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SINGAPORE - ICANN Academy Working Group  
Monday, February 9, 2015 – 12:30 to 13:30  
ICANN – Singapore, Singapore

GISELLA GRUBER: Welcome, Laura.

LAURA BENGFORD: Hello, everybody.

GISELLA GRUBER: Hi, Laura. It's Gisella. Could you just speak again? We're just trying to do an audio test.

LAURA BENGFORD: Yes. Can you hear me now?

GISELLA GRUBER: Laura, can you just speak again please?

LAURA BENGFORD: Yes, hello. Can you hear me now?

GISELLA GRUBER: Sorry. Yes, we can hear you. Just trying to assess if everyone else can hear you.

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*Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.*

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SANDRA HOFERICHTER: Let's start. Welcome, everybody, to this Singapore meeting of the ICANN Academy Working Group. I'm happy that some of you could make it, although we are eating your lunchtime. I'm also very happy to welcome Chris Gift and Laura Bengford. She is on the Adobe Connect bridge. She is based in Los Angeles and will speak to us. Pardon?

UNIDENTIFIED FEMALE: She's in India right now.

SANDRA HOFERICHTER: In India, okay. Just going quickly through the agenda, today's purpose is to discuss the ICANN Academy on the icann.org website, and secondly to discuss how we are going to transform this ad hoc working group, which is definitely not an ad hoc working group anymore, and At-Large leadership to a working group to where the whole community feels comfortable with. The third point is a quick outlook on the next Leadership Training Program.

I would like to start with handing over to Chris Gift and Laura who designed a first draft proposal for how the academy could be represented on icann.org. Chris, please?

CHRIS GIFT: Thank you, Sandra. Laura Bengford is going to walk us through a wireframe that she and some UX designer put together last week based on some conversations we had – Sandra and others over the past few months.



One thing I just want to – before Laura launches into her discussion is just to be clear that a wireframe is . . . What you see up there is a very loose interpretation of the requirements and what people have been telling us. It is a place for us to begin a conversation about the appropriate elements to be on this website and what are the things we ought to add. As well as the terminology is very open to change, so please don't get fixated on anything in there and think that that is a permanent idea. These are just literally things we're putting up so that we can start a conversation and begin iteration around this wireframe.

With that, I'll go ahead and hand it over to Laura.

LAURA BENGFORD:

Okay. Thank you very much, Chris. Can you hear me a little bit better now?

CHRIS GIFT:

Yes. We can hear you just fine. Thank you.

LAURA BENGFORD:

Okay, excellent. Thank you, Chris. Sorry I couldn't be there in Singapore. I'm actually in Los Angeles still, soon to be going to India.

As Chris indicated, we put a little bit of effort into coming up with some ideas to create a landing page that would kind of bring all the elements together and create an impression of an academy where the various programs across ICANN and the community are easily linked to and there would be an area for several resources.



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I'm just going to walk you through a few slides of some screens and maybe have an interactive discussion and dialogue about some of the various sections of the website that we might want to highlight on this landing page.

We kind of envisioned this as having kind of a landing page presence that will be linked on from the Getting Started area of ICANN and possibly other areas that could be linked out to. What you see here up on your screen – and it might be a little bit small to see – we've kind of broken out the landing page with a very simple maybe photo up at the top that could be interchanged or updated or freshened with a little bit of what we call hero text at the top, and we can talk about what the primary action should be there. Then we broke it up into three or four areas that we can drill down into each area.

Maybe have a little bit of a social media presence. There is an ICANN Academy Twitter feed, so we thought maybe we would have that scrolling over to the right so people could talk about the various programs. Then maybe down at the bottom a very subtle example of some of the folks across the community that maybe participated in the online learning program, maybe perhaps took some classes or participated in the fellowship, and maybe some quotes and some examples of how they used the Academy and the online learning platform to help them engage with the community.

Maybe to facilitate some discussion around this and get some ideas on is this really what we're after? Is this how we could structure the Academy? The first question maybe we can talk about is how do we really structure the Academy? Do we want to make it a modular



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program or break it out into little groups, and what is our target group here? It might be a good time to pause and go into each of the individual sections to just talk about the audience and how we want to organize the landing page. There you go.

SANDRA HOFERICHTER:

Thank you, Laura. Just a side note: I would recommend everybody to go into the Adobe Connect room to see the landing page actually a bit better because I realize you can't really see what's written on that page. Maybe it's really good if you go there, although it's still very small. Maybe we can enlarge the page a little bit, because in order to speak about it, we need to see what's in there.

