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

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http://audio.icann.org/gnso/gnso-cct-20090902.mp3
On page:
http://gnso.icann.org/calendar/#september
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Participants on the Call:
Steve Holsten - Vice-Chair, gTLD Registries Constituency
Chris Chaplow - Commercial and Business Users Constituency
Zbynek Loebl - Intellectual Property Interests Constituency

ICANN Staff in attendance:
Ken Bour - Policy Consultant
Julie Hedlund
Scott Pinzon
Gisella Gruber-White

Apologies:
Mason Cole - Registrar Constituency – Chair

Coordinator: This is the operator. I'd like to inform all participants that today's call is being recorded. If you have any objections you may disconnect at this time and you may begin.

Gisella Gruber-White: Okay. Thank you very much. A quick roll call if you'd like. Good evening. Good morning to everyone. On today's call we have Steve Holston, (Chris Chaplow, Zbynek Loebl From staff we have Julie Hedlund, Scott Pinzon, Ken Bour and myself, Gisella Gruber-White.

And apologies, we have Mason Cole. Thank you.

Steve Holsten   Great. Thank you Gisella. This is (Steve). Unfortunately Mason is ill today and won't be able to join us. Thanks (Zabinak) for joining in and for sending out the document of proposals of ways in which the GNSO can improve its abilities to obtain meaningful feedback.

Zbynek Loebl   Yes, thank you. Actually I would like to apologize that I could not participate in a number of calls after Sydney but it was just simply bad luck. I had flu a lot and a number of the calls were coinciding with my night travels. So I am sorry for that. Yeah.

Steve Holsten   Well thank you. I know we all have a lot of competing priorities. So we'll all - all do the best that we can. I think since - since Mason is not going to be joining us we can't really talk at all about Task 4 and he did not say that there was any update with regard to that.

                 With regard to tasks one and two perhaps (Chris) or Ken or (Scott) can give a brief update on that. And then I'd like to spend 10 or 15 minutes while we've got (Zabinak), in talking through Task 3. So (Scott) or (Chris) or Ken, any - any updates with respect to tasks one and two.

Chris Chaplow: Yes. Specifically with respect to Task 1 and the Website design we're actually right in the middle of it, in the thick of it, of what we're calling a design scrum at the moment. So we're here in one of the meeting rooms in Marina del Rey with papers all over the desk and Ken's tablet PC.

                 Sort of thrashing out today the taxonomy or the structure I suppose, the menu structure of the proposed new Website. And looking at where all the different pages and sections need to be to restructure. And I have to say it's actually quite - quite daunting when you roll your sleeves up and actually try and get down to it.

                 So we're working on that for the next three - two to three days.

Steve Holsten   Wonderful.

Chris Chaplow: Yeah. So we're making - we're making good progress. I don't think there's any point in going into great details at the moment.

Steve Holsten   Okay.

Chris Chaplow: But certainly on the next call we can give an overall report.

Steve Holsten   That's great. Yeah, well we - we don't need to talk about it. When you guys can spend that time substantively as you say, thrashing through it. How about you Ken or (Scott), do you have anything you'd like to add?

(Scott Pinzon: This is (Scott). The only thing I would add is that the reason this design phase is possible now is because of the cooperation of many of the GNSO users who allowed us to interview them about how they prefer to use the site.

And we're also leveraging research that the Revere Group has done for ICANN. They had surveys filled out by 230 users of the www.ICANN.org site, some of which who are also going to www.GNSO.ICANN.org.

So we feel like we have a really good snapshot of what people are trying to do when they come to the site. And I'm frankly quite excited to have (Chris') expertise here and all this research.

And I think we're going to have a - just an excellent redesign.

Steve Holsten   Great. And do you feel like you have appropriately calibrated in the non-power users but rather the light users of the GNSO site? I know that in getting the interviews of the power users that they give a certain perspective as to what they would like.

Did the Revere Group study encompass light duty users of the GNSO site do you think?

Scott Pinzon: This is (Scott). That's an excellent question and I believe they did. They have some really startling statistics to show on why people come to the ICANN site for the first time. And they showed that as many as 40% of the people who come to the site were unable to complete the task they wanted to do when they arrived.

So there has been a lot of focus on people who are new to the ICANN world and making sure they can find their way and get oriented. And I think you'll be pleased when you see what we propose. Right?

Steve Holsten   And actually that's a terrific segue into the (Zabinak)'s portion, Task 3 which is soliciting meaningful feedback from the community. And I think the paper (Zabinak), that you distributed gets at that a little bit, why it's daunting for people whether it's a language issue or the acronym and alphabet soup that people are confronted with.

