**GNSO PDP IMPROVEMENTS - #3 and #5**

**PDP Working Group Member Onboarding Programme**

**Introduction**

The GNSO Council identified a number of possible improvements to streamline the GNSO Policy Development Process (see <http://gnso.icann.org/en/drafts/pdp-improvements-table-16jan14-en.pdf>). Two of those proposed improvements related to increasing the pool of WG volunteers (Proposed Improvement #3) and improved online tools & training (Proposed Improvement #5). These areas for possible improvement also closely align with the recommendations of the Accountability & Transparency Review Team 2 (Recommendation #10.1). To address these two areas of possible improvement, this paper outlines the proposed development of a GNSO Learn Videos track, designed to become part of an integrated PDP Working Group Member onboarding programme, which would also include amongst others the GNSO Newcomer Webinars. The GNSO Learn Videos as well as the overall onboarding programme is intended to facilitate the participation and integration of (new) PDP WG volunteers, which is expected to contribute to these two proposed improvements.

**Rationale**

When volunteers join a GNSO PDP WG, some basic information is provided in relation to the background of the WG effort: such as the GNSO PDP Manual and GNSO Working Group guidelines; however, currently no integrated effort exists that guides a new WG member through the intricacies of a PDP WG or allow for further learning and training. By starting the development of an integrated PDP Working Group Member onboarding programme, which is easily extensible / adaptable to allow for modification based on the community’s needs, it is the hope that this current gap can be closed and it will become easier for new volunteers to participate and take an active role in GNSO policy development activities.

**Existing Tools / Training**

The GNSO Web-site currently hosts a ‘basics’ section (see <http://gnso.icann.org/en/basics>) in which information materials concerning the following topics can be found:

* What does ICANN do
  + GNSO & ccNSO Comparison Overview
* GNSO 101
  + Module 1 – Role of a GNSO Council member
  + Module 2a – Working Group Operations
  + Module 2b – Working Group Formation
  + Module 2c – Working Groups Chair’s Guide
  + Module 3 – New Policy Development Process
  + Module 4 – Communication Tools
* GNSO Policy Development Introduction
  + About Consensus Policy
  + Policy Development Process
  + Working Group Guidelines
  + Policy Update Archive
* DNS Infrastructure Basics
  + Country Code Top Level Domains
  + DNS Computer Emergency Response Team
  + Internet Protocols (IPv4 – Ipv6)
  + Redirecting and Wildcarding
* Learning on ICANN.org
* ICANN Glossary

Prior to the first meeting of a PDP WG, materials deemed relevant are sent to WG participants for review. Furthermore, most of the first PDP WG meeting is dedicated to reviewing these materials and answering any questions.

ICANN recently launched ICANN Learn (see <http://learn.icann.org/>) which is ‘an online learning platform built for the global community. It's designed to be an effective way to maintain institutional knowledge, connect peers, and unlock a new level of understanding’. It also provides the option for the ICANN community to develop training modules. Staff evaluated the available courses there in order to determine if a possible curriculum suitable for new GNSO PDP WG volunteers could be built from there. The current courses offered on ICANN Learn are a mix of downloadable PowerPoint presentations, professional videos/animations (presumably produced by Communications), lecture style videos, webinar recordings, and flow-charts. For example, the [ICANN 101](http://learn.icann.org/course/view.php?id=5) ‘course’ (requires login) is a mix of all of these with some material on the learn.icann.org page and others linked across to icann.org.

The general feeling from many of these courses is that they are an amalgamation of existing information rather than a custom-made course, which means that they seem rather cumbersome and not as appealing as they could otherwise be.

The information provided is also a mix of very basic information that nevertheless assumes existing knowledge – e.g. at no point are terms like ‘registrant’, ‘registrar’, ‘registry’, or ‘top level domain’ explained.

**GOALS FOR GNSO LEARN VIDEOS**

**A Need for Audience-tailored Courses**

There are at least two different audiences for GNSO-related ‘online learning courses’: a) newcomers who would like to become active in the multi-stakeholder model, and b) active community members that want to fine-tune their knowledge and understanding of facts and processes.