Also, Laura, because the voice is okay – the tone – but maybe you slow a little bit down, then I think the audience will be better able to understand you.

LAURA BENGFORD:

Okay.

CHRIS GIFT:

Laura, I'll jump in. I think we do have to be clear. To have a good page design, you have to be very clear about who's your reader, who's your target audience for that? Laura puts up a list here, which is probably an exhaustive list, if you think about. It's probably everybody who comes to ICANN at some form, if you look at A-G.

But really, we can't please them all. We're not going to be able to please A-G, so we really should focus on a couple. Personally, if it's ICANN



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Academy and you're talking about learning and trying to get people to join ICANN and increase their volunteerism within ICANN, then Newcomers seems like an obvious place to start.

SANDRA HOFERICHTER:

Thank you, Chris. I would like to invite the community to discuss the questions which are under the page. The first question I think is: how do we structure the Academy landing page? Do we structure it modular or group-wise? Group-wise means do we make a distinction between newcomers, contributors, experts? Make a distinction between the stakeholder groups or make a distinction between the different programs ICANN is offering at the moment. I would like to give that question to the working group members.

Siranush, please?

SIRANUSH VARDANYAN:

Thank you, Miss Chair. I have a frustration with this website coming through. First of all, the information there I assume that initially this should be some kind of information about the participation or the participants already who took the course.

As far as I know, while being one of the participants, this is not an open for fellow to come or this is not open for anyone to come. This is specifically assigned people from each constituency to come there to take this course. The intention was that those should be already participants of ICANN meetings. So probably incoming leaders or those who already or a part of that, except those who may be coming through NomCom, those who are completely new to that.



If the newcomer who is not aware anything about ICANN may come to that training, he may get very little out of that. As Chris said, the space for them to go is Newcomers Lounge and the new Sunday Newcomers Meeting, the whole day meeting may be the first step for them to go.

So that's why my confusion is there. Who will be the target? Who will be reading this website? This may be just a waste of time or this can be an information there, what is this training for, for people who assign someone to come, get the full understanding of why they should send this person to go and take this course. Maybe in that sense it would be really very helpful information for the constituencies already to assign appropriate to go to that course. Thank you.

SANDRA HOFERICHTER:

Thank you, Siranush. One comment. You're [referring] that this page is only for the LTP, for the Leadership Training Program, but this was not the intent. The intent of this page is to be a landing page for all learning efforts within ICANN, which of course includes the fellowship program, which of course includes a mentoring program if it's organized by At-Large or by any other constituency, which also includes a library in the future – hopefully – and which also includes resources like videos, blogs or the like.

I know Tijani and I'm very happy that he's here. He was always engage from the beginning in this academy concept promoting that we are not seeing only one single program, the Leadership Training Program, as an academy. But an academy is something else. Maybe, Tijani, you want to let us know what you think about this. If Siranush has a short reply, then Tijani I would ask Siranush first and then you, please.



SIRANUSH VARDANYAN: Thanks, Sandra. Then it makes sense. In that case, if this is incorporated into the huge learning website for the whole community, then it makes sense. Thank you.

SANDRA HOFERICHTER: Tijani, please?

SANDRA HOFERICHTER: Thank you, Sandra. The ICANN Academy from the first, when it was conceived, when it was launched, it was launched as a framework for any learning program or learning effort done by ICANN. So it is not only about the leadership training. We were [inaudible] in this leadership training by the staff. Staff wanted us to do this module, and then they called it ICANN Academy, which is wrong. It is only one aspect of the ICANN Academy.

So the ICANN Academy normally should be, as I said, the venue of any kind of learning. Even we thought that, for example, even the fellowship is a kind of learning and can be included in the ICANN Academy. That's why the homepage here, you have everything. Everything related to the learning in ICANN. This is the intent, I think, Sandra, you design it like this. Thank you.

SANDRA HOFERICHTER: Thank you, Tijani. Under this impression, now that we are clear on that, I would again like to invite you to share your thoughts about how do you think, because at the moment, this page to me looks quite filled,





not very structured. The main point I see is that we have to decide if [inaudible] make it accessible if you divide it into communities or if you divide it into programs. I would like to invite you to let us know how you would actually like to be directed on such a page if you are looking for any learning efforts you might be interested in.

Are there any ideas? Tracy please.

TRACY HACKSHAW:

Hi, Tracy Hackshaw from the GAC. One of the things that the GAC is interested in is inducting new members, if that's the way to phrase it. From the GAC perspective, there are specific rules, procedures in the GAC, but also obviously introduction to ICANN and the world of ICANN and so on.

