
PRAGUE – New GNSO Website
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Rob Hoggarth:

This is the New GNSO Website Design. The purpose for this session is really to give all of you an overview of what we put together – what the staff and community have developed for the GNSO and for the new website. So we're going to go through a short presentation, just giving you the context and the update on what we've accomplished, what the plans are going forward and my colleague, Berry Cobb is then going to take us through a tour of the site, show you what we've got set up and then the final piece of the puzzle is going to be a question and answer session inviting you all to provide compliments, comments, criticisms or any other observations you'd like to make.

So let's get started. Oh, one quick check – folks who are online and who asked for audio checks – George, if you'd like to confirm that everything's sounding good to you, please put that into the chat. Our colleague Brian Peck is monitoring that for remote participation standpoint and those of you online are welcome to ask questions, provide comments to us from a remote location and we'll read those in the room when you ask us to.

So why are we doing this? Well, the primary driver of the new GNSO website was the GNSO independent review, what we call informally and internally the GNSO improvements and implementation effort. There was a recognition by the Board, the independent reviewer and many

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members of the community that essentially the GNSO needed to do a better job of communicating and one of the key areas that required that communication was the interface from a website perspective – what sort of information were we sharing; what types of information was being provided; what format – and a general recognition that the previous website could stand some substantial improvements, not only from a design perspective, but for how things were laid out, organized and what was provided.

And so what drove that then subsequently was a tremendous amount of work from members of the community, from the staff to consult with independent experts and others to create a design that would work well for everybody. So we did a lot of work in terms of website design, development essentially starting back in late 2009 when the policy staff and the community formed a communications work team under the auspices of the GNSO Council and moved forward with requests for proposal.

We identified an excellent outside partner, Andalucia, and Chris Chaplow is here in the room with us. Thanks for joining us, Chris. And made a very successful effort I think in terms of pulling together a design and an architecture that would work more broadly for the community. We're constantly challenged from an ICANN perspective in terms of web admin resources and IT, particularly when folks were working on other areas.

And so between the design phase and the actual content loading, architecture and development took a significant period of time – I think a lot longer than a lot of us would like to have seen. But eventually we

were able to avail ourselves of the services of Mr. Cobb who's next to me here and I think really were able to generate some tremendous traction over the last four or five months. And the final result is what you see now online.

I talked so quickly I wasn't able to change my slide. So let's review some of the general attributes. The general concept of the new site is the ability to collect and display information in a more comprehensive, cohesive manner. The real key for a lot of the work that we did over the last several months was really trying to make sure that we had the content right. That was – as the slide indicates – a true core objective for us and will be much more of a staff challenge going forward because the key there is that not only are we providing new content or arranged in a different way, but also requires a much broader commitment.

As you'll see in the tour later, some of the features of the new site include a general chronology for every one of the major policy issues that we're working on and so that increases some of the staff obligations to make sure that not only are we doing the regular work of supporting the community in its efforts, but also to make sure that when significant benchmarks are achieved, we're getting that onto the website in a regular manner.

That's something that the Secretariat has done a very good job on, on a lot of draft documents and things like that up until now, but now we're talking about a more cohesive set of pages that are focused on specific issues and that have everything from the beginning of the effort to the most up-to-date information.

One of the challenges that we were able to recover from quite frankly was generating about 100 new pages of content from the original and this is more fresh content, newly designed content. A lot of the substantive documents are just rearranged basically in a more user-friendly – we hope – perspective. The documents were always there before; they weren't necessarily easily found.

Many folks and I know a number of you in the room had your own sort of solutions for how you would find things, but the challenge that we found in surveys in a lot of community feedback with folks who were not familiar with the site; were not familiar with the GNSO – they were just completely lost.

The sections of the new site that we have now again aren't tremendously different from what they were before; it's just a reorganization, a re-architecting of where they are. A home page – and as you see on this slide in front of you, it's very small here – but essentially a menu system that breaks down the various areas. Berry will show you in a little bit how some of those actually look, but the concept being that not only would the site have the documents and the information, but it would provide visitors with information about the GNSO – how it's structured; about its various component organizations and parts.

