MATT ASHTIANI:	Hi, everyone. My name is Matt Ashtiani and I'd like to welcome you to this briefing webinar on the GNSO Review 360 Assessment. Today's session will last for approximately 30 minutes. We will initially hear a presentation from Larisa Gurnick from ICANN staff followed by a question and answer session. If you are on the phone and would like to ask a question, please press #3 and the operator will add you to the queue. Alternatively, you can type your question into the chat box on the bottom of your screen.
	If we run out of time or if you have additional questions after the session, please feel free to send them to Larisa or myself. Our e-mail addresses are listed in the notes session on the right-hand side of your screen. Please note that this session is being recorded and that the recordings and links to the presentation materials will be posted on the Announcements page for this webinar. You will also find other pertinent links in the notes section as well.
	Lastly, I'd like to remind you to please mute your computer and phones while the presentation is being given. With that, I hand it over to you, Larisa.
LARISA GURNICK:	Thanks, Matt. This is Larisa Gurnick from ICANN staff and I'd like to welcome you all to this webinar. Thank you so much for participating. Today we will cover the high level of what GNSO review is all about. We will get into more details about the 360 assessment survey itself and

talk about survey logistics, next steps, and of course as Matt already indicated, have questions and answers at the end. Next.

The GNSO serves an important function, as everybody knows, being responsible for developing and recommending to the ICANN Board substantive policies relating to generic top-level domains. That is why the GNSO review, and specifically the 360 assessment that's underway currently, is so important and your participation is so critical. Next.

The GNSO review is part of ICANN's commitment to continuous improvement, accountability, and transparency. It uses mechanisms and measures to maintain public confidence in the viability, reliability, and accountability of ICANN.

ICANN's bylaws require that its structures, including the GNSO, be reviewed on a five-year cycle. The purpose of the review is to evaluate organizational effectiveness of the GNSO, acknowledge areas that are working well, identify areas that need improvement, and effect the needed changes.

The quality, validity, and acceptance of the GNSO review and the resulting improvements depend on relevant and useful feedback from a diverse and representative group of people. That is the corner of ICANN's multi-stakeholder model and this is the reason why this process is so important.

GNSO review is the first structure to be undergoing the second review cycle and many more will follow. Several new elements have been introduced into the process, 360 assessment and the GNSO Review Working Party in particular. The purpose of this webinar, of course, is to

discuss the 360 assessment. The GNSO Working Party has been assembled by the GNSO to serve as the liaison between the GNSO, the independent examiner, and the Structural Improvements Committee and their feedback and input have been invaluable in this process. Next.

As you can see, the GNSO is a complex structure. The independent examiner conducting the review [inaudible] governance will use various tools as appropriate to be tailored to each component that you see here in this image. More about this in a moment. Next, please.

There are three different means that will be used to collect data that comprise the review methodology. 360 assessment is one of the elements. Additionally, Westlake will conduct data gathering through review of documents and records. And finally, they will supplement their work with one-on-one interviews to ensure that they get accurate and relevant information as part of their data gathering.

Throughout all this, GNSO Review Working Party continues to provide input. And after all the data is collected and analyzed, that will ultimately lead to findings and recommendations.

The review will also include assessments of the effectiveness of structural changes that resulted from the last review. That will be one of the starting points of the Westlake analysis. It will also include assessment of how all recommendations have been implemented.

If structural changes are needed, it should be considered a topic for discussion after the GNSO review is finalized, possibly during the implementation planning. Next, please.

And now the 360 assessment, which is an online survey. Feedback and guidance from the GNSO Review Working Party has gone into this process and members of that group, thank you so much for your input. The online assessment was launched on the fourth of August by Westlake Governance. The initial deadline to respond is the tenth of September. Depending on the number of responses and participation, we're prepared to extend the deadline to September 23, and more information will be forthcoming on that.

Translations are in process and are expected to be available early next week. And as you can see, the link to the 360 assessment is available from this presentation as well as from the homepage of the ICANN website and various other places on the website that tracks and reports progress of the GNSO Review. Next slide, please.

Broad-based diverse feedback via the 360 assessment survey is what the objective is of this particular phase of the GNSO review. We invite you to complete the 360 assessment if you haven't done so already and encourage you to pass this information to others within your communities. Next slide, please.

