

The deadline for FY20 Budget consideration is **25 January 2019**.

REQUEST INFORMATION

Title of Proposed Activity	
At-Large Policy Advice Development Writing Course/Workshop	
Community Requestor Name	Chair
Glenn McKnight	Eduardo Diaz
ICANN Staff Community Liaison	
Heidi Ulrich	

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

Our goal is to increase the skill set of At-Large members in the ICANN policy and policy advice comment process. This would facilitate their ability to draft effective, well-crafted policy advice statement for both ALAC contributions to the ICANN Public Comment process as well as increase the individual contributions to ICANN Public Comments.

We are requesting a course consisting of a series of sessions, including a combination of a face-to-face (f2f) workshop and online modules, led by key subject matter experts within At-Large with approximately 25-35 participants with up to 4 At-Large subject matter experts.

The course would require the design and creation of an online, using ICANN LEARN, and f2f **At-Large Policy Advice Development Course/Workshop**, designed to develop skills within the At-Large community to prepare policy advice comments, provide constructive and critical feedback on policy issues and learn more about the policy shepherding process at ICANN.

The online course would be used as a prerequisite for At-Large members attending the third At-Large Summit (ATLAS III) during ICANN66 in Montreal. The f2f workshop, held during ATLAS III, would be offered to those who wish to improve their policy advice development writing skills.

This course is closely connected to Issue 2 of the At-Large Review Implementation Plan that focuses on increasing the policy engagement of At-Large members, ALS members and individuals.

Background
 ICANN has funded the creation and delivery of a Policy Writing Course for NCUC. The NCUC course was structured into two parts. Two separate remote webinars, one hour each and a face to face meeting in San Juan, PR during ICANN61. Forty people attended the two webinars and unknown f2f attendance. Without a post survey, there is no information on what parts they liked or disliked.

Reference

<https://www.ncuc.org/policy/policy-writing-course/>

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Education and Training for At-Large ALS members and unaffiliated individuals to increase their skill set in effectively researching, writing, and submitting valuable policy advice comments.

Elements required include;

- Pre-community survey to At-Large members attending ATLAS III for top policy issues.
- Selection of four At-Large policy experts to develop the online sessions and teach the f2f workshop.
- Promotion of the webinars/face to face
- Registration and selection of the student participants
- Delivery of programme
- Post community survey to ALS

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

The online version would be completed and ready for use by September 2019. The course would remain available for use by all interested At-Large members.

The f2f workshop would take place during ATLAS III scheduled for 4-7 November 2019.

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

1. Evolve and further globalize ICANN;
2. Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders;
3. Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive;
4. Develop and implement a global public interest framework bounded by ICANN's mission;

2. Demographics. What audience(s), in which geographies, does your request target?

At-Large members, in particular, the potential leaders participating in ATLAS III.

3. Deliverables. What are the desired outcomes of your proposed activity?

Increase in effective and well-written At-Large policy advice statements and policy comments.
 Heightened awareness of the importance of Policy Comments to the ICANN multistakeholder model.
 Increased number of policy comments at ICANN from ALS members and individuals.

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Increase in quality and quantity of At-Large policy statements and public comments.
 Increase in the numbers of At-Large members actively contributing to policy advice statements.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
At-Large staff support of workshop			Part of regular support responsibilities	
ICANN Learn Staff support			Part of regular support responsibilities	

Subject Matter Expert Support:

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Technology Support: (telephone, Adobe Connect, web streaming, etc.)

Adobe room
 Onsite room booking at ICANN Montreal with projector etc.
 ICANN Learn course

Language Services Support:

Interpretation in EN/ES/FR
Translation of ICANN Learn course into EN and FR.

Other:

Meeting Room at ICANN66

Travel Support:

Potential/planned Sponsorship Contribution: