afterwards.

One of the reasons why we wanted or we were really glad that we have a new mentee, (Louise), from Brazil, is that she's able to look through our materials as a newcomer who doesn't know everything that the NCUC stands for, and she can provide us feedback to a level of one as this complete newcomer. What is it you saw here? What is not you saw here.

But also, she has a global sort of perspective. She can at least give us, you know, some feedback based upon her experience in Brazil on is there language that needs tweaking, or is there perspectives that we have not considered, or different case studies we should introduce from her region. So, the idea is that we want this to be an inclusive document, an inclusive program that works for everyone.

Renata Aquino Ribeiro: I'm pretty sure it's not easy for me and Ines to be the (crazy) developing country's people here. But I yes...

Ines Hfaiedh: Somebody has to do it.

Renata Aquino Ribeiro: Somebody has to do it. The Community Onboarding Program and At-Large is indeed this flagship for onboarding. It's about the regional diversity. That's something that can be understood, (except) At-Large works regional outreach.

But I do think that - and I would very much be grateful if you could share with EC this plan for engagement for sending out the materials and the themes of us...

((Crosstalk))

Ayden Férdeline: Well, I 'm trying to introduce that now. And yes, we will.

Renata Aquino Ribeiro: Yes, yes. I thought you would. But what we are actually trying to get to is that, indeed, we are very good at getting new Members. We have very amazing new Members, but we also have probably me and Ines in our list, and probably talking to our new Members, a good number.

And I mean, (Louise) for example you whisked out of a community of (either) Brazil, which has 580 (E-Team) men – and she's the only woman holder. So,

can you imagine being, in a country like Brazil, the only women responsible for Internet policy and Internet society.

So, this is the kind of volunteer the Community Onboarding has right now. And I do understand that you are acting on making more efficient, volunteer processes, participation in ICANN.

But we also have (on Paulo), an accelerating number of new volunteers who had no idea what they're getting into, and they all come to their regional EC full of questions and full of doubts, and we are only one, and we don't have any materials to support us. And no translations.

Ayden Férdeline: We're trying to produce those...

Renata Aquino Ribeiro: But this is what we want to message for you. I think you are, we have a complete trust that you can relay our message to the Community Onboarding Program that this is something that worries us.

Ines Hfaiedh: And in keeping, but I do believe that the Onboarding Program is truly wonderful, especially when I see this draft. Yes, we could truly work something really great with those arguments. Thank you.

Ayden Férdeline: Thank you. I just want to make one comment, though, that it's our Program. And so, it is up to the Executive Committee to decide the direction that the Program takes. It is entirely decentralized, and the objectives for the Program are for the Executive Committee to set.

And so, if that is a priority for you, then absolutely, we can take that back and work on that. But I think when you review the materials, you might see there's a small - you might understand my confusion here is that we are trying to create a basic set of materials that talk about what the NCUC is, what positions we have historically advocated for, how you can get involved, and it will be translated into seven languages.

The implementation is on the Executive Committee to talk about. How they want to make sure that, you know, questions are not coming back only to EC Members. Did you have a question?

Anna Loup: This is Anna Loup, for the record. I have a quick question about - this is sort of off-topic - looking at this letter. I'm really interested in the first page when you ask the questions, because I'm not only interested in new Members, but in sort of continuing Members – Members who have existed.

Because I think these questions are questions that need to be asked not just of very new Members, and also, this information is great. I would love to have a copy of the PDF just to take a look at, because I think circulating it amongst potential Members, as well, would be really helpful. Because I know people who I have talked to try and recruit; there's a lot of hesitancy.

So, I think my two points would be maybe getting a PDF and trying to - again, I know you said implementation is with the EC.

So, but I'd also be interested in speaking with you and (Cathy) about maybe taking these questions, which I think are very good, and then finding a way to, you know, maybe broaden them and ask, you know, deeper questions of existing Members. Because I think this is a really good start. So, I'd be interested in working more.

Ayden Férdeline: Thanks for that. And Anna, I entirely agree with you, and I think that is very much in line with the Program, that it's not only new Members. It is Members that we already have that are not sufficiently engaged. And maybe we can tweak the text.

We're excited by the possibility of CiviCRM when it comes on line, because we think it can automate some of the processes that we have. Here the

automatic emails going out. That absolutely, we need to get existing Members on board too. Of course, you can have a copy of the PDF.

Just to give you some background, it's in the (issuary) process. It's gone back through – myself and (Cathy) developed it initially. It went to (FAR-ZEE) for a first round of comments. We took onboarding feedback very seriously. We made adjustments accordingly. It's being reviewed by some Members of ICANN staff as well.

You're more than welcome to have a copy, and I'll email that out to you today. It's sort of watermarked with "Drafted." As you will appreciate, it hasn't been reviewed by the Executive Committee. You may not even agree with some of the positions that we've put forward. There's certainly a few areas where we would like your comments, particularly in the historical, where we list some of the values of the NCUC has.

We definitely need to make sure that you agree with what we've captured there. So...

Renata Aquino Ribeiro: Can I just (unintelligible). Can I just ask a little question? Which is, this is great. But I am also thinking about the first case that we have - I mean the first group of people, like, person that we brought in. There might be other reasons, but this person is no longer involved.

So, what sort of commitment would you plan to impose on the people who join, if you have any leverage in sense? So, we're training people; that's great. We are using resources. How can we make sure they actually stay engaged?

Ayden Férdeline: We'll take that question on notice.

On a serious note, it's a legitimate question. The allocation of resources is limited. The Pilot Program had funding only for this financial year ending in Johannesburg.

There are 15 travel slots for the entire community for Financial Year '18. We have a disproportionate number of them at the moment, and I don't know if that will continue. I don't know that we will have free (funds) next year. It seems unlikely to me.

So, we need to find ways to deal with that. This Program emerged out of the need. It emerged out of a need. We're now developing the guidelines around what the Program should be. Hopefully, it will gain some traction next Financial Year. But it's probably not going to be fruitful for another two, three, four years down the track.

But to the question of accountability, it's really legitimate. I just don't think I'm best placed to answer it.

Renata Aquino Ribeiro: I'm just going to have to thank everyone, and we're super past the hour, but I wanted to thank Ayden. And Ayden, I think you do understand our points, our rigorousness on looking at stuff like this. Because, basically, we want to go on record just to say the future for NCUC, like Member engagements and the integration of fellowship, connection, and Community Onboarding Program to me looks grim.

All NCUC (lack) Members currently on At-Large (posts), and so I have the fortunate situation to know At-Large (posts) because I'm on the IGF with them. But it's pretty weird that we have to go and find NCUC Members inside At-Large for Latin America.

So, I think we need to – we want in on building this program, and it's great that you brought that we can have participation. Thank everyone, and sorry for passing the time a bit.

Ayden Férdeline: I'll just make one really quick comment. Yes. That's really, really encouraging to hear. Any comments you can offer would be appreciated. I'll send an email later this week with a copy of these results and the PDF. Feedback is definitely wanted, so please do send it through. And we will keep you updated.

Maybe on a future EC call, you might want to invite us to introduce you to the rest of the material. Thanks.

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