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| **REQUEST INFORMATION** |  | |
| **Title of Proposed Activity** | |  |
| At-Large Content Management System | |  |
| **Community Requestor Name** | | **Chair** |
| Glenn McKnight NARALO  Dev Annan Teelucksingh, LACRALO | | Eduardo Diaz  Sergio Porto |
| **ICANN Staff Community Liaison** | |  |
| Heidi Ullrich | | planning@icann.org |

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| **request description** |
| ***1. Activity:* Please describe your proposed activity in detail** |
| The support request is for the setup and maintenance of a content management system (CMS) for ICANN At-Large Community to share up to date news and updates about ICANN At-Large Community and its activities in a manner that   * reduces duplicative efforts in sharing At-Large Community news and updates * makes At-Large Community news and updates more accessible to people on mobile devices * allows for easier, automatic sharing of At-Large Content news and updates on At-Large social media channels and At-Large Community members’ websites and their social media channels. * allows for better outreach to persons interested/involved in Internet Governance by making At-Large Community news and updates more discoverable via search engines and via social media so that such persons can decide to join and participate in the At-Large Community.   Currently a great deal of At-Large updates are done   * via emails manually copied to multiple At-Large Community mailing lists which are mostly invisible to search engines and not conducive to sharing over Instant Messaging or social media. * via the At-Large wiki which is not easily accessible over mobile devices which makes for poor sharing via social media. The At-Large wiki also suffers by being a labyrinth to navigate making it confusing to even regular At-Large Community members as to where information on activities are located. * a separate update is done on the At-Large Calendar about meetings. * separate postings are done on At-Large social media mostly pointing to links on the At-Large wiki which is not easily accessible on mobile devices and confusing to non-At-Large Community persons who may stumble on the links * possible further updates to the At-Large website when an activity has passed.   This wastes a lot of effort manually copying and pasting information for emails, social media, updating wiki pages, calendars costing time, money and effort in just getting the information out. Information that changes resulting in even more followup updates and layers, obscuring what is the latest, accurate information about At-Large activities. As such, many in At-Large are challenged by what they can participate in or receive the information too late to take action and keeping track of At-Large becomes a chore.  The proposed content management system would reduce such manual duplication by writing one post about At-Large news and updates and having that content automatically shared via email to At-Large mailing lists, to social media, be discoverable via search engines, accessible on mobile devices. At-Large members can have headlines from the At-Large Content Management System embedded on their websites. Write once, distribute everywhere.  At-Large Staff can be editors and At-Large Community members can submit posts about their ICANN activities in their language.  The proposed At-Large Community CMS is Wordpress, a popular CMS with relatively minimal hosting requirements and with a variety of plugins and themes. The funding request is to host this CMS outside of ICANN’s hosting so that ICANN’s security is maintained by not having cross-sharing of resources within ICANN.org.  The anticipated direct costs are   * $5 US /mth for a virtual server on Amazon Services or $60 US / year * cost of a domain name to point to the website. $25 US / year   In addition, Amazon Services offers additional services such as :   * Amazon Translate (<https://aws.amazon.com/translate/>) which would allow for machine translation of articles in other languages, (such as from English to French and Spanish as well as content written in French and Spanish able to be translated to English), increasing the availability of content to the global, diverse At-Large Community and to potential At-Large members * Amazon Polly (<https://aws.amazon.com/polly/>) which turns text into lifelike speech, allowing for At-Large updates to be read to persons (in combination with Amazon Translate) in their language. Apart from making At-Large updates more accessible, this offers possibilities of select At-Large updates being syndicated as a audio podcast.   As an experiment, some members of the O&E developed a prototype website <https://icannatlarge.blog/> showing some of these concepts in action. |
| ***2. Type of Activity*: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other** |
| Outreach - Education/Training/Capacity Building/Policy Discussion  Communication tool |
| ***3. Proposed Timeline/Schedule:* e.g.one time activity, recurring activity** |
| Recurring activity |

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| **request objectives** |
| **1. *Strategic Alignment.* Which area of ICANN’s Strategic Plan does this request support?** |
| * Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders; * Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive; * Promote ICANN’s role and multi-stakeholder approach; * Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels; * Participate in the evolution of a global, trusted, inclusive multi-stakeholder Internet governance ecosystem that addresses Internet issues; * Develop and implement a global public interest framework bounded by ICANN’s mission; * Promote understanding of the complexities related to Internet Governance and its importance in the future of the Internet. |
| **2. *Demographics.* What audience(s), in which geographies, does your request target?** |
| All five RALO regions |
| **3. *Deliverables.* What are the desired outcomes of your proposed activity?** |
| * Noted in 1. Activity |
| **4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes?** |
| * Increase of persons sharing on social media * Better awareness of At-Large Community of latest news and participation opportunities and . * Increase of persons interested in ICANN and At-Large to join and participate in At-Large |

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| **Resource Planning – incremental to accommodate this request** |
| **Staff Support Needed (not including subject matter expertise):** |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Description** | **Timeline** | **Assumptions** | **Costs basis or parameters** | **Additional Comments** | | Hosting fees |  |  | $5 US / mth |  | | Domain Name registration |  |  | $35 US / year |  | | Machine Translation / and speaking audio services |  |  | $200 US | This is a provisional amount, intended only to test these features and to decide  if they work for outreach and engagement | | Support to install/maintain Wordpress on AWS services |  |  |  |  | |
| **Subject Matter Expert Support:** |
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| **Technology Support: (telephone, Adobe Connect, web streaming, etc.)** |
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| **Language Services Support:** |
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| **Other:** |
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| **Travel Support:** |
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| **Potential/planned Sponsorship Contribution:** |
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