One of the areas you'll hear that we're going to be doing still some more work in Phase 2, 3, 4 – however it goes ongoing – is really trying to make the library, the news feeds more robust, expanding the basics section to provide more fundamental information for various parties about different aspects of the GNSO.

So essentially what we were able to do is produce Phase 1 – the initial introduction of the site – at the end of May and that provides essentially the site that you see now on www.gnso.icann.org. Basically the decision that we had to make was if we constantly wait and are constantly working to develop new material or to get it perfect, it's never going to get launched. And so the concept was let's get it launched with the basic structure the classic 80/20 rule – let's get it 80% right and then let's collaborate with you – members of the community and others – as to what can work better, what needs to be improved, what can we flesh out more.

I think what happened with the new design is that we see a lot of new opportunities, a lot of potential, but we don't really know what's the right balance between providing that from a work standpoint and really providing something that's useful and I think that's the real key and the real balance.

As you see from this slide, the real challenge in terms of what we're going to be looking at is with more of a dynamic site where there's going to be content, development; there's going to be fresh content on somewhat of a more regular basis - how do we structure ourselves internally to make sure that that's done. It's a constant challenge to make sure that the www.icann.org site is up and the good news is we have a full policy team and staff with very specific assignments for different policy issues, so we don't think that it's going to be a challenge doing that; it's more of a management process to make sure that we've got everything together.

For example, what Berry and I are doing right now is anything that's added to the site, we see what's happening so that we can monitor the workload, see how smoothly it's going with the Web Admin Team; what's the correct way to essentially put together the instructions and things like that to make sure that it's going to be updated in a consistent and in a clear manner.

One of the things that was a real education for me in going through this process was to really appreciate how much behind the scenes it takes from an IT or a web admin perspective to really make something happen. And in the old process, it required some substantial amount of instructions whenever you wanted to make a change to the page. We were able to evolve that and partner with the Web Admin Team to allow Glen, the Secretariat to be able to do that directly, and right now we have more of a blending of that going forward just because of the degree of information. We don't want to have to funnel that through one person so we're still working through that.

Some of the other potential wish list items that we've got on this slide include what's the right strategy for archiving documents; how it that going to dovetail with what a lot of the stakeholder groups and constituencies want to do with their web presence. Part of the concept here is that the www.gnso.icann.org site is a more static site, so in the "About" section areas when it talks about a constituency or stakeholder group, it provides general information, but then a link to the web presence of a particular stakeholder group or constituency.

And part of the overall planning effort with the GNSO implementation of the improvements has been what's the right blending there; what

does the registry stakeholder group have versus the business constituency; how much flexibility do those communities want; what's the range of information they want to provide? And one of the other critical aspects of the GNSO improvements efforts that was really waiting the development of the website was organizational recordkeeping; membership information; how can that be partnered with this new website in a way that's consistent and that's effective?

We recognize that individual stakeholder groups and communities have their own communications or Secretariat function. How can we as staff partner with that to make sure that all of you aren't overly burdened with content yourselves? And maybe the new website itself and that design can help; maybe more of a concept of Wiki collaboration materials or infrastructure can help as well. And so that's something that we're looking at more broadly going forward.

Another important aspect on here that Berry's going to talk about is how you all from the community see the relationship between these topics of ongoing work and group activities. We had weeks of testing and discussions about what's the right sort of mix; what's the right nomenclature; what's the right taxonomy for how we tag documents and label things. And so it's been a real challenge to see if we've got it right and some of the feedback we want from you is – is it intuitive; does it work well for you to go, "Oh, it's ongoing work versus group activities," and are you able to sort of distinguish and easily move through the site to find what you need.

I'm going to stop there and turn to Berry to essentially give us a tour of the site because that's much more dynamic and interesting than the

slides I'm putting up. For those of you online, what I'm going to try to do is share my screen. We've got a screen here in the room and Berry will flip through the slides. If you're online, I'd recommend that you go to www.gnsso.icann.org – that may help you see things and sort of follow along with the discussion, but I'm also going to turn off my microphone and play around with the Adobe Connect Room and see if I can share my screen for you all. And we've got Brian Peck sort of monitoring for any comments or chat items.