Or even that you can't easily get from the ICANN Website to the GNSO Website. Do you have some overall characterization (Zabinak) of the paper you submitted or progress that you'd like to report on Task 3?

Zbynek Loebl   Yes. No, actually obviously this is very short document and this is basically what I am able to put together. I have not received so far basically any feedback from (Helen) unfortunately. So this is really what I can - I can contribute.

And I am definitely - now I think that it would be great if I receive some comments or some feedback from other members of the group. And I am more than prepared to develop them to paper accordingly.

But that's - basically I tried to put in my ideas and all the principal ideas which are brainstormed about in - during our meeting in Sydney. And during the calls on which I participated. So...

Steve Holsten   Great.

Zbynek Loebl   ...this is really...

Steve Holsten   Well here's...

Zbynek Loebl   Yeah. Yeah.

Steve Holsten   ...here's some feedback that I would add. One of the - one of the primary things I think we're looking for, for Subtask 3 is the translation plan for documents associated with policy development.

And you touched on it a little bit (Zabinak) with regard to consistent localization policies...

Zbynek Loebl   Yeah.

Steve Holsten   ...that they include multilingual vocabularies of often used terms. I think that it would be very helpful to develop with more detail what the translation plan would be. And that I think is an ICANN wide issue and concern.

Zbynek Loebl   Yeah.

Steve Holsten   But maybe one that we can contribute to.

Zbynek Loebl   Yeah. Let's see...

Steve Holsten   Does anybody have any suggestions about - about tackling the translation issue? Does that seem to be the most important one by most people's count?

Zbynek Loebl   Let me just say two sentences. Yes? If I may. Translation - I think that I have some expert eyes in the field. I managed an ADI site which is - is active in 21 languages.

So I think I know something about it. And so basically my assumption basically is that there are many ways how you can deal with multiple languages. And nothing - there is no approach which would be absolutely correct.

So what I think is clearly is to have any systematic approach. If you have a systematic approach then you probably know that you will not please everybody, just the opposite, there will always be a lot of criticism regarding translations and localizations.

But I think that you have the best what you can do. And you can step by step improve the quality as you go. And I confirmed with the person from ICANN responsible for localizations that they try and they actually did a lot with the (consistency policy).

So I do not - I must say that personally I do not feel - I think that I could - that by let's say suggesting some modifications to the system which they tried to develop.

Or even basically to - I do not simply feel confident to propose something at that end or to try to change their system just because I - from my experience it follows that it is better to design a system and try to follow it than to criticize.

Because basically as I said from my experience the localization policies will be always open to criticism. So - so that's why I basically was so short in the - in the - in my report because I am aware that this is really an extremely difficult and important tasks.

And I think that I can basically - it's probably doing right things here.

Steve Holsten   (Zabinak), if you - if you say that there should be a systematic approach that - which makes very good sense is it your understanding that ICANN has developed a systematic approach that is sketched out somewhere that has the - the game plan as to how everything is done?

Zbynek Loebl   Yes. I think so. It is not - it is not a complex system but they are developing it. And I think that there is a recording - we had a very good conference call with the person that is - unfortunately I do not remember at the moment her name but...

Man: (Christina Rodriguez)?

Zbynek Loebl...there is a recording of the - of the conference call. And - what would be probably possible is to describe the system from the conference call. Yes. I believe it would be possible.

They tried to do also the issues which I mentioned that means to have a consistent policy which documents would be translated into which languages. They had also created approach to what languages they would - they would put emphasis on.

They also are creating the vocabulary which is - which is key to some efficiencies and so on. So - and they will struggle in the future inevitably with the costs and the time because basically the more - the better your localization policy will be then you spend more and more money.

And - and you will be slower and slower unfortunately.

Julie Hedlund: (Steve) this is Julie. May I make a comment?

Steve Holsten   Yes, please.

Julie Hedlund: Yeah. What I would be happy to do is to go to (Christina Rodriguez) and ask her what is the most current information that they might be able to give us or compile for us with respect to their procedures. I know also that there is a - a procedures document for the translation of - of policy documents.

And I can also send - make sure I get the most recent version of that and send that around - and send that to (Zabinak) but of course copying the team so we all have the same information.

Steve Holsten   I think that would be very helpful Julie. If we could - I like (Zabinak)'s thought that it's - you need to see these things and not just criticize. But I would hope that if we saw this we could add feedback and make some constructive suggestions.

Zbynek Loebl   Yes.

Steve Holsten   Or maybe we look at it and we say this is just dead bang perfect...

Zbynek Loebl   Yeah.

Steve Holsten   ...we shouldn't change a thing.

Zbynek Loebl   As I said, I'm sure that we would be able to find some loopholes or something like that. But overall I must say that personally I got satisfied that the lady is doing a good job. So - and very difficult one.