I see this as not only a broad ICANN brush, but also specific to the community that might be interested in. I'm not sure if the other communities have similar issues where they onboard new members and their particular community has peculiar procedures, principles, how we make decisions, the operating procedures and so on. [inaudible] of that, something that can be made part of the Academy and on demand.

So as soon as a new member is brought on stream, we can direct them to something like this. The GAC will produce materials I imagine, along with ICANN staff or with whoever is in the community involved with the Academy. And as soon as a new member joins, we can say, "Well, you start here." And maybe do specific interventions for developing countries and different languages obviously, even potentially face-to-face type sessions if that's required.



From the GAC perspective, we want to track new members as well. So in addition to inducting new members, we also want to use it to perhaps reach out and show what other countries are doing in ICANN, case studies. The whole host of possibilities we think and can work from this angle. Thank you.

SANDRA HOFERICHTER: Thank you, Tracy, [inaudible] thoughts. Just let me ask you a question. How do you think it would be easily accessible for a GAC member, a new one or experienced one, if there would be a button, like say GAC-specific material or do you think it's easier if it says newcomer or experienced or face-to-face training? What would you think [inaudible] community [inaudible]?

TRACY HACKSHAW: Maybe not GAC. Perhaps maybe some gateways. So the same material they repurposed, so governments enter here, NGOs enter here. But the same material just streamed differently for different people. I think that might be a nice way of dealing with it.

CHRIS GIFT: Thank you, Tracy. It's an excellent idea. As you're talking, some ideas are coming. I think rather than have the way we're organized here, an alternative may be to have two different types of – and there may be more, but two different types of accessing.

The first could be a question that says, "Who are you? Are you GAC? Are you ALAC? Are you a chair? Are you a newcomer?" Then, from there,



you could link to then a series of resources which would then help you. You would self-identify who you are and that could be, like your point, I think a very good start. It could still reference the same material, but it would be a list appropriate for who you are. I think that's a great idea.

Then you could still, though, have one column that would still say, okay, generally here are the resources available. You have ICANNLearn. You have a fellowship program.

Then I still think there should be a third column, which Sandra and I had talked about a few times, which is external completely to the ICANN ecosystem. There are lots of very good courses out there and we should be linking to them I think and referencing them so people can find them. Excellent suggestion. Thank you, Tracy.

SANDRA HOFERICHTER:

I absolutely agree. It's probably the best way to make the same material accessible from various sites. First, that we say, okay, which group you are and then on which level of engagement. Maybe we can structure the website that way that we are not having so much written text, but rather a diagram where you click on a button you think which belongs to you, and then it directs you to the sub-pages. Very good point.

Tijani, you have the floor, please.

TIJANI BEN JEMAA:

Thank you, Sandra. I think that the site should be accessible for everyone and this is the first step. Then we should have several entries. Entries by community, as you proposed. Entries by specific program. So



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several entries. We don't have to restrict the use of the site only by a community. We have to be flexible because sometimes you have a specific program for a specific part of the community. You have to do it and you have to make it specific for this community.

SANDRA HOFERICHTER:

Are there any other comments on this topic? Because then I will take this as agreed. I think the idea is very good and I would like to ask Chris Gift and his team to revise the first draft proposal in a way that it's accessible from maybe the level of engagement and group-wise. And then, of course, we will have other sources. There is, for instance, the Twitter feed on the right side, and also I think a calendar is a very good element for such a page. I'm not sure about a Twitter feed, if this is really necessary. Also, it says Academy members at the moment, which is somehow difficult because there is no Academy where you can be a member of. So maybe we should call it participants of a program or something like this. Or maybe we just skip it. I don't know.

What are your thoughts about this? Are there any? Alan, please?

ALAN GREENBERG:

I guess my reaction is exactly the same as yours. First, tell me who the Academy members are and then we can decide if we need a section for them. But I don't think there are any Academy members other than the people in this group or the staff members or the whatever. That doesn't sound like it applies to how we're doing this right now.



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If we want a section – for anyone who’s ever taken a course, we’ll put your name here, but I don’t think we need an entry for that on the homepage.

CHRIS GIFT:

I agree. It’s troublesome if you don’t have a membership to display members. We want to humanize – not humanize, but when you show what people are doing, it does engender activity. People do say that and say, “Oh, so-and-so took a course,” or “So-and-so is active. Maybe I should look at this some more.”

I’m not sure how we can do that yet, but maybe it is as simple as showing the last five people who took a class. We may just explore that a little bit more and show you some more ideas, show you some more concepts and see what you think.