Before we go to you, Berry, just real quickly, Brian, I'm not wearing my glasses. Are there any comments or questions from the remote audience at this point? Okay, great, thanks. I'm going to shut down and Berry, turn it over to you and play with my screen here. Thanks.

Berry Cobb:

Great. Thank you, Rob. Well, I guess for the most part, for the demonstration, since Rob stole all of my lines, I'm just going to quietly click through here. No. [laughs] No, basically through the demonstration, what we'll do is the typical left to right, top-down. I'll show you some of the key sections of the site. Some I'll run through very quickly that are not so important and other areas that require a little bit more discussion – that'll allow us more time to focus on those.

So just starting off with the homepage, the intent for this is obviously it's the main landing page for all participants and the community members. Since we've launched, nothing has changed on this part of this site, although after Prague is complete, Rob and I will be getting back together and we're going to kind of look at what are some better

features and better content aspects that will help users navigate to the content they need.

For example, we have the Frequently Asked Questions over on the left-hand side. Definitely there's great material there but they may or may not be as useful as the site matures. So that's some pretty good real estate that we'd like to take a look at providing more quicker access to the key content that members like to use.

So for purposes of this, where we see Stéphane's picture and his very great letter that he wrote for us to launch the site, this area is going to be designated for high value content and more recent developing type content. For example, let's say the recent TAS announcements and some of the issues that they had there – definitely a key event, but it's very short in its scope and most likely is not a candidate that would show up here on the homepage.

However, a good candidate might be in October when the GNSO Council goes through its elections and there are key changes amongst the Council. That might be a good candidate to populate in terms of some more recent news that will lead the users into the deeper aspects of the website so that you can get greater detail as to what changed and who changed and those kinds of things.

Over on the top hand right there's definitely some new aspects to the website that are very helpful for a lot of people and we'll go into more details with those at the end of the demonstration. But across the header you'll see language support; search capabilities and the acronym helper throughout the website and like I said we'll go into some more detail on those.

Down lower on the bottom part of the page, there's this Most Recently Added module that you'll see littered through the site. Basically this is just a quick view that provides an update to the consumer of the information with the most recent documents that were added and for those that don't know, the back end to this is Drupal and so whether it's a new webpage or an HTML page or a new PDF or PowerPoint or whatever, each one of those documents are tagged in what they call a taxonomy and it's just basically a bunch of different attributes that are assigned to each document and those are useful for how we tag that document in terms of future search capabilities and those kinds of things.

The last thing I'll point out on the homepage is at the very bottom is kind of – we stole this from the www.icann.org site and it's just a listing of the major high-level menu items that can provide users quick access to the content that they're looking for.

So with that, I'm going to go ahead and move over into the About section and this section of the site is basically designed to... it benefits both new users to the GNSO and the most expert or power users to the GNSO. But the intent is to provide an overall description of the structure of the GNSO; the structure of the GNSO Council; the stakeholder groups and constituencies that make up the GNSO and then the members of each of those stakeholder groups and constituencies, as well as our Board appointees; NomCom appointees and some other information on terms of how to participate.

Basically kind of going through here, I'll just... This area is probably the biggest improvement from our old GNSO site as it provides a lot more

visual pleasantries in terms of putting names with faces and trying to identify who belongs to which group. So I won't spend too much time here as most of this content is pretty much static. About the only time that it will change is when the GNSO goes through its elections and certain members of stakeholder groups and constituencies change.

Rob Hoggarth:

And one comment – this is Rob – to add to Berry's presentation here is that already a number of the stakeholder groups and constituencies have said, "I don't really like that on my page." So if you have particular items when you look at the page for your stakeholder group or constituency and say, "Mm, can you put this in for our mission rather than that for our mission," please let us know.

Basically what we did is we went to the charters of each of the groups and simply provided some basic information. If you look at that and say, "Eh, I don't really like the layout," or, "You guys should add more to it," please let us know. The intention on this site is that each of the pages about stakeholder groups and constituencies provides basically the same template of information.

The real key for where you can get crazier – you know, much more creative – will be your Wiki web presence. Some of you may choose to operate and host your own website and continue to do that, but I think longer term – and we'll be able to do this now that this website is together – we'll be pulling together folks and asking you for volunteer to help us discuss what sort of web presence looks right for your particular website. I don't want to get into those details for this presentation, but

just so that you know, that's again part of that marriage I was talking about. Thanks, Berry.

