Welcome Package

Cross-RALOs multilingual E-tool

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[Approved FY24 Additional Budget Request (ABR) proposal](#)

"Welcome Package"

An electronic resource/**multilingual E-tool** is a guide for

1) new At-Large leaders (ALAC and RALO leaders),

2) new At-Large members (ALS reps and individuals)

3) current ALS and individual members.

Content

texts and explanations, application forms, sets of links, infographics, videos, forms for open surveys, feedback form

ALAC is tasked with representing the "interests" of individual end users, within the various ICANN policy development activities.

WP will support this mission and help to:

- identification of the end user interests

- engage and navigate IG community members in discussion and working processes

- do research

- get feedback

- do outreach and public education on ICANN remit, policies and initiatives

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The templates will be translated from
English into Arabic, Chinese, French, Russian, and Spanish
by Language Services and collated into a campaign
playbook designed by an external resource determined
by the Global Communications function.

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The format of the content

texts, pictures, diagrams, infographics, application forms, calendare, forms for open surveys etc

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This **MULTILINGUAL** Guide book will help to get the useful understandable information:

- the place, role and purpose of the At-Large Advisory Committee in the ICANN structure.

- set of required information for learning how to start the interacting and get involved

- direction to all open ICANN and At-Large web resources and communication channels.

- the spectrum of the community members` expertise in order to establish the interaction, to ask substantive questions, and to identify the opportunities for mentoring support.

- the names of mentors within At-Large/ICANN

- to find exact expertise (At-Large member with needed professional knowlege related ICANN issues, Technical IG or IG)

- links to forms for applications to all RALOs, Associations of individuals.

- The open knowledge base - Capacity Building webinars, ICANN and At-Large online learning courses, videos, infographics and other learning resources offered here.

choose a priority for usability

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The result we want to achieve

a working, user-friendly, up-to-date, convenient digital guide for productive starting and continuing work within At-Large.

Unificated for all RALOs (specific each-RALOs information will live on current resourses).

**Difference from existing resources
(website, wiki, courses, social media channels and platforms)**

united information, unified digital format, clickable, visual (At-Large existing resource https://atlarge.icann.org/ and onboarding project https://community.icann.org/display/COP22/ALAC are great, but we may improve)
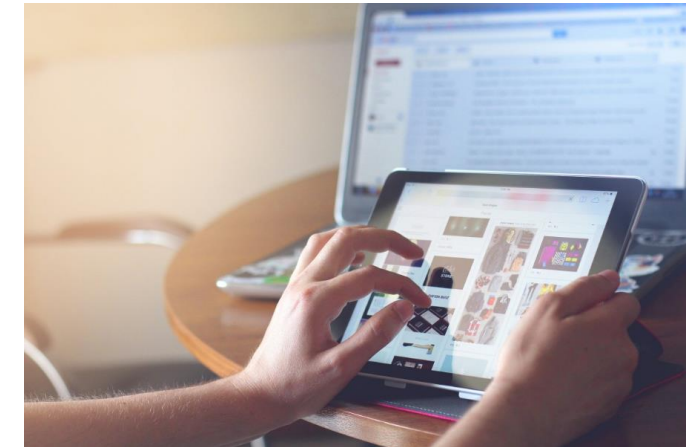
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What we should avoid

Making additional document for reading only (a lot of complex information for newcomers, not unified for all RALOs)

Adv OE paper materials
(we replace it with digital)

The difficulties we`ll overcome

Determining the optimal structure of WP

The implementation ideas and production process

Maintaining up to date

Personal data

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Part of the work is done

We are already prepared (partly – text, structure)
We wrote the history of At-Large!

The start of the work (Timeline - The ALAC must send a copy of
the campaign playbook by 1 July 2024)

• Leading the process (EURALO)
• Community needs, advice and feedback (small WG of RALO leaders)
• ICANN staff support
(Working with the Policy Development Support function and in
consultation with the Global Communications and
Global Stakeholder Engagement functions)

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The campaign playbook must
be available by the ICANN80
Policy Forum.

let's go