ALAN GREENBERG:

One of my most-used websites is on Amazon, the evaluations. People’s experiences. What did they get out of it? The first-person stories. That may well warrant something on the homepage, but that’s not a full set of the members or the users. That’s people who want to share or those that we’ve buttonholed and gotten someone to write down their story. That might have some merit.

LAURA BENGFORD:

Yeah. I think it’s difficult to see, but what the idea of the bottom there was exactly that, Alan, was just people sharing their experience and



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highlighting some examples and some of their feedback on the program, just to give people ideas of how they might find it useful.

SANDRA HOFERICHTER:

Thank you, Laura and Alan. I'd like to ask to say your name before you speak, because otherwise we have problems with the transcript. I really like Alan's idea about this evaluation. I think this is really the most valuable thing for the community to read what others are saying about this, and also honest criticism which helps us to improve the programs. I think that's a good point.

I see that Chris is drafting sketches next to me. I assume he's taking notes of that. Then, when we look at the page in a little bit more detail, Gisella, can I maybe ask you to scroll it up a little bit so that we can see what's written there? Thank you, Gisella.

In the first column, it says programs. I think this has to be specified if these are community programs or ICANN programs. We can make a distinction there later on.

I want to ask you if you would see any other elements on the landing page. At the moment, we are just discussing the landing page. We are all clear that from each link – newcomers track, leadership program, mentoring program – a subpage will be designed where then . . . Or is it designed already because the newcomers track and fellowship programs have resources already. But for those who have not a page, you will then be entered to access a page where you can get all the information.



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I would like to ask you what else would you like to see on the landing page to get the first information right at a glance? I have seen that Beran was first and then Tracy, please. Beran, you have the floor.

BERAN GILLEN:

Thank you, Sandra. I just wanted to address what the lady on the Adobe Connect said about maybe possibly choosing one person and following them through. On the last ICANN Academy meeting I went to – not LA, but the meeting before that in London – you had this diagram where someone can enter as an observer, but then end up being part of a community member. I thought that was quite interesting.

So maybe you could follow one or two people – or maybe three people. Follow them through maybe over a six-month period or a year or anything, and then follow how they go through ICANN. I entered as a fellow. Now I'm an ALAC member. I could end up being in NomCom or something like that. I thought that would be something that you could look at. These are all touching on areas of the programs that you currently have running, so it would be something interesting to look at. Thank you.

SANDRA HOFERICHTER:

Just a small reply. Good point, Beran. I think next to you, Rafid Fatani, he could be a good example because you participated in the pilot leadership training program before you became – or after you became – an ALAC member. Maybe that's a good point to follow the way. I think that's a unique thing at ICANN that you become anything at any stage.



Theresa Swinehart is another good example. She was staff, then she became community member, now she's staff again. So everything is possible. I think that should be somehow also [inaudible] on that page.

Tracy, you were next, please.

TRACY HACKSHAW:

Can you scroll to the right? One more, scroll again, and down. I think the [inaudible] a good idea. I think I'd rather see – or in addition to – upcoming [rights] quickly because training calendars, it's useful, but I would really like to see something more upcoming. Maybe a scroll or something that's highlighting immediately what's happening now.

Another thing I think might be useful on the homepage that's kind of building on the [inaudible] users might be following people as well. Not just following as I said, but following – the word is [inaudible] or faculty or something like that. So if you [inaudible] LinkedIn, LinkedIn has a reasonably new feature, about a year or two old, where there are blogs that are being generated by leaders in the LinkedIn community to get [stickiness]. Because you come to this site, you're coming for training but you're also coming for thought leadership, I would imagine, as well.

So there's any possibility of having – as we said, there are no members of the Academy or whoever. But the people who are doing the work can have possible pullouts. You have a blog session, maybe having that highlighted. Right now, I like to see things within seconds. As I go to the page, not too busy, but I want to see it now. I don't want to click around too much. So if those things can be [pulled out] . . .



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The Twitter feed I think is not really useful for the homepage, so we could take that out and probably put something more dynamic there – upcoming courses and perhaps leadership or leaders in ICANN community blogs that will . . .

If you're coming to this site as a community member or as an external person, it's really useful to see real people saying things about what's happening. I think that's very helpful. That will be my contribution. Thank you.

SANDRA HOFERICHTER: Thank you, Tracy. I think you raised some good points, and I guess Chris took notes of it.

CHRIS GIFT: Yes. I absolutely agree that a calendar is useful. I would just like to swap out the Twitter feed with a list of the next five events. A quick glance to see what's coming up.