Berry Cobb: Any time.

Chuck Gomes: Is it okay to ask questions or comments?

Berry Cobb: Yes, and I'll repeat it for benefit of folks online. Chuck Gomes has a question.

Chuck Gomes: Has it been communicated where to send requests like that? For example, if we'd like a different mission statement or something like that? And secondly just to let me do two to start with. Is there an estimated turn-around time in terms of changes?

Rob Hoggarth: Chuck Gomes has asked whether there has been a specific request made of the community groups as to what the process is for improving the sites and sort of what the turn-around time for that is. We did ask members of the GNSO Council to alert their communities if they wanted to make those changes; also making the announcement now if you'd like to make any changes.

In terms of process, right now the Web Admin Team is consumed with the ICANN public meeting and getting things posted on a daily basis but typically I think what we're seeing as the turn-around when we provide input and requests is – it's 24 to 48 hours. So once you guys are together and say, "Hi, can you change this," we get it right into the queue.

Ultimately I think from a process workflow you'll be communicating with the GNSO Secretariat. But what we expect is that right now will be the bulk of your changes and then as Berry indicated, when you have an election and you've got new folks, you provide us a picture and a roster of the new people and we just put it in and that becomes an annual thing.

We'll work out something different for the web presence for your individual groups, but for the GNSO website, as Berry said, we ultimately think it will be very manageable because again, it's going to be a more static site and should be more easily managed. I think the real key is right now making sure that you're comfortable with what's there. Chuck has a follow-up.

Chuck Gomes:

Should requests be sent directly to you two?

Rob Hoggarth:

No, the requests should go to the Secretariat and then Glen right now, as the process work flows, we get a notice of it.

Berry Cobb:

Okay great. So I'm going to quickly click through the About section then we'll move on to the more interesting parts. The first is the GNSO Council which is a diagram that has evolved from the old site and if we haven't said it already, there are a couple of areas within the site that have transformed or survived into the new design and primarily that's a reason of it was a lot more complex to change it, hence we punt it to Phase 2 so we could get this launched or the other reason is we thought we had a much nicer, visually-pleasant diagram but things have changed in the organization so it became out of date already.

So this is the first example which is just an outline of the entire GNSO Council divided by the contracted party house, the non-contracted party house. We love the content that's listed here because it provides names with their positions and their respective groups as well as links to their Statements of Interest and every as well. However, trying to compress that into a really pretty diagram that is useful became the challenge, so this survived. We cleaned up the old version and tried to make it a little bit more useful and streamlined and we got rid of some of the content that wasn't necessary anymore.

From there we can click down into the different stakeholder groups and get information about each one. As Rob had mentioned earlier, a lot of these pages are template-driven. There are slight variations from one group to the next because each one is relatively unique, but in general we tried to start off with the mission and purpose of each of the groups and then provide a visual representation of putting names with faces of the members of each one of those groups. And then their respective Council representatives and lastly, if there's any external web presence or mailing list for each one of those groups.

So what you'll see from here is, for instance, Commercial Stakeholder Group hasn't really established any external web presence yet; whereas, I believe the Registrar Stakeholder Group has. But again, you'll see the same template-driven aspect – Background and Mission; Members and then web presence and mailing list and those kinds of things.

Rob Hoggarth:

I'd like to point out one other feature that – surprise – we've introduced and that is at the very bottom of the page you see a date – a last updated. Again, that's an internal flow, but also something that we hope that users will be able to note and really will just help us to keep track that we're keeping these things updated appropriately.

Berry Cobb:

And it's good that you mentioned that because you don't know this, but I added it to the list. We're going to look for a more automated method because the manual method isn't getting updated. [laughs] But the intent is what's important there. We want to definitely allow the community to see when these things are changed.

So we'll go ahead and move quickly over to the constituencies and it's basically the same type of template as the stakeholder groups. Looking at the Commercial Business Users, again, their Background and Mission Statement; the ExCom or Executive Committee that's made up of the CBUC and as well as their external web presence, their Wiki presence if they have an external site.

