FLEXIBILITY FUND REQUEST FORM

REQUEST INFORMATION

Title of Proposed Activity	
At-Large Policy Development Project (APDP) - ICANN Learn Education and Training Package	

Community Requestor Name	Chair
	ALAC Chair - Maureen Hilyard

ICANN Staff Community Liaison	Other Support Personnel
Heidi Ullrich	Betsy Andrews – ICANN Learn David Kolb – Incite Learning Jonathan Zuck – VC Policy Joanna Kulesza – VC Capacity Building Capacity Building co-Chair, Alfredo Calderon Daniel Nanghaka – Chair, O&E Subcommittee

REQUEST DESCRIPTION

1. Activity: **Please describe your proposed activity in detail**

AT-LARGE POLICY DEVELOPMENT PROJECT (APDP) - ICANN LEARN EDUCATION AND TRAINING PACKAGE

The purpose of this project is to DEVELOP a series of education and training courses initially aimed at encouraging currently unengaged participants from the Pacific to be more involved and participating in the policy and outreach work of At-Large and ICANN. These courses will collectively contribute as pre-learning and training requirements of outcomes for the "Enhanced Pacific Engagement and Participation" (EPEP) Project.

The APDP project aims to produce a structured package of learning and training courses consisting of a series of ICANN Learn courses that will aim to initially introduce newcomers to ICANN and then proceed to build knowledge and understanding of important information that will help interested and potential At-Large participants to gain a better understanding of the comprehensive role that ICANN has in relation to the Internet and its unique identifiers. The ultimate objective of this programme is to support the development of anyone aspiring to become a penholder of RALO or CPWG advice to the Board or other policy statements. The APDP project aims ostensibly to encourage participants into At-Large but depending on their personal expertise and technical backgrounds, steering others towards a more appropriate section of the ICANN community with some transferable knowledge and skills. The package of courses will include:

(1) "Getting onboard the ICANN train – what is ICANN and who runs it?" This course will be an interactive online learning course which aims to help new At-Large participants to learn about ICANN, its mission and strategic plan, as well as what it does and who does the work. This course could also be a refresher for those who have been away from ICANN for a while (perhaps since their last fellowship).

(2) WHAT IS THE DNS AND WHY IS IT IMPORTANT TO INTERNET END-USERS? This course could incorporate the inclusion of some sections of the new "DNS Fundamentals" ICANN Learn Course to introduce the DNS to build an understanding of the importance of ICANN to its wellbeing but without too much of the technical information. It will also introduce key ICANN policies that are of importance to Internet end-users and relate to the stability of the DNS, for example, DNSSEC, GDPR and Domain Abuse.

(3) THE ALAC AND AT-LARGE LEADERSHIP. This course will introduce At-Large to the wider community and with the use of the At-Large Organigram introduce the ALAC as stated in the bylaws as well as the various Leadership structures including the ALT-Plus, Liaisons, and RALO Leaders. There will be a session on leadership introduced by David Kolb in this course. The At-Large Rules of Procedure and key Working Groups and how to engage in them will also be included.

(4) THE AT-LARGE POLICY PLATFORM and key policy issues that have been identified by the At-Large Community as important to Internet end-users (this will complement the policy issues that may have been introduced during the DNS course.

(5) COMMUNITY OUTREACH AND ENGAGEMENT - WHAT DOES THAT MEAN TO AT-LARGE? This course includes the objectives roles and responsibilities of the At-Large Outreach and Engagement Subcommittee. This will include the role of the Outreach and Engagement co-Chairs and ATLAS and other Outreach Ambassadors. The course will also cover the roles of the Social Media WG and the Capacity Building WG which are sub-groups of the O&ESC but which make important contribution to the work of the At-Large community within the regions. It will also include the At-Large Communications Strategy and some mention of the collaborative work that is being done with the GAC, NCUC and NPOC.

(6) MENTORED PENHOLDING TRAINING PROGRAMME – This is the ultimate outcome of the EPEP Program to utilize the potential of fully participating contributors to the At-Large Advice and Policy Development Process. This course will provide a guide to penholding ALAC advice and responses to public comments. The important component of this course (similar to the Chair's Leadership Training Course) is the involvement of a mentor/personal coach who will put the applicant through a series of practical activities to build knowledge and capacity with regards to capturing At-Large perspectives over a series of CPWG meetings with a view to developing a cohesive argument and justification of the At-Large perspective of a particular policy discussion.