Interesting about we have the idea about following people. We do have that. It's in our roadmap. A little ways away, but we do eventually want to be able to do that because we do agree it's a great idea. It's not there yet, obviously. And obviously you're going to have to log in. It's going to be part of the expanded logged-in experience when we can keep working on that.

Maybe there's another way, though, as well. You were talking about thought develop blogs. It could also be, though, what about can we link to external blogs where people are doing thought leadership? Yeah.



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SANDRA HOFERICHTER: Thank you, Chris. Alan, you raised your hand.

ALAN GREENBERG: If we've just decided to swap out the Twitter feed, then part of my comment is not relevant. But the generic one is, I think. I'm always either amused or dismayed, depending on whether the website has something that is related to something I'm doing or just watching someone else's. When you go to things like Twitter feed or pointer to the most recent blog entries and you find the most recent one is nine months ago or four years ago or something like that . . . People may not be tweeting about this as the most [urgent] thing they have. I know there are some people who tweet what they had for breakfast, but we're not necessarily aiming at that.

Anything that is referring to stuff that happens out of our control, if it demonstrated inactivity, it's a negative. I think we need to be careful on that kind of thing. I've found recurrent pointers to blogs where the last blog entry was four years ago. Not really impressive.

SANDRA HOFERICHTER: Good point, Alan. This brings me also to a comment I would like to make for the record. I think this page, however, needs most flexibility in case new programs are going to be designed or new elements. I mean, there's so much dynamic within ICANN, you just confirmed that you are considering the idea of following a person. We were also talking about an expert pool where somebody can put down his CV in order to say,



“Okay, I will be available on that special region on that special topic to give a lecture for community XYZ.”

I think there are so many elements to be invented in the future that by programming that page we should take that into account in order to have the greatest flexibility.

Let me ask you, are there any other comments on the landing page for the moment? Because otherwise I would think we have so many ideas collected already that actually a totally new design can be drafted, which would be subject to discussion for the future. Are there any other comments on this topic?

Yes, Beran, please?

BERAN GILLEN:

The mentoring program, is it the fellowship mentoring program or is it the different community mentoring program?

SANDRA HOFERICHTER:

Very good point. I don't know. There are various programs around. Let's see how we are going to name it in the future. ALAC mentoring program, GAC mentoring program, ICANN mentoring program. That's mentoring activities maybe. That's a good point. That's in the air at the moment.

Tijani, you have the floor, please.



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TIJANI BEN JEMAA: Thank you. If we assume that it is an ICANN Academy and not a specific community academy, any mentor program should be there, so we can call it only mentor activity or mentor section or something like this and any program should be there.

SANDRA HOFERICHTER: Thank you, Tijani. I think mentoring activity is a very good term because there we can collect and direct to a subpage where different mentoring activities are listed.

I would like to go to the next slide, please, which is focusing on the header banner. I would like to invite Laura to say a few words about this slide, about the intent, and what we are going to get out of it.

Laura, you have the floor, please.

LAURA BENGFORD: Thank you, Sandra. The header banner, this is just a quick slide to introduce and talk about real quickly what the primary message should be up there at the top on the homepage.

As you pointed out, Sandra, earlier, as well as some of the others, we don't really join the Academy, so it's probably not the right terminology there. We maybe need some help with what do we really want people to do in terms of their first action here coming to the homepage?

We have a couple questions, and it might be good to just discuss this amongst the group like we have been on the homepage. Thank you.



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SANDRA HOFERICHTER: Thank you very much, Laura. I think you already touched the point there is no really possibility to join an academy, but rather to take part in a program. Also, I think the button “Register Now” is rather unclear and I would like to give that question to the people in the room. What would you like to see on this prominent place of the website? I mean, it’s actually the place where your eyes will be first, so what do you want to read in this section or what do you expect to be in that section?

I’m very happy that it has the same design as the overall icann.org, and I would actually like to keep that so that we see it’s under icann.org. But Sebastien, you have an idea. Sebastien, you have the floor please.

SEBASTIEN BACHOLLET: I was just saying hello to Christopher. But I have trouble with a word here. We are an organization with no members. How we can say “join us”? We need to say something, participate. We are not joining the organization. We are participating to the organization.

In the same time, we have to be able to participate. We need to be register in one or another ICANN tool, whichever tool we have. I guess you are working on a single sign-on for all the tools. If we are ending up there, then we need people to sign, not to join, and to be able to participate to any part of the ICANN website, including the program Academy and any training [inaudible] group or whatever, you name it.

