ALAC
Celebrating 20 Years

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Milestones and Memories

ALAC: The NEXT 20 Years...or Five

- Where should we focus our efforts?

- On who's behalf are we working?

- How to get the most bang for the effort?

Individual End Users

- NOT a Distinct Group of People!
- End User is a ROLE
  - Defined by a category of individual "end user" activities (email, surfing, banking, reservations, social media, media streaming, etc.)
  - We are ALL "individual end users" MOST OF THE TIME

The At-Large Endeavors to

1. Identify the implications of ICANN actions to the "Individual End User Experience"

2. Prevent the Degradation of and Continuously Improve that Experience, whenever possible, within ICANN's remit.

End User "Interests"
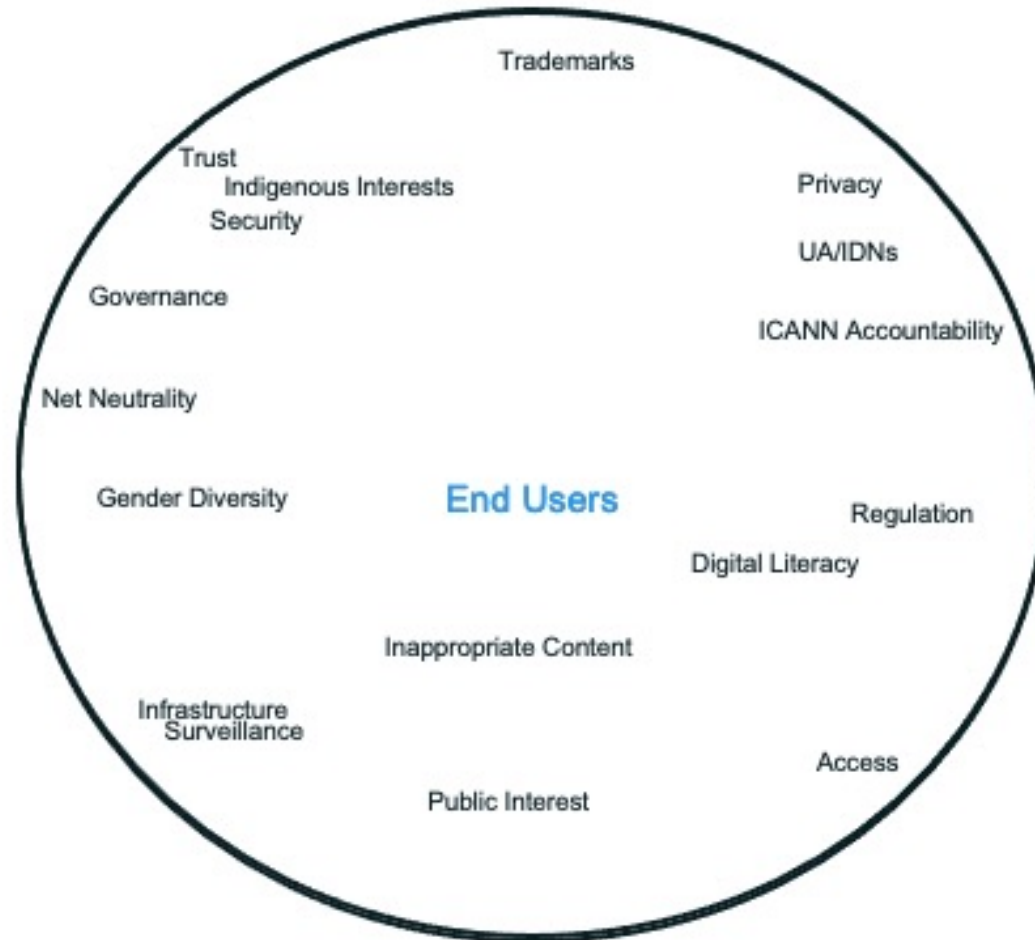
Who are our constituents?

- Registrant End Users
- Non-registrant End Users
- If there's a conflict?
- Are Registrants sufficiently covered elsewhere?
- How far for indirect interests?
- How are we different from governments?

How Best to Determine "Interests"

- Intuition

- Debate

- Internal Polling

- External "End User" Polling

- Which Issues Lend Themselves to which?

9 x 1 = ??

9 x 1 = 0

3 x 3 = ??

3 x 3 = 1 or 2

9 Messages, Each Delivered Once, NOTHING gets through

3 Messages, Each Delivered 3 Times, SOMETHING gets through!

Fewer topics
Discussed more often

Issue Presentation (Staff or CPWG Member)

ICANN Remit?

"Policy" Issue or Forward?

Unique Individual End User Perspective?

Develop Position/Action

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Vote

CPWG Ingest Process

How to LIMIT Our Issues?

- What are the key criteria?

- Where to draw the line?

- Different Levels of Engagement?

Outreach vs Engagement

- Outreach is communication to the uninitiated
  - For recruiting
  - For messaging
- Engagement is the Mobilization of the Initiated
  - For Feedback
  - For Message Amplification

Outreach

- Best Approach
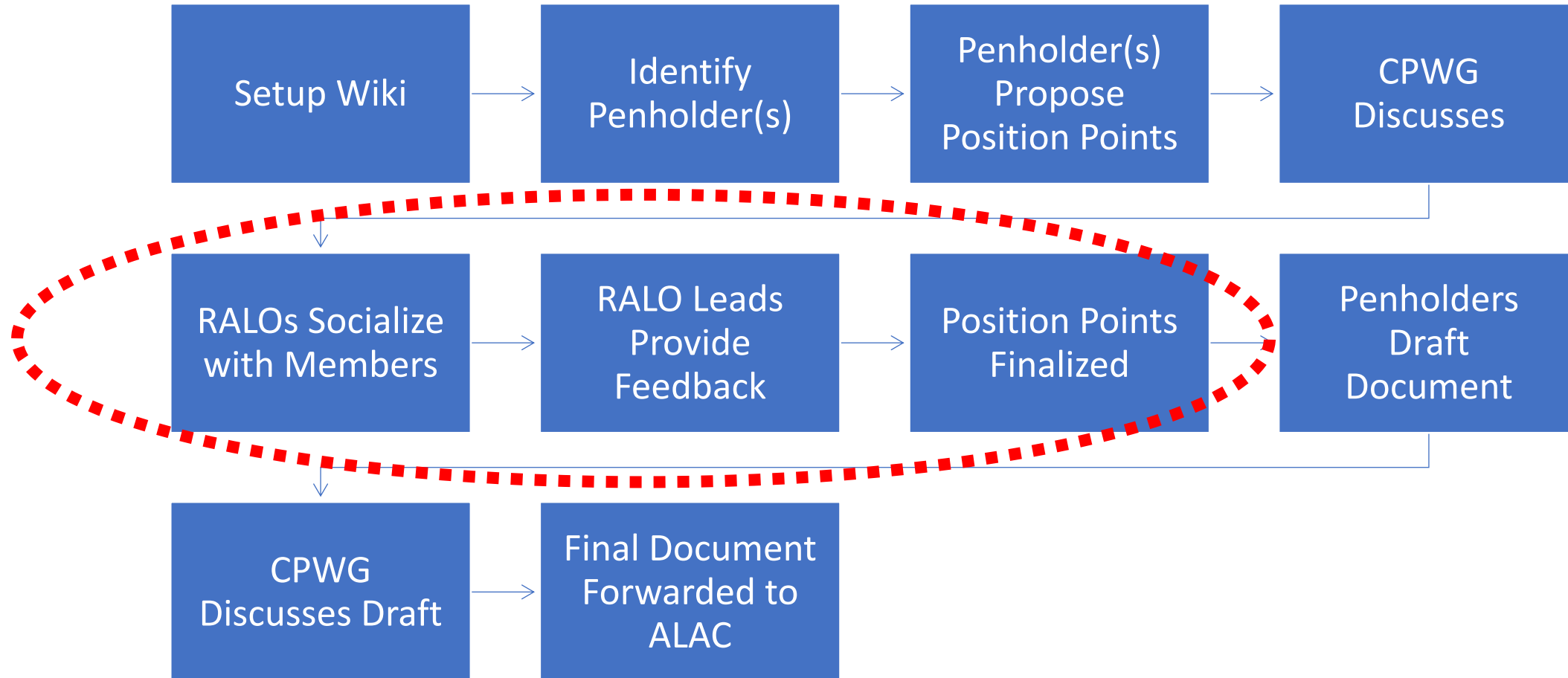- Best pitch
- Best partners