What other feature for each one of these pages is you'll see an archive down at the bottom and right now this links to the legacy content that was from the old site and everything that existed on the old site still is alive in this site because they share the same Drupal instance. But we didn't want to lose a connection to that and at some point we're going to go back and clean up the past and certainly as volunteers roll in and out of their respective groups, we'll be moving them into the archive section so that we can maintain that chronology.

Real quick – kind of the same thing – the Board appointees, a quick description and how the Bylaws state that they're representatives for the GNSO plus a history of who's held those spots in the past. Same thing for the NomCom appointees – we've got a background; who the current members are and this is one of the key elements that you'll see. Sometimes we don't always get a picture of some of the members, so we have our little blue icon just so we don't lose the space.

Lastly is the How to Participate and there's definitely great information in here for the newcomer to the GNSO in terms of how to participate with PDPs or working groups; how to make public comments; how to volunteer; how to follow some of the key mailing lists and those kinds of things. And also –which is something that's kind of brewing now – is how to form a new constituency. Mikey?

Mikey O'Connor:

Can you just click on the following mailing lists? Okay. So this is just a wish list item. It would be really nice to be able to subscribe to mailing lists (inaudible) so that instead of having go to that webpage, click

through the threads and just subscribe to them. I know it's totally outside your scope, but hey...

Berry Cobb:

Right. Mikey from the session here from the ISP constituency was providing recommendation with respect to the mailing lists. That is identified as a Phase 2 item so the actual mailing list page is what used to live in the old site. Didn't really want to change it so much because it did have a nice history there.

But anyway, Mikey had suggested that we have a full list there and that will allow users to click through which ones they want and be able to subscribe to which lists that they want to. Marika?

Marika Konings:

I think that issue would need a broader discussion because basically subscribing to the list is also becoming a member of the working group. So I think we don't have a system in place currently. There's maybe something else to explore where you just get the emails, but cannot post. I don't think we have that capability at the moment, but the automatic subscription normally is linked to if you describe to a mailing list, you automatically become a member of that working group or drafting team. So that's probably something to further explore.

Mikey O'Connor:

Yeah, I mean this is slightly tricky. This is a standard Mikey thing. The listserv software that we use has two ways you can subscribe. You can

subscribe so that you can read and write, but you can also subscribe as a read only. And what Marika's talking about is absolutely right.

In order to read and write, you really have to become a member of the working group and there are a lot of members of working groups that are simply members of working groups so that they can get the email. And what you really want is you want the ability for a person who wants to just follow a working group to subscribe to the list in a read only way and that's a feature of the listserv software that you're running.

What would be wonderful is to open that up to the public. It would make it a lot easier for folks like me to chair a lot of working groups because then I would know that I actually have five people in my working group instead of 30 and the other 25 could subscribe as read only kind of thing. So it sounds easy, but as Marika says, there's more inside that onion.

Berry Cobb:

Great. Thank you, Mikey. Added that site nuance to our list and like I said, it is on Phase 2 and our Phase 2 list outside of basically continuing some content updates – Rob and I have to sit down and figure out exactly what are all the details of each one of those items, etc. Chris?

Chris Chaplow:

Yes thanks, Berry. Chris Chaplow, Vice Chair of the Business Constituency. It's certainly great to see the site live finally after all this time and from being there right in the beginning in the CCT Work Team. And not just the visual aspect of it that I think is what most people will notice, I just wanted to highlight the authoring of all the text and the

introduction text on the pages because the old website was really just a collection of documents.

So it wasn't just taking the old website and turning it and painting it nice colors into the new website. There was this colossal quantity of text that didn't exist before and that was a problem because if you are new to the GNSO and you hit a page, you didn't know what it meant; it was just a whole lot of documents. And for me that's the really great improvement. So thanks very much for that.

My point I think I was going to make is I think it would be a good idea to share the wish list with the community so that we can sort of see what's on it. Even if our suggestions seem to always stay at the bottom, well, that's life, isn't it? But I think it would be quite a good idea actually and then we can actually see the sort of things that are happening and when people can add ideas. I think it would help it develop more in that way.

