



New GNSO Site

May 2012

Topics:

- The NewGNSO Project
- Launch Schedule
- Review of the Site(Newcomer vs. Power User)
- Finding Content
- Instructions

NewGNSO Project

Nexus

- Why are we doing this?
 - GNSO Improvements / Community Communications Team

Phase 1

- Work in Progress (WIP) as we move through Reviews
 - The NewGNSO is now a dynamic collection of GNSO information and activities
 - Content currency is a core objective and will require an ongoing process to manage it
 - Completion of phase 1 is far from perfect state, but a great improvement from where we've been
 - 120+ active pages of content
 - You may see a few to be completed pages, "Coming Soon"
 - You will see hints of old site content within the new theme (more complex elements passed to phase 2)
 - Both old and new GNSO sites reside in the same Drupal dB, so updates occur to both current and beta sites

NewGNSO Project

Phase 2

Why a Phase 2?

- Large quantity of content required fresh development
- Complexity of workflow behind content posted to site
- List continues to grow and never launch

Projects under consideration:

- Continue documenting past efforts (STI, VI, RSEP, IRTP-A, Fast Flux, Domain Tasting, EDDP, JAS, OSC, IRT, IRD, BCG, and more)
- Archive Strategy of Closed Efforts
- Analyze traffic data
- GNSO Calendar workflow & tool
- Project Name Codes & Initiation workflow
- Taxonomy Review for document import
- Pending Projects List & archive
- Drafts & Mailing List Page Upgrades
- GNSO Resolutions Pages Upgrade
- RSS Feeds of key GNSO events
- BASICS Section improved educational content
- Policy Team Page [_ icann.org](http://www.icann.org/en/resources/policy)
<http://www.icann.org/en/resources/policy>

NewGNSO Launch Schedule

APRIL 2012

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17 Newgnsso session with Secretariats	18	19	20	21	22
23	24 Release newgnsso to ICANN Internal	25	26	27	28	29
30 Newgnsso session with Policy Team	NOTES:					

- 17 APR - Review Session with Secretariats - **complete**
- 24 APR - Release announcement of NewGNSO to ICANN Internal (3.5 Weeks) - **complete**
- 30 APR - Review Session with Policy & Secretariats- **complete**

MAY 2012

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1	2	3	4 Meet w/ Web Admin Team	5	6
7	8 Release newgnsso to Council & SGs	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24 Change DNS newgnsso to gnsso.icann.org	25	26	27
28	29	30	31	Phase 2 →		
NOTES:						

- 4 MAY - Review Session with Web-Admin Team- **complete**
- 8 MAY- Release announcement of NewGNSO to GNSO Council & Stakeholder Groups (1.5 Weeks)
- 24 MAY - Go LIVE! - Switch DNS NewGNSO to gnsso.icann.org

Sections of the New Site

- HOME
- ABOUT
- ONGOING WORK
- GROUP ACTIVITIES
- LIBRARY
- NEWS
- BASICS

The screenshot shows the homepage of the Generic Names Supporting Organization (GNSO). The browser address bar displays 'newgso.icann.org'. The website features a blue header with the ICANN logo and the text 'Generic Names Supporting Organization'. A navigation menu includes 'Home', 'About', 'Ongoing Work', 'Group Activities', 'Library', 'News', and 'Basics'. A search bar and an 'Acronym Helper' are also visible. The main content area is divided into three columns: 'GNSO Photos' with a meeting photo, 'Generic Names Supporting Organization Home' with a welcome message and a photo of Stéphane Van Gelder, and 'Highlights' with a 'PRAGUE MEETINGS PAGE' button. A 'Frequently Asked Questions' section is located below the photos. A 'Calendar' section at the bottom lists upcoming events.

	TIME
6 March 2012	Motions and Documents Due for GNSO Council Meeting 14 March
14 March 2012	GNSO Council Public meeting San Jose, Costa Rica 14:00 -local time (20:00 UTC)
4 April 2012	Motions and Documents Due for GNSO Council Meeting 12 April
12 April 2012	GNSO Council Teleconference 11:00 UTC
2 May 2012	Motions and Documents Due for GNSO Council Meeting 10 May

Newcomer Areas

- **HOME**

- Summary Calendar
- Latest Headline
- Most recent postings to GNSO
- Acronym helper & Search

- **ABOUT**

- Learn about the GNSO Structure and its Council
- Identify with community members
- Learn how to Participate

- **NEWS**

- Latest events and posting of GNSO efforts, Public Comments & Updates
- RSS & Other enhancements - coming soon

- **BASICS**

- Learn about consensus policies, PDP process and other GNSO education materials

The screenshot shows the GNSO website homepage. The browser address bar displays 'newgnso.icann.org'. The navigation menu at the top includes 'Home', 'About', 'Ongoing Work', 'Group Activities', 'Library', 'News', and 'Basics'. The 'Home', 'About', 'News', and 'Basics' links are circled in red. The main content area is divided into several sections: 'GNSO Photos' with a photo of a meeting, 'Frequently Asked Questions' with a list of questions, 'Generic Names Supporting Organization Home' with a welcome message from Stéphane Van Gelder, 'Calendar' with a list of events, and 'Highlights' with a section for the ICANN 44th Meeting in Prague. The footer shows the URL 'newgnso.icann.org/calendar'.

