NCUC OUTREACH COMMITTEE

SUMMARY OF MEETING OF 29 MARCH 2013   20:00 UTC   VIA SKYPE

In attendance: Edward Morris (UK), Wilson Abigaba (Uganda), Roy Balleste (USA), Nuno Garcia (Portugal)

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1. Members introduced themselves.

2. Coordinator (Morris) noted the resignation within the past hour of Ms. Olga Korotkova (Russia) from the NCSG. Ms. Korotkova had been leading the Russian outreach effort. General regret expressed.

3. Mr. Abigaba, Coordinator of the e-platform committee, discussed progress made on the e-platform that should positively impact Outreach efforts.

4. Mr. Morris discussed targeted efforts that had been launched in recruiting intellectual property experts and CIS residents for the NCUC. Target lists have been created for each, totaling over 75 names. Implementation was awaiting a FAQ that would be attached to membership invitations. The FAQ is under development by the Communications Committee.

   The Russian / CIS Outreach project was designed as a pilot project. A NCUC member from Brazil had suggested that language and the lack of a local presence was a big part of our problem in expanding our membership in the nonEnglish speaking world. Ms. Korotkova had agreed to translate documents, serve as a local liaison and help identify targets. Her resignation came without warning and has set this effort back. Mr. Balleste and Mr. Garcia agreed this was a worthy project and suggested effort should be expended to recruit a volunteer to replace Ms. Korotkova.

5. Mr. Balleste suggested we may want to consider emulating the ALAC outreach effort he witnessed at the Toronto ICANN meeting. ALAC had a recruiting table table outside the main hall with numerous brochures describing their activity. Mr. Abigaba and Mr. Balleste agreed this would be something we should consider doing.

   Mr. Morris informed the group that NCUC Chair William Drake has requested $2,000 from ICANN for the production of printed matter. Mr. Morris added that in addition he hoped to produce FAQ sheets in local languages to place inside the brochures at Outreach events. Those present reacted positively to both pieces of news.

   Planned Beijing outreach events, policy conference and reception, were acknowleged.

6. Discussion ensued about the relative merits of targeted versus general recruiting, recruiting for need as opposed to recruiting for numbers. All agreed that the Committee and the NCUC should engage in both types of recruiting.

   Mr. Garcia opined that recruiting for numbers would lead to needs being filled. Mr.

Balleste and Mr. Abigaba concurred. Mr. Garcia then suggested some of the geographic areas we need to target are larger European countries. He agreed to lead recruiting efforts in Spain and Italy. Upon prompting, caused by the upcoming meeting in Buenos Aires, Mr. Garcia also volunteered to contact colleagues in Latin America and enlist their help in outreach efforts there.

7. Discussion about recruiting within specific professions ensued. Mr. Balleste indicated a desire to recruit within the library profession, particularly at the international level. Mr. Morris noted that Mr. Balleste has spoken about the same during the earlier NCSG call and thanked him for his efforts.

8. The subject of ideology and recruitment was spoken about. Mr. Morris asked whether we should only be recruiting those who comfortably fit within the current NCUC ideological spectrum or whether CS as a whole needs to be recruited. Consensus developed around the proposition, proposed by Mr. Garcia, that we should be open to actively recruiting all those who share NCUC's basic values, although specific policy positions may differ.

9. The value of ICANN Outreach events were debated. It was mentioned by Mr. Balleste, and acknowledged by the other members present, that Beijing presented certain challenges to the program committee. In order to fully maximize the potential of outreach at future ICANN meetings, such as programming and outreach specific receptions, a consensus plan emerged to:

   1. Two months out create a specific recruiting effort geared towards the specific meeting;
   2. Initiate contact with local CS groups, encourage NCUC membership, encourage CS participation in the ICANN meeting;
   3. One month out publicize outreach events, as possible, in local CS oriented media.

   Pre-program outreach is something seen as lacking in the current model. ICANN meeting outreach should be targeted at both meeting participants and the local and regional communities.

10. Outreach in a general sense was discussed. It was proposed that NCUC consider the possibility of hosting events independent of an ICANN meeting in Washington and / or Brussels. Mr. Garcia suggested that occasional Outreach with government officials would prove beneficial. All members in attendance agreed.

11. Mr. Garcia proposed that tasks be agreed to as the meeting was about to conclude. Mr. Garcia volunteered to attempt to initiate contact with potential members in countries and regions cited earlier; Mr. Balleste volunteered to commence similar activities with library professionals; Mr. Abigaba and Mr. Morris were to prepare for interaction with the Community in Beijing and continue previously started activities.

12. The next meeting of the Outreach committee will be scheduled the week of 22 April 2013. An appeal for more members will be posted prior to the meeting.
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Note: Technical problems existed throughout the meeting. This seems to have impacted the recording function, which did not work at all. This summary was constructed from notes taken during the meeting.