But [inaudible] join us, but in the same time, ask people to register and to participate.



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SANDRA HOFERICHTER: Thank you, Sebastien. Good point. Are there any other ideas? Tracy, please?

TRACY HACKSHAW: Another option is “Get Involved” might be another. I [inaudible] because I think the way the learning thing is going, it’s participants as opposed to [inaudible]. Participate sounds good, but it may be easier to say something like “get involved” just for countries who don’t understand the concept of participation. The English might be tough.

SANDRA HOFERICHTER: I was just looking on icann.org on the landing page. It says “attend” – no, it says, “Welcome to the global community.” Maybe something like “Welcome to the Academy” is also a possibility.

But I think this is something we can also discuss in a wider group because I know many people have conflicting schedules today. I will collect the proposals which have been made here and put that out for comments and more ideas on the mailing list. Any other comments? Sebastien, please?

SEBASTIEN BACHOLLET: May I suggest something? Next time don’t organize the meeting of the Academy in the room of At-Large. Do it in another venue, because you are here all the atmosphere of At-Large and you want to have people from the other communities and you have very few of them. It will not change the world, but it will change the impression. It’s a suggestion.



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SANDRA HOFERICHTER: Thanks, Sebastien. This is out of my control, but it leads me directly to the next point. The next point of the agenda – and I think we have to do it rather quickly, because also with regard that many of the people who are interested in that session are not here today. This ad hoc working group under At-Large leadership is going to be transferred into a somehow permanent standing working group for the community.

I made a proposal on the mailing list or in the agenda to call it cross-community working group, but I would like to invite Alan to share your thoughts about what a cross-community working group actually is or is not, and why it might be wise to name it differently and put that out for discussion. Alan, you have the floor, please.

ALAN GREENBERG: Thank you very much. Two main reasons that I'm suggesting you don't want to use a cross-community working group. Number one, there are a number of them going right now, and if we went to the chairs of the various ACs and SOs and suggested we start another one, you might not get the most positive reception. The world is busy right now, and there's a certain amount of overhead associated with creating a cross-community working group and I think we need to think carefully about that.

The second reason is cross-community working groups are not ongoing things. They have a charter. They have a target output – usually a report or recommendations or something – and then they cease to exist. Whereas we're looking here at something which is an ongoing – and I'll use the term, for want of a better one, a steering committee to make decisions on behalf of the community, presumably with feedback, with



input from the community, representation from the various ACs, SOs, staff, entities.

And staff is another one of the issues. CCWGs are volunteer efforts purely, whereas I think this would be something cooperatively with staff.

I'm not wedded to any particular term. Steering committee is one that comes to mind that sort of sounds right. I think that sets the right tone and says we're just continuing from the ad hoc committee that put it together, and we're now trying to make it business as usual I would suggest something like that.

SANDRA HOFERICHTER: Thank you, Alan. Good point. Tijani, you have a comment, please?

SANDRA HOFERICHTER: Thank you, Sandra. I agree with Alan that it is a standing committee, so it cannot be a committee for a specific objective, limited in the time.

But it is already cross-community working group. This is a cross community. The problem is that GNSO has a specific definition of the cross-community working group, and I think this is the problem.

We may avoid the word "cross community". It is the ICANN Academy and we can find after discussion with ICANN staff, but we can think about another name, another kind of – but we have to emphasis on the fact that it is cross community. It is not ALAC Academy.





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SANDRA HOFERICHTER: Thank you, Tijani. Sebastien first and then Alan, please. Is that okay?

SEBASTIEN BACHOLLET: We have a tendency within ICANN to name – what is the composition of the group to put this composition as the name of the group. Expert working, cross-community working group. That's a definition of what is a group? What is more interesting, what is the purpose? Why we don't call it ICANN Academy Standing Committee and we know that it will be a cross community, and if it's not, it's not. But we know that we will try to have regional diversity, gender balance, and so on and so forth, but what is important is what is the name. what is the purpose of the group? Because when everybody is cross community, then we have to add accountability, IANA stewardship transition, etc., and we don't care. I think short name and not used by somebody else.

If we want to say standing committee and that's not yet defined, let's define it, but let's [take] it. Thank you.

SANDRA HOFERICHTER: Thank you. Alan, you have the floor.

ALAN GREENBERG: I think I support the direction we're going in. I suggest you omit as many adjectives as possible, because as Sebastien said, we could call it the cross-constituency gender-balanced advisory committee, and even standing is an adjective. Again, I'm not wetted to the title. And to be honest, I think you want to pick a title which is short, which will mean something to people and will not turn them off when they hear it to



begin with. And if you can meet that criteria, there's probably a few different answers.