It's actually nice to see there's quite a lot of work still to do in it because actually from what you're saying, there's more than I appreciated. Actually I was sort of letting some secrets out a little bit I think because from looking around actually it's more complete than I'd believed from what you've said. But that's great and I think the people in the community will be interested in trying to help take it forward. And is it [webmaster@ or...](mailto:webmaster@...) for wish list type comments, where do we send those in – to you or...?

Rob Hoggarth:

I think that's a great idea. We'll have to come up with wishlistgenussosite@icann.org or something or have the developers put

a little button on here – What Would You Like To See – and create something more dynamic like that because I think that’s a really good point.

Many times you’ll be on a website and you’ll have an idea and think, “Hey, they should do this,” and then you forget about it and you move on to something else. But if we can capture that. And then I think to your point, reflecting, “Yeah, we did it,” or “Oh, it’s tough,” and create some sort of dialog there, I think that would be very helpful. We may just work out a process for how to do that. Thanks.

Berry Cobb:

Yes, to your first point about the new text or the new textural content in there, that was the key driver as to why this took so long from a building in a content perspective is a) is just getting up to speed on what the new design was like. That was a little bit of a challenge for me and where all the content should reside. But then once we all agreed on that, then in actually typing it all out and writing it, then going to the edit process and all that – that was definitely very time-consuming.

To your last point about sending in requests, in the interim there is the webmaster at ICANN.org. If there are some great ideas you have, use that address and the Web Admin Team will be able to pass it our way. But for sure we’ll within the GNSO specifically, we’ll come up with a bigger, better process to get some of the ideas from the community.

So we’re kind of running a little bit short on time, so I’m going to speed through a couple of areas real quick. We’ve covered the About. Next we’re going to move into the Ongoing Work and Group Activities

section of the site and this is what we kind of had deemed the power users' area. For many users in the community that are involved in PDPs and working groups, drafting teams, committees, etc., etc., these will probably be the two aspects of the site that you'll use the most.

So under the Ongoing Work section we have an area for all the activities for the GNSO Council, as well as a topical description of policy activities and other work that is going on within the GNSO.

So under Council Activities – basically this is a high-level area of all the processes and ongoings of the GNSO Council. Here users can review through drafts that are being sent out to the GNSO Council for them to review for upcoming deliberation; there's information about some of the election procedures and those kinds of aspects, as well as a listing of all the consensus policies that have been adopted by the GNSO Council. Go ahead.

Rob Hoggarth:

Here's the deal – every single one of these pages ought to have an RSS feed on it so that when we get changes...

Berry Cobb:

RSS feed – Phase 2.

Rob Hoggarth:

Yeah, like on every page because you know, the trouble with sites like this, the way it's laid out right now is it's exactly like the listservs. It's not being pushed to me; I have to go find it and pull it, so I'm giving that

three Mikey votes and an Andaluca vote and a Michelle vote and a Chuck vote. And Chuck doesn't even know what he's voting for.

Berry Cobb: Absolutely. Again, we have it listed as a Phase 2 and with the Web Admin Team and developer resources, we couldn't include any RSS feeds in Phase 1, but we definitely will get that implemented.

Rob Hoggarth: And one quick point – as you know being a heavy Wiki user, if you've posted content or whatever, you get an email and so you know that there's been some activity or some change and then you have the choice to check it out or not.

Berry Cobb: Okay, great. So again, within the consensus policies area basically this is a listing of all the consensus policies that have been adopted and approved over the years and as new ones get created and adopted, they'll continue adding onto this list. As well as many of these consensus type policy listings will also feed into the next section which is Policy Activities and we'll get there in just a second.

The last thing that I want to point out to you is the Resolutions page within the Council Activities and this again is one of the examples that survived the old site. And this was a challenge for several reasons because it has been one very long static page that just continually grows and grows and grows as more and more motions are added, we couldn't re-design any of this without a very intense content remake.

To make it more user-friendly would require basically creating an individual page for each motion and that would be very time-consuming, not to mention from my own selfish perspective. I actually personally like it all being on one page but I think that there are some key browser features that users can utilize to find the content that they're looking for.