*** These areas of the site will also be useful to “Power Users” as well (i.e. when organizational changes occur in SGs)

Power User Areas

- HOME
 - Summary Calendar
 - Sitemap placed at footer
- Ongoing Work
 - Council Activities
 - Policy Activities
 - Calendar
 - Pending Projects List
- Group Activities
 - Active Groups / Teams
 - Committees
 - Council Efforts
 - Closed/Inactive Efforts
- Library
 - Search on GNSO Work Products by taxonomy
- News
 - Latest events and posting of GNSO efforts, Public Comments & Updates
 - RSS & Other enhancements - coming soon

The screenshot displays the GNSO website homepage. The browser's address bar shows 'newgso.icann.org'. The navigation menu at the top includes 'Home', 'About', 'Ongoing Work', 'Group Activities', 'Library', 'News', and 'Basics'. The 'Home' and 'News' links are circled in red. The main content area is divided into several sections: 'GNSO Photos' with a photo of a meeting, 'Frequently Asked Questions' with several questions, a 'Welcome to the GNSO' message with a photo of Stéphane Van Gelder, and a 'Calendar' section listing upcoming meetings. The calendar table is as follows:

	TIME
6 March 2012	Motions and Documents Due for GNSO Council Meeting 14 March
14 March 2012	GNSO Council Public meeting San Jose, Costa Rica 14:00 -local time (20:00 UTC)
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Search Capabilities

- **Header Search**
 - Site wide key word search of all work products in Drupal
- **Acronym Helper**
 - Quick access to initial definition of popular ICANN terms
- **Library**
 - Site wide search of all work products by taxonomy
- **News**
 - Manual and automated feeds of the latest changes or announcements

Here is what it can and can't do for you:

- Better ability to find what you are interested in or working on
- GNSO scope only, it is not icann.org or google.com related

Challenges:

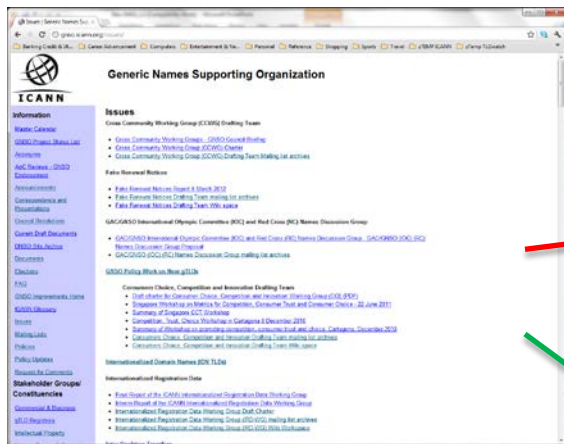
- Working on search bugs
- Better refinement of taxonomy

The screenshot shows the website newgnso.icann.org. The browser address bar displays the URL. The website header features the ICANN logo and the text 'Generic Names Supporting Organization'. A search bar is located in the top right corner, with a 'SEARCH' button. Below the search bar is an 'Acronym Helper' section. The main navigation menu includes 'Home', 'About', 'Ongoing Work', 'Group Activities', 'Library', 'News', and 'Basics'. The 'Library' and 'News' menu items are circled in red. The page content is divided into several sections: 'GNSO Photos', 'Generic Names Supporting Organization Home' (with a welcome message and a photo of Stéphane Van Gelder), 'Frequently Asked Questions', 'Calendar', and 'Highlights'. The 'Calendar' section shows a table of events for 2012, including 'Motions and Documents Due for GNSO Council Meeting 14 March', 'GNSO Council Public meeting San Jose, Costa Rica', 'Motions and Documents Due for GNSO Council Meeting 12 April', 'GNSO Council Teleconference', and 'Motions and Documents Due for GNSO Council Meeting 10 May'. The 'Highlights' section mentions the 'ICANN 44th Meeting' in Prague, Czech Republic, and provides a link to the 'PRAGUE MEETINGS PAGE'. The 'Most Recently Added' section lists several documents and reports, such as 'DNS Security and Stability Analysis Working Group (DSSA WG) Transcript' and 'Progress Report - Negotiations on the Registrar Accreditation Agreement Status as of 1 March 2012'.