**An Illustrative List of Issues for Newcomers**

a) Terminology and Acronyms

* What is a registrant, registrar, registry, ccTLD v gTLD (ie the basic structure of the ICANN community)
* Video + powerpoint (done via AC recording?)
* Could either be a frontal video by staff or it could be a compilation of various community members explaining these terms and usages

b) Who are the different ICANN SO/ACs and GNSO SG/Cs

* 1-2 min instruction (each) by the various Chairs on who the SO/AC represent and how the contribute to the MSM (ie how each stakeholder fits into the ICANN structure/model/groups)
* Video only with a link to the ICANN and GNSO websites for more information

c) What is consensus policy

- Explain what the role and purpose of consensus policy and the ‘picket fence’ is (emphasize the nature of the MSM)

- Frontal video with links to relevant info on ICANN website

d) How does a PDP work

- Some basic information about the life-cycle of a PDP from issue report to Board adoption

- Frontal video with relevant links (to the ‘snake’ and the Bylaws)

- Include one or two real examples

e) How to join a Working Group

* This should be about the sign-up logistics and an introduction to the wiki
* Screen-shot video with voice-over

f) What is involved in taking part in a Working Group

* Expectations in terms of time-commitment and prior knowledge, advertising the newcomer webinar
* Include examples of past WGs to show scope and diversity
* Frontal video by a community member (maybe a former WG chair) with links to more information on the GNSO and/or ICANN site

g) How to submit a public comment

* Convey understanding of how to participate in public comments and what this requires.
* A screen-shot video with voice over could work here.
* Emphasize how this is critical to MSM

h) How to join an ICANN meeting

* Provide some information of how many ICANN meetings there are, how to sign up and register and generally encourage people to join (in person and remotely).
* Screen shot video plus frontal ‘invite to join’ by a community member

i) How can I keep up-to date with the latest policy developments?

* Give information about the policy update, the various announcement sites of the SO/ACs, advertise the pre-ICANN meeting webinars
* Mix of frontal video and screen-shot video with voice over.

j) Who is who – staff and community members

* 10sec intro by each of the staff – who are they, what do they do, where are they based
* Introduction by GNSO Chair, maybe also SG/C chairs?

**An Illustrative List of Issues for Existing Community Members**

a) Introduction to key consensus policies

* Brief overview of the URS, the UDRP and the IRTP (for examples)
* Depending on length could be split into three
* Frontal video with a PowerPoint.

b) What does it take to Chair a Working Group

* Introduction of chairing duties, time commitment and recommended experience
* links to the relevant documents on the GNSO site and reference to the newcomer webinar
* frontal video, ideally by a community member (former or present Chair)

c) The GNSO’s role compared to other SO/ACs

* (Re)introduction of the MSM and the role of each SO /AC; this time with emphasis on how the others’ remit/scope differs from the GNSO
* Maybe give examples of policies or problems either specific to an SO/AC or that gave rise to different aspects of work in each SO/AC (e.g. how SSAC works on new gTLD problems versus the GNSO’s policy role there)
* Again, relevant Chairs could provide a 2min overview of how their organization/committee provides input to the MSM and options to participate.

**Issues to Consider**

* Information on all of these issues (to varying degrees) are already available on the ICANN website but it is not in one place and it comes in a variety of different formats.
* Based on the ICANN Learn template, it might be ideal to create small modules that cover these topics – and any other relevant ones. Potentially some of these can/will have to be broken down in smaller, individual segments; e.g. the information on the SO/AC or SG/C or even the various consensus policies.
* The format should be flexible to a degree. Whenever possible (feasible) community members should/could present topics as this is more engaging than staff. However, when this is not possible/feasible, staff and/or screen-short videos could be used.
* Ideally, short videos of no more than 3min per topic. The idea is that people can view just one at a time, but pointers should be given and/or ways to link to the next “logical” video to view (esp for newcomers)
* Each video should be supported by either the relevant PowerPoint (if used) and/or links to related topics on the ICANN and/or GNSO websites.
* We should ensure that the “talking heads” (presenters) are diverse in terms of gender, country, culture etc.
* A regular review and assessment of the curriculum offered and use / usefulness should be part of the roll-out of the videos, possibly by requesting immediate feedback after completion of a video.

**Proposed Next Steps**

* Obtain Council feedback during the ICANN meeting in London.
* Adjust proposed approach as needed as well as consider other elements that may need to be considered for the onboarding programme
* Develop detailed implementation plan for review by ICANN 51 in Los Angeles