I do agree that it's difficult to scroll and scroll and scroll, even if you have the links up at the top that can help you find... if you know the year or the month that that particular motion occurred. But for example, you can use your browser feature to use Control-f and if I were interested in anything IRTP, I can type that in and I can see that there are 117 instances within this list of IRTP.

I could go further and do IRTP Part B or transfers or abuse – whatever it is you're looking for and I think that if users became more aware of that, then they might be able to try to use this interface. We have this listed as something to review in Phase 2. I doubt that we'll get to it within Phase 2 so it might be either Phase 3 or Phase 5.

But there needs to be a lot more thought put into what we would try to accomplish here because this is only the motions that were approved by the Council; it doesn't include motions that weren't adopted, as well as it doesn't include who voted and what the outcome and those kinds of things were. So there has to be a lot more thought put into this before we go and change it just for display purposes.

Moving on to the Policy Activity section of the website, this is where the challenge became from the design team over on into the implementation team and trying to understand what content should go

where. And to try to dumb it down as easy as I can, there are two sections of the website that are the key areas.

The first is this Policy Activities area; the second is under the Group Activities – Active Projects Teams. And essentially what you can think of between these two sections is this Policy Activities area is more topic-driven whereas under the Group Activities and the Active Projects Teams is more effort-driven or current efforts that are going on within the GNSO.

So looking at Inter-Registrar Transfer Policy as an example, this is a very large topic. Not only is IRTP a consensus policy, but there have been several PDPs created and a few still yet to be born that the community wishes to address key issues on this particular topic. So what we tried to do is to create one page that covered the topic in its entirety and that would link to past efforts but you also must take note that sometimes there are efforts within the GNSO that may not necessarily lead to an over-arching topic.

And it's probably even difficult to explain here as well as trying to understand the challenges that we faced when we were trying to fill in the gaps for all of this. But I think as users continue to use the site and as the site matures, it should become a little bit more intuitive.

But as I mentioned, Policy Activities is definitely much more topic-driven and you'll see things like WHOIS, UDRP, Registration Abuse, anything RAA-wise or of course the big topic, New gTLDs. And within each one of those pages, they'll like to other areas of the site where individual efforts have contributed to this over-arching topic.

Lastly I'll close out this section. There's other things like Other Work which is some of the key things that have gone on in the GNSO such as Affirmation of Commitments or the GNSO Improvements or any other types of activities at the GNSO that don't necessarily relate to policy-driven work, but are more... anything non-policy is where the Other Work stuff will go.

Lastly, Pending Projects List. I think many here are familiar with the Pending Projects List. This is also kind of identified as a Phase 2 item to improve. Right now it's basically a Word document that gets passed around and leaders of those particular items within the Pending Projects List are tapped to update that particular section. We don't really have an archive of what's going on with this and those kinds of things but it is a very important tool that the community uses to get a comprehensive view of what is currently happening in the GNSO.

So we'll move over to Group Activities. This is the second area of the site or the power user's area and to me I think this will probably be the most used area of the site because the first and foremost element to this is the calendar. This is the last example of a legacy GNSO item that found its way into the new design.

The calendar aspects are very challenging, very much like the Resolutions page which is a very long, long page, the Current Calendar is as well. However, what we're starting to learn is that the calendar, the way it's structured the way it is today provides a lot of very useful information – not only a chronology of what's going on from a conference call and agendas in the GNSO Council and those things, but

links to the agendas, the meetings, the mp3s and everything is also important.

There's probably not going to be any improvements to this within Phase 2 because there are other aspects to calendaring and scheduling that need to be considered. Having talked with Mark from the Web Admin Team, there are a lot more other things that we need to consider as well as trying to avoid duplication of work with the Secretariat Team because they primarily manage these pages as well. But it is on our radar and for now we think that it's still useful and certainly looks better in this new design.

Okay now we'll move over into the Active Projects area and this is where... this is the other side of the equation from what I mentioned about topic versus an effort. Under the Active Projects Groups area is a listing of all of the active drafting teams or working groups that are addressing policy-related issues or joint efforts with other SOs or ACs.

Now this list, this is probably going to be the most dynamic portion of the website. As working groups get started or get closed out, these pages will kind of move into our archive area. They won't be deleted but once the effort is closed out, it doesn't necessarily warrant taking up prime real estate up here over on the left of the menu bar and so...