New Approach to finding GNSO Content

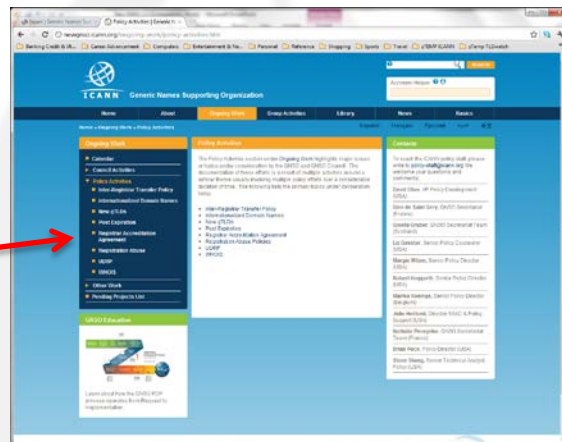
OLD GNSO

<http://gns0.icann.org/issues>



Ongoing Work // Policy Activities

<http://newgns0.icann.org/ongoing-work/policy-activities.htm>

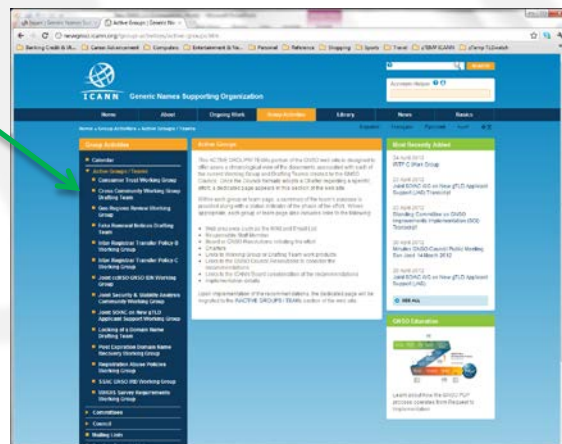


Issue by Topic

Issue by WG or DT Efforts

Group Activities // Active Groups / Teams

<http://newgns0.icann.org/group-activities/active-groups.htm>



- Issues in the new site are now defined by **Topic** or **Effort**
- **Topics** under **Policy Activities** (upper right) are considered large subject areas that may involve multiple efforts
- **Active Groups / Teams** (to the right) are small team, tactical efforts like Working Groups or Drafting Teams that may or may not be associated with a larger Policy Topic

Current Activities vs. Topics/Issues

Most current Activities can be found in one of two areas:

1) Pending Projects List - monthly status of active and pending GNSO projects maintained by Staff and used by the Council to manage its work

- **The website is not meant to document/replace the Pending Project List, but to enhance and promote the activities of the biggest efforts
- <http://newgnso.icann.org/ongoing-work/pending-projects-list.htm>

2) Group Activities / Active Groups / Committee / Council are where WGs & DTs efforts are documented (pages that are currently engaged, narrowly focused efforts)

- Left-hand navigation of this website section will change as frequently as projects roll on-off the Pending Projects List
- <http://newgnso.icann.org/group-activities/active-groups.htm>

Overarching Topics / Issues within the GNSO can be found:

3) Ongoing Work / Policy Activities / Council / Other

- Topic/Issue driven and may involve multiple efforts of WGs & DTs over time
- Topic pages will evolve over time
- Left-hand navigation for this section of the site will change some, but not very often
- <http://newgnso.icann.org/ongoing-work/policy-activities.htm>

Current Activities to Topic Example

Inter-Registrar Transfer Policy

Group Activities // Active Groups / Teams

Active: IRTP-B & IRTP-C

Ongoing Work // Pending Projects List



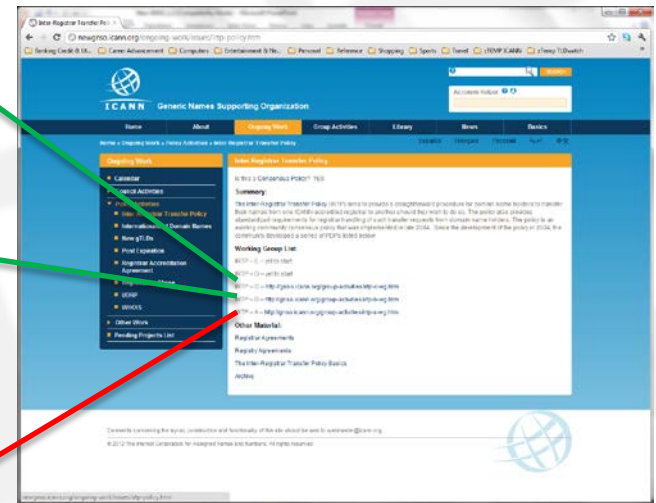
1) [Click Here](#) and scan for IRTP within the list



Closed: IRTP-A



Ongoing Work // Policy Activities / IRTP



2) [Click Here](#) to review the overarching Topic of IRTP & Navigate to WGs of IRTP

Review & Feedback Instructions

Review

- Browse the site at will
- Manually add “**new**” to <http://gnso.icann.org> to make <http://newgnso.icann.org>.
- If acting on an email link to gnso, such as an email to the Council, select the link, let it resolve, then manually form the newgnso to the web address
- Review for typos, grammar, or statement inconsistencies
- Review the ABOUT section for accuracy for your respective Stakeholder Group or Constituency

Feedback

- Try to throttle suggestions between urgent change needed now for a “go-live” versus new features, rich media ideas, or structural changes (Phase 2)
- Please email all comments, suggested changes, and other observations to newgnsite@icann.org by 20 May 2012



Enjoy the new design!