The Academy Steering Committee is about as short and concise and actually says what it's doing as I can imagine right now. That may not make it the best one, but we tend to like adding adjectives. We don't need that many.

SANDRA HOFERICHTER:

Point taken. The intent – I'd just like to refer to the meeting in LA. The intent behind that was, first of all, to make clear it's not a thing under At-Large leadership anymore, but it's open to the whole community, and I think that's important because at the moment, the perception is different and it might be different today because most of the people are here in this room from that At-Large community.

Secondly, it was the intention to have more people participating on a prominent basis and assign co-chairs. It was also the intent to draft sort of a charter or at least or a goal or project description so that everybody is able to read what is the perspective of this group. I think these elements, either if you call it cross-community, steering or whatever are very important and we should follow up with ICANN staff on how we have to formalize this working group, but on the other hand, not to over-complicate it, but make very clear that it's standing, that it's open.

Another impression, I also have a little bit of a problem with steering committee because steering committee sounds also these are a group of people and they are forming a committee, which is actually not the case. This group was always very open. People came in, stepped out as



they were available or as they did participate in ICANN or as they were interested in, and I think that should somehow be also possible in the future, so that nobody is binded in this group, but everybody is invited to participate at any stage and we should have clear guidance on our page in order to give everybody the possibility to read what is actually the group behind and what is the charter.

Comments on this item? Because then I would also like to refer further discussion on the mailing list, including people which are not in the room today. I'd like to come to the last point, which is the next Leadership Training Program. I put in the agenda a discussion on the next program. I think we don't have time to do this now and would also put that on the mailing list. Application procedure and update on the venue.

The next Leadership Training Program, as long as it will be confirmed that it will take place within the budget, will take place before Dublin, before the [IGM] in Dublin. I would like to invite Heidi, because is the source behind the possibilities which we may have or may not have in Dublin. Heidi, you have the floor, please.

HEIDI ULLRICH:

Thank you, Sandra. Very briefly. Currently, we do know that there will be seven hotels used for the ICANN meeting in Dublin, so perhaps one of those might be a possibility to host the LTP in 2015. The meetings team will be doing a site visit in April. So at that point, after they have taken a look at the various hotels and feedback into what the possibilities are, then we'll be able to know more about the venue choices.



SANDRA HOFERICHTER: Thank you, Heidi. I think hotel works perfectly. We had the hotel situation in Buenos Aires and this was a great program.

Discussion on the next program. I'd just like to provide you some background information. It was agreed in the LA meeting that the program from the pilot program to the next one was a big step forward, but it still needs to be more customized to ICANN issues. Gisella, may I ask you for the next slide, please? It's actually the last slide.

So here, you cannot read it, but you will see by the colors, and I would like to explain you quickly by what these colors mean. There are the green elements which were organized by inside learning, the facilitation skills team who organized exercises and lectures about how to facilitate, how to be a good facilitator for a session or a chair. These kinds of soft skills you need.

Then you have the purple elements. These were kind of breakout sessions where community members and staff members split up in small groups and fulfilled an exercise which was close to what we are doing at ICANN here, chairing a meeting or participating in a discussion.

Then we have the light blue elements. Those were the elements which were facilitated by community members, by participants, which facilitated a session where they had an expertise on.

After the last program, it was agreed – or in Los Angeles, it was agreed – that actually the facilitation skills part should be much more customized to ICANN issues. In other words, if we are doing an exercise, we should do it even more customized to ICANN issues, maybe break down the

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organizational chart of ICANN or – well, this is something we are going to work on.

Heather Forrest, she was a breakout session facilitator last year, she already agreed because she had good ideas to be part of the program drafting team, and I would like to invite people here in the room and we will follow up on the mailing list to be also part of the drafting team of the next program. I especially invite those who participated in the last Leadership Training Program, because this is the point of entry where we are going to elaborate this program further.

Comments on that from the people which participated? Okay, if this is not the case, then let me come to the last point – application procedure.

I hope that a draft page will be ready by then, a draft website, so that it's actually possible to apply for the program online and to submit a short biography and maybe a picture. We will start to reach out to the other communities by the Buenos Aires meeting. This is the time when also the budget is agreed for the next Leadership Training Program. But I invite those who are here from the various constituencies/communities to reach out already to your community members and encourage them to participate in the next Leadership Training Program. Detailed information will be given in the Buenos Aires meeting and it will be also circulated I think on chairs' level an invitation to assign representatives.