But this area is not necessarily meant to replace the Pending Projects List either. So if you were to try to compare the two, you would see that there's a significant delta from everything that's listed in the Pending Projects List versus what is listed here.

The key trigger for when you would start to see a new effort either start or get closed off kind of keys off how the GNSO Council works. So if it's a new PDP effort and it gets approved or denied by the Council, that'll be the trigger that a new page gets created for that particular effort because typically there's an Issues Report that had led up to that event; the deliberation of the Council; the motion, etc. and if it's approved, then you would see it pop up over here on the left; if it's denied, the page would still be created but basically migrated to the archives section.

So we've got two minutes. Basically the rest of this within the Group Activities area – there are other aspects or ongoings that are occurring. We have committees such as the SCI and its particular pages. There's also Council type activities such as outreach and the WHOIS studies and those kinds of things. This area will continue to evolve as new different efforts get started within the GNSO.

The last thing I'll mention is the Inactive Groups Teams area and this is our first line, item 1 of Phase 2 as there are a bunch of past efforts that haven't been documented yet and that's time-consuming in terms of using our template to go find the motions that got the efforts started, the Issues Reports, the Interim Reports, the Final Reports, etc., but we have a list of about 20 to 30 different past efforts such as Fast Flux and IRTP Part A and all of those good things to get documented.

Lastly, I just want to go through the Library real quick. This area can be pretty useful for users. What you see over here on the left is a Quick Search and you probably heard me use the word taxonomy a few times in our presentation. But essentially each new document that gets

loaded into the Drupal instance will have attributes that are tagged to it and, for instance, each document is tagged as GNSO and is tagged as IRTP Part C; is it a document or an agenda item and all of these kind of met tags that you can assign to each one of these things.

This is a search interface for that. It works fairly well but it's not perfect and that's also something that we have identified in the future is to improve the search capabilities within the website.

I had a few examples listed here but we're basically out of time, so I'll save it for another day. Just know if you see really bad results, please let us know. Use the Secretariat Team to let us know so we need some of that real-time feedback to improve it.

The other two areas of the site are the News area. This is basically an auto-feed of different documents that are loaded into Drupal again using the taxonomy and it takes forever to load. It can be useful. The key area which Mikey had mentioned is the RSS feeds that are down over here in the right and we definitely want to get those loaded up there and we definitely appreciate the feedback about some of the other key areas of the site to make RSS feeds out of those.

Lastly the Basics area of the website is kind of our education portal. What you see here is the first instance of content that we tried to place in here, but there is a lot of work going on currently to improve our education that is possibly even more role-based than topic-based. Whether you're a new councilor on the GNSO Council or you're a new person into the GNSO, etc. So this is definitely tagged as a Phase 2 item that we'll improve upon and go from there.

One more quick thing, the last thing that I'll point out to you is again the language support. For non-English speakers out there, unfortunately it's not an ICANN directive to provide full language support for all sites, at least as of now. However, there are a lot of documents that are translated and created to help support non-English speakers.

The best that we could come up with now is to create a view of the U.N. five or the U.N. six and essentially this view will pull every document that was tagged, for example in Spanish that was translated from the GNSO. We do have a couple of issues with these views that we're working with the Web Admin Team.

So for instance, if you looked into Russia, there would probably only be three documents found. Well, we know that there's a lot more than that, so we're working through those bugs right now. But unfortunately this is the best that we could do with the resources we have and that's just to provide a quick view of the documents that exist in the database.

So with that I'll close it out. Rob, any last comments?

Rob Hoggarth:

No, thank you very much, Berry, and thanks everybody for getting up bright and early here in Prague. This has been recorded and if you do have any questions, please see me, Berry, Glen de Saint G ry, the Secretariat. And what was that web address again? That email address - webadmin@icann.org? What was it?

Berry Cobb:

Webmaster@icann.org.

Rob Hoggarth: Thank you. Thank you everybody.

Berry Cobb: And thank you for the participants for the over/under bet. [laughs]

Rob Hoggarth: The meeting is adjourned. Thanks everybody.

[End of Transcript]