So again basically I would be glad to - and also frankly speaking I would also recommend to distribute the recording from the conference call which we had.

Steve Holsten   Great.

Zbynek Loebl   Which I think is good, and I know that there was a recording which basically was distributed a few weeks ago. So if it could be redistributed perhaps again, that would be - that could be also very good.

Steve Holsten   Okay. I think that's great.

Julie Hedlund: Yeah.

Steve Holsten   Does anybody else have any comments on - on this topic?

Chris Chaplow: Only to say - it's (Chris) speaking here. It would be interesting to hear the recording. And yes, if Julie could track down any documents that are current on the languages and then as a team we can sort of either endorse them or make comments on them rather than try and start from scratch.

But I think we've got to acknowledge somewhere in the report what's happening in this area. Yeah.

Steve Holsten   I think that's right. Great.

Julie Hedlund: (Steve) this is Julie and (Chris) I agree with that and I will get the recording. I'll see also if a transcript was done. So before you try to write up anything (Zabinak) let me see if a transcript was done.

Often we do have transcripts made of most of our calls but not all of them. But I'll get as many of these things together and send them around as soon as I can, hopefully today.

Steve Holsten   Great.

Zbynek Loebl   Okay, thank you. Thank you very much.

Steve Holsten   Did the other members of the team have the opportunity to take a look
                  through (Zabinak)'s document?

Scott Pinzon   This is (Scott). I wanted to mention that (Chris) made sure that we had copies
                  of it as we're redesigning the Website. We actually have printouts of the
                  document in front of us on the table and we are trying to adhere especially to
                  easier document search system, consistent localization policies.

                  We're not setting a policy here but we're giving great attention to how
                  translated materials are presented on the new site. So yes, this is a
                  document of influence for us.

Steve Holsten   That's great. And I - and I did notice that many of the recommendations that
                  (Zabinak) made to regard the Website itself whether it's searching or
                  accessing. There's another one that GNSO feedback Website - and
                  (Zabinak) you're recommending for that that registries and registrars actually
                  include a link of some sort to a feedback?

Zbynek Loebl   Yes. This is - this is - this was just actually this was an idea which I had and
                  which actually we tried quite successfully to develop in one of our current
                  projects but - in Europe.

                  Basically the idea is that - that many people actually do not visit ICANN
                  Website or GNSO Website so often or anytime but they visit very often
                  Website of accredited registrars and registries.

                  So - so it could be possible to attract their attention to some of the issues for
                  which the internet community (needs) feedback from as wide users as
                  possible. In fact by creating something like a logo request for feedback which
                  could be put into which the (intrinsic) registrars and registries could put into
                  their Websites.

And the logo would be connected with a feedback Website which would be user friendly, easy, simple Website where the user will simply read a few sentences about the discussed issue and would be able to click on the preferences or write down the feedback very quickly and submit it.

So that's - that's simply the idea.

Steve Holsten   Okay, great. I would recommend at this point a few things. One, if anybody on the team has - has specific feedback or ideas on Task 3, to help (Zabinak) we should - we should chime in and that of course includes you (Scott) and Ken and Julie.

If there are anything you think that would be helpful in that document by all means add some redlines and circulate it. I think either Mason or I should circle back to (Helen) and be sure that she is contributing to the team so that (Zabinak) isn't going it alone.

But that we get her input as well. And then I think if we get the translation both transcript or summary of the current ICANN scheme that all of us can review that would be very helpful as well. Does anybody else have - have business they'd like to put forth for the call today?

I think taking that silence let's let (Chris) and team out there in Marina del Rey go off and do your thing. Keep cranking on the Website design. That's very exciting. (Zabinak) we really appreciate your participation and...

Zbynek Loebl   Thank you.

Steve Holsten   ...putting those suggestions together and your brainstorming. And don't stop there. If you have more ideas by all means share them and we will try to come up with some feedback on that document as well.

Zbynek Loebl   That would be great. And as I said, I am prepared to - and I would be glad to be actively involved. Yes. To develop the documents more based on the feedback I receive.

Steve Holsten   Very good. Okay. Does anybody else have any other business before we convene?

Chris Chaplow: Nothing in the business (theme), just to say thank you and that was - that summary at the end I think was fast so that's why - that's the reason for the silence.

Steve Holsten   Great.

Chris Chaplow: And welcome back (Zabinak).

Zbynek Loebl   Thank you.

Steve Holsten   Yes.

Zbynek Loebl   Thank you very much.

Steve Holsten   Have a great week everybody. Thank you for the call.

Zbynek Loebl   Thanks.

Julie Hedlund: Thank you.

Zbynek Loebl   Thank you.

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