I see Tijani, you have a comment, please.



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TIJANI BEN JEMAA: Yes. Thank you. Perhaps you have to put also the criteria for applications.

SANDRA HOFERICHTER: I'm sorry. Was this a question?

TIJANI BEN JEMAA: You said that applications will be available so that people can apply online. So I think that you have to put the criteria for the applications.

SANDRA HOFERICHTER: Yes, Tijani, you are right. It very much depends on how quickly we can agree on a website. I think when we have a landing page for the Leadership Training Program, we will explain what it is, for whom it is, who is the target group and then it should be rather clear who can apply.

You always have the point that people apply where you somehow misunderstood the concept, but if you have a pool of people, you can actually go to the community and say there are some applicants or more applicants than you have seats for your community. Please decide on who is going to . . .

It's not the Academy Working Group who is going to decide who will participate or not. It is the community to decide who to send.

Are there any other comments/questions? Beran, you have a comment?



BERAN GILLEN: Yes. Just a quick question. How many people overall are going to be participating in the LTP?

SANDRA HOFERICHTER: Usually between 25 and 30. Heidi, you told me we have an online comment – Gisella, I’m sorry.

GISELLA GRUBER: Thank you, Sandra. We have an online question from [Yaris] in [inaudible]. The question is: “Will anyone be open in applying for the Leadership Program?”

SANDRA HOFERICHTER: Thank you, Gisella. The Leadership Training Program is designed for incoming and current leaders. I’m sorry I forgot the name – [Yaris]. If [Yaris] belongs to a community and is either assigned by the NomCom or elected by the community as a leader, and leader is within the definition of the community, they have to decide whom they see as a leader. It must not necessarily be the chair of a community. It can also be a chair of a working group or a very active participant whom they want to elaborate.

So then the community of course can decide, and this person can apply, but they should go via their community chair.

Alan, you have a question, please?



ALAN GREENBERG: No, I don't have a question, but I'd like to use slightly different wording to say what you just said. I don't know where this person comes from, so the term "your community" may not mean anything to them. I believe the current process is the ACs and SOs select the people that they want to fill the slots that they have been giving. I presume it will be something similar to that this year. So by community, we mean the AC or SO or a subgroup of that in the case of the GNSO or At-Large.

SANDRA HOFERICHTER: Thank you, Alan. Yes, clarification, Siranush, please?

SIRANUSH VARDANYAN: [inaudible] person who asked the question is from APRALO and he is one of the ALSes, so he is a representative of APRALO.

SANDRA HOFERICHTER: Thank you for clarification, Siranush. A small comment to Alan's. It was a mixture, actually. Not every community did select. Some just said, "First come, first serve." In other communities, we were reaching out individually and they just finally went to the chair and said, "I'm interested. Can I go?" It's always a mixture and handled differently from community to community, and I think we should give this flexibility to the communities.

Are there any other comments? Gisella, please?





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GISELLA GRUBER: Yes. We have a comment from [inaudible] that was referring back to when we were discussing the program, if I may just read it out for the record. The comment is: "Distinction between community-led and ICANN-run programs will be important. Laura and her team are currently working on a page for development and public responsibility work, so the newcomers, fellowships, ICANNLearn, etc. So it will be important to coordinate on where a page links to." End of the comment, thank you.

SANDRA HOFERICHTER: Thank you. Very good comment. I think this refers to what we discussed in the beginning, that each program should be accessible from sites and this was Tracy's comment. I think for a community member, it doesn't make a distinction if it's under this page or if it's under this page, as long as he or she is able to easily find it. Just as we agreed that we are going to structure the landing page group-wise and according to the level of engagement, I think we will then link from many pages to the same source. But this is how a website should be easily accessible and this was always one of the games of working group.

Beran, you have a comment, please?

BERAN GILLEN: Yes, just a quick one. Do we have any timelines on the upcoming activities that needs to be done? Landing page, the upcoming leadership training?



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SANDRA HOFERICHTER: The timeline for the website, wishfully, will be ready by the Buenos Aires meeting. I think there is a discussion before that on the next mockup or the next draft of the website. Then we will have to wait, of course, until the budget is confirmed and we will then start to reach out for the net leadership training program.

I think May-June meeting are the most important critical times for the follow-up.

Are there any other comments? Because then I would close the meeting. We are already five minutes behind. I thank you for your active participation. I think we went a big step forward and look forward to collaborate with you in the future.

GISELLA GRUBER: Thank you, Laura, if you can still hear us. Thank you for joining from Los Angeles.

[END OF TRANSCRIPTION]