What you see on the screen are screenshots of the actual survey. As you go into the link, this will make a little more sense to you, but a couple of important items to remember as you go through the survey. Clicking "next" button will ensure that your answers are saved. You will be able to come back to the survey at any time to complete it if you're not able to do so in one sitting.

The length of the survey truly depends on your personal experience with the GNSO. The survey has been conducted in a way to allow people of different levels of familiarity and participation to provide their valuable feedback. Information will be gathered by checking one of the options that you can see on the screen as well as the text boxes available for more in-depth comments and questions.

Because of the complexity of the GNSO structure, the survey also addresses the fact that there are components of the GNSO that need to be considered and evaluated by those that are familiar with the work of those groups. Next slide, please.

As you can see here, about halfway through the survey you will have the opportunity to identify by checking yes or no whether you have direct familiarity and would like to provide more in-depth feedback on any particular GNSO structure, stakeholder group, GNSO council and such. And you can choose to do that for as many groups as you're interested in and we just ask that participants answer the [inaudible] questions do so based on direct information and familiarity with the work of those particular groups.

So when you check yes and click "next" then you will see further detailed questions. The illustration on the screen simply is intended to show how you can go from one group to the next in completing your assessment. Next slide, please.

A further illustration of what happens when you click no, if you're not familiar, as I did so for an example here for Commercial Stakeholder Group. If the answer is no, then the next screen is advanced and you

have the opportunity to provide feedback on the Commercial Business Users Constituency and so on and so forth. Next, please.

At the very end of the survey, there are some free form questions that are very important to answer as well as there is an opportunity to provide any additional feedback that has not been specifically addressed in one of the questions. And again, translated versions of the 360 assessment survey will be available in Word format and will be posted shortly. Next, please.

We have some results to report. Metrics to date: 45 responders have completed the survey. What you see on the screen here is a breakdown of the demographics of the responders to date. A number of outreach and engagement efforts continue to be underway – blogs, social media, this webinar. There's another webinar tomorrow and we'll continue to engage in similar ways to make sure that people throughout the community are aware of this process and have the information that they need to participate.

In addition, there will be direct e-mail invites coming out shortly to various stakeholder groups to participate in the survey. Just another means of reaching out to different people in the community to ensure that they're aware. Next slide, please..

Next steps. On the parallel track with the GNSO 360 assessment will be the other components of the review methodology, which is the review of documents and records that has already begun. In the meantime, as the data is collected, Westlake will analyze survey responses and the information provided in the responses will inform the review

procedures including the assessment work that will be underway for working groups and the work addressed through the working groups. That's why it's really important to respond to the survey at your earliest convenience, so that Westlake has a broad and diverse base of information to use as they conduct their data gathering.

Follow-up efforts will be done through interviews somewhere between September and October timeframe, and the independent examiner will continue to engage with the GNSO Review Working Party throughout the review process to get feedback, check their assumptions and information, and ultimately there will be a draft report which will be posted for public comment with the final report targeted for delivery in the early part of 2015.

That concludes my presentation and I'm happy to take questions now.

MATT ASHTIANI   We have a question from Carrie Devorah. Carrie asks: "Who is Westlake and what vetting was done for their having custody of all the data that they are aggregating?"

LARISA GURNICK: Thank you for that question. Westlake Governance is an independent examiner that was selected through a formal process that included a request for proposal and submittals from seven different organizations. The information, the proposals, and the qualifications of the responders to the RFP were analyzed in depth by a team of people, and ultimately the recommendation and the decision to select the independent

examiner was made by the Structural Improvements Committee of the Board.

MATT ASHTIANI: We have another question from Steve Metalitz. Steve asks: "Involved with or closely following, are these defined in the survey? Will these answers be validated?"

LARISA GURNICK: The terms, Steve, that you mentioned are intended to provide information to the individuals to make their own self-assessment, if you will, in terms of how informed and familiar they are with the process. On the backend, when data is analyzed by the independent examiner, the information will be investigated and followed up on if there's any question about the responses being submitted.

MATT ASHTIANI: Are there any participants on the phone lines that would like to ask a question or make a comment?

STEVE METALITZ: I did have another question.

MATT ASHTIANI: Sure. Go ahead, Steve.