(7) An important component of this training program is that everyone on the course must participate at least once a month in a <u>zoom-room tutorial</u> for Q&A so that there is some regular interaction between the students and the course coordinator to encourage the students to continue with their course of study and to complete it. It also offers them the opportunity to ask questions should they have any about the course they are currently working on and to help each other. I (MH) would be prepared to run these sessions.

(8) At the conclusion of this course, the participants will receive a certificate of achievement which will be recorded on our At-Large website, but if they complete the course in time, they will also be given the opportunity to attend a regional event where they must actively participate in the event programme as At-Large Policy and Outreach and Engagement Ambassadors.

BACKGROUND

The main impetus for the development of this programme was to compensate for the deficit caused by the number of At-Large members who could not take advantage of the ATLAS III Training program in Montreal because of visa issues or for whatever other reasons they were unable to attend. Timezone issues also made it difficult for many of them to participate remotely. Those in the Pacific were most affected. As more countries in the Pacific are becoming connected to the cable network, they now have increased opportunity to take advantage of online learning. This course should help more participants to become engaged, building their knowledge and skills to enable them to become better informed about ICANN, about At-Large and about ICANN policy issues. It aims to encourage the development of an accurately informed and participating member of the At-Large community, and eventually to be able to demonstrate their understanding and communication of key At-Large messages related to ICANN polices that impact on Internet end-users to both their own communities as well as to the wider ICANN community within the cross community working group system.

This course would be developed in conjunction with:
- **Betsy Andrews** - ICANN Learn

- **David Kolb** – Incite Learning - to introduce the key principles of policy and outreach leadership for At-Large (as covered during the ATLAS III Training in Montreal, 2019). David is currently working on a series of other ICANN Learn courses which this course could possibly fit into.
- **The Consolidated Policy Working Group** (CPWG) – led by Jonathan Zuck - to incorporate the required content of policy knowledge and key learnings about the core topics on the At-Large Policy Platform 2020 (which will be updated accordingly each following year based on RALO and CPWG inputs). The content will also incorporate any specific policy knowledge/perspectives from other SO-AC communities to support the multistakeholder model of policy development that at-Large participants should be aware of.
- **The Capacity Building Working Group** (CBWG) – led by Joanna Kulesza - to develop and incorporate an appropriate learning, communication and assessment structure and resources to produce an online learning course focused on the needs of At-Large Policy and Outreach leadership
- **The Outreach and Engagement Subcommittee** (O&ESC) – led by Daniel Nanghaka – to support and trial any activities that will be incorporated into the programme to ensure that the course is fit for purpose.

The Social Media Working Group (SMWG) will also become involved to help to promote the course widely within at-Large to encourage more At-Large participants to participate and become more engaged in policy discussions within At-Large, in pen-holding of At-Large public comment and advice statements, and eventually in cross-community Working Groups within ICANN .

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

While the course will be mainly to provide education and training, there will be quite a lot of self-learning involved through their researching information themselves to gain a better understanding of the content required for this learning process. It is important to ensure that any technical terms are introduced in a more user-friendly way fr non-English speakers although it is also proposed that the courses if deemed successful will be translated into Spanish and French.

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

This is a one-time activity which will be incorporated into the 2020 Post-ATLAS activities

REQUEST OBJECTIVES

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

3.3 Develop a globally diverse culture of knowledge and expertise (within At-Large) to develop and motivate our At-Large participants to achieve their highest potential and contributions to ICANN.
5.3 Empower current and new stakeholders to fully participate in ICANN activities including balanced regional participation of At-Large stakeholders especially those from under-represented, developing economies and communities.

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

At-Large participants across the five regions, but focusing on those in under-represented, developing economies and communities.

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

Current and new stakeholders fully participate in ICANN activities and achieve their highest potential and contributions to ICANN

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

(1) The number of participants who contribute to the development of the course
(2) the number of participants who complete the course successfully
(3) the number of participants who report back on their policy outreach in their communities

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
ICANN Learn	6 months	Most of the content and deliverables will be developed by At-Large		

Subject Matter Expert Support:

Betsy Andrews – ICANN Learn support
David Kolb – Incite Learning – there may be a cost for his involvement
Jonathan Zuck – Vice Chair Policy – for policy content
Joanna Kulesza – Vice Chair Capacity Building – for course design etc

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

Several zoom coordinating calls involving all the working group teams – coordinated by team leads

Language Services Support:

Translation services – French and Spanish

Other:

Travel Support:

Potential/planned Sponsorship Contribution:

Flexibility Fund