Engagement

- What issues?
  - Phishing
  - DNSSEC
  - Applicant Support
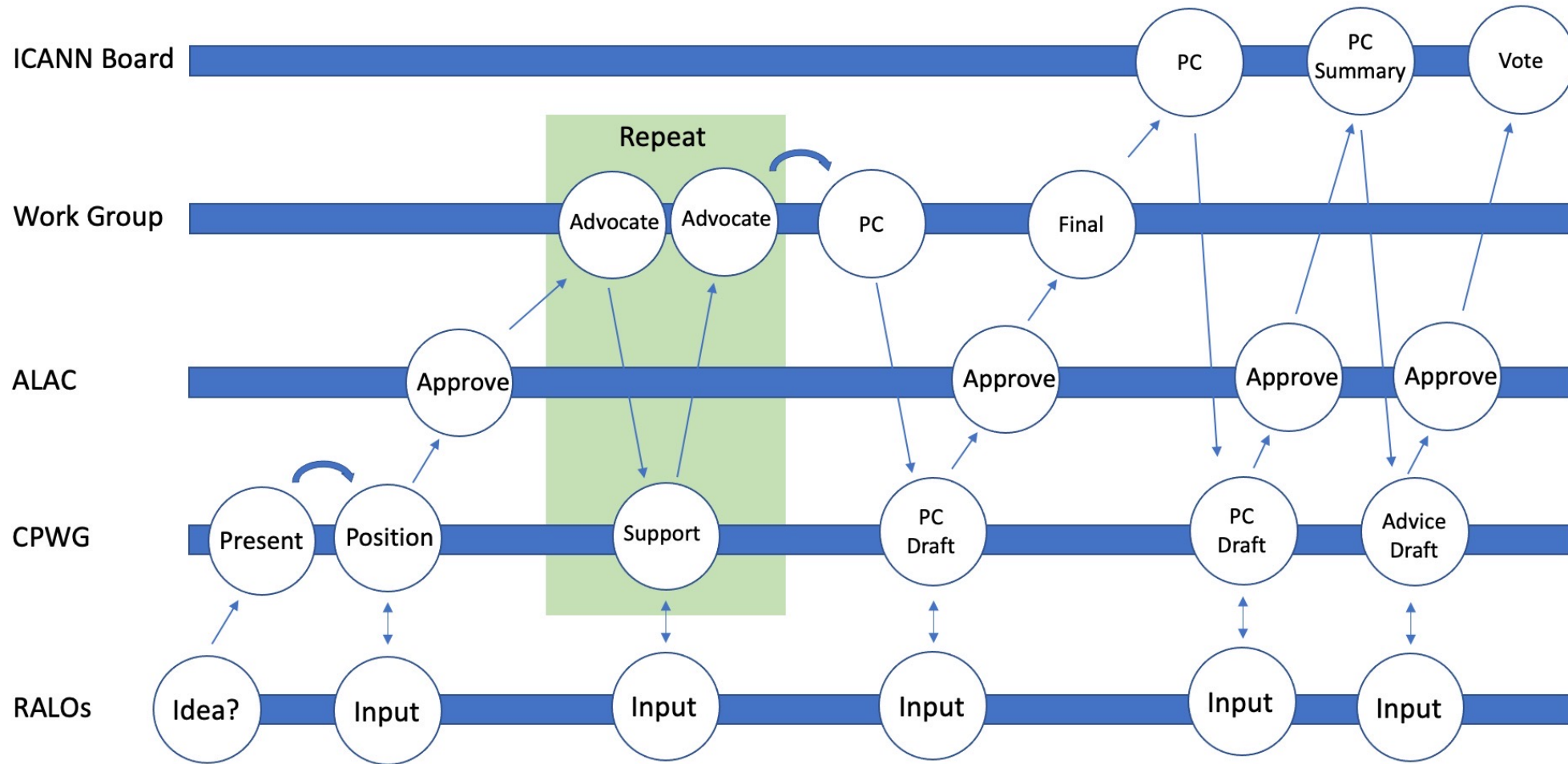 - Community Applicants
  - Universal Acceptance

4 Groups

- Whose Interests?
- Issue Identification
- Issue Limitation/Indirect Effects
- Outreach and Engagement

CPWG Position Development Process

Our Process?

At-Large Policy Participation Timeline