STEVE METALITZ:	You showed us some glimpses of this survey, but is the full text of the survey available so the people can look at that before they log on and start to fill it out? Sometimes they need to think a little bit about their answers.
LARISA GURNICK:	Steve, if you click on the link, you're able to advance through the pages of the survey. Unfortunately, you would have to check some answers in order to be able to continue, but we would certainly be happy to post PDF versions of the survey. The difficulty with that is that as you saw from the screenshots that I presented, there are some choices that an individual has along the way.
	But as you go through the survey and if you're not sure about an answer that you made early on, you can go back as many times as you like. You can change your answers as many times as you like, and as long as you hit the "next" button, everything that you input will be saved for you to be able to come back to later, should you choose to do that.
STEVE METALIZ:	Thank you. If there is a PDF posted, that would be great. I've already been asked several times by people whether they can review the survey offline, in effect.
LARISA GURNICK:	Thanks, Steve. That's a really good point and something certainly very easy and staff will take that one on and make sure that a PDF is available. I see also that Chuck has posted a comment in the chat box

asking if we can get participation from the various GNSO stakeholder groups and constituencies, and we'll certainly take that on with Westlake to see if we can parse the data that way for the next go-around.

STEVE METALITZ: Could I just return to my question about the validation here? I understand that people will self-identify whether they are involved with or a close observer of a particular entity, but you said that those responses will be investigated. Is this survey anonymous? You identify yourself, right?

LARISA GURNICK: That's correct, Steve. The survey is not anonymous in the sense that in order to take the survey you need to provide your e-mail address and your name, and then you can also provide some additional information, demographic information about the level of experience that you have with ICANN in general and GNSO in particular. There's several demographic questions included up front.

In terms of sharing of the information, there's also an option for the individual responding to choose that their identity would be associated with their comments in the various reports and presentations, or one could choose not to have their identity associated with their comments. But the identities and all the responses will be known to the independent examiner that's going to be conducting the analysis.

At this point I'd also like to say that we are fortunate to have Colin Jackson from Westlake Governance on the call with us. I'm not sure if Colin would like to offer any additional thoughts on the question about validating the level of experience and identities and individuals that are submitting responses.

COLIN JACKSON: Yes. This is Colin Jackson from Westlake Governance. As Steve has observed, this is an exercise in self-identification and self-selection. The language in the survey says, "Are you a member of or a close observer of?" Actually, I think it said, "Are you involved with or a close observer of?"

This is deliberately slightly fuzzy because, as the survey question itself goes on to point out, what we are effectively doing is self-selecting whether you, as a respondent, are prepared to answer half-a-dozen of these detailed questions on that part of the GNSO.

So that pattern is repeated several times through the survey as it addresses the various components of the GNSO. That's constituency, stakeholder groups, etc.

Now, regarding the identity of respondents, it is certainly true that we do not attempt to actually validate respondents. To do that would involve providing them with a user ID and password at the very least, depending on the strength of the identity that was required.

I guess there is an assumption on our part that there's not a significant risk of identity fraud here, given that this is essentially a survey that's

being done for statistical purposes. And of course we can always go back and discuss with people who may have said something that is interesting or perhaps unusual in the interview phase of the exercise.

So, yes, we do ask people to provide their name and their e-mail, and we also provided them with the opportunity to say – this is as Larisa has already explained – to say that they do not wish to be quoted themselves. In any case, we less likely know who [inaudible] at least who claims each response.

What I can tell you that [inaudible] 47 entries, nobody has ticked the box saying they wish to be anonymous. That may change, of course, as more people fill in the survey.

LARISA GURNICK: Thank you, Colin.

MATT ASHTIANI: We have a comment from Carrie Devorah. Carrie says: "Providing an e-mail address and a name is not a guarantee of vetting of who the actual respondent is. There should be no anonymity allowed for respondents. An anonymous response is a phantom. This is the Internet. There is no presumption of security on the Internet. That is fact."

LARISA GURNICK: Thank you, Carrie.

MATT ASHTIANI:	Well, everyone, I'd like to thank you all for participating on today's webinar regarding the GNSO review 360 assessment. There will be another webinar tomorrow taking place. This will be an identical webinar, so the same issues and presentations will be discussed.
	Also, as a reminder, the recordings, including the transcript, the chat and the audio recording will be posted online as well. If you have any follow-up questions or require any additional information, again please do not hesitate to e-mail either Larisa or myself. Our e-mail addresses are listed on the right-hand side of the screen.
	The webinar tomorrow will be the 13th of August from 14:00-14:30 UTC. Thank you all for attending. Goodbye.

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