# At-Large
# Strategic Priorities and Metrics

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# Metrics: Performance and Program Evaluation

- Metrics measure
  - Efforts – Usually People
  - Results – Usually Activities

# Metrics and the At-Large Review

- Objective
- Challenges
- Where did we leave off?

# Strategic Areas

- ICANN Policy Development
- ICANN Operations and Multistakeholder Model
- At-Large Community Organization and Operation

# ICANN Policy Development

- Minimize DNS Abuse
- Broaden regional, economic and linguistic participation in next round

# ICANN Operations and MSM

- Preserve and Enhance End User "Seat at Table"

- Implement ATRT3 Recommendations
  - Holistic Review
  - Continuous Improvement

# At-Large Community Organization

- Evaluate and Improve At-Large Engagement for
  - Education
  - Advocacy
  - Feedback
- Establish Performance Metrics
- Align Travel with Utility and Performance Metrics

# What to evaluate?

- Programs
  - Engagement (At-Large Loop)
  - Outreach
- Actors
  - ALAC members
    - Attendance
    - Participation
  - RALOs
    - Outreach
    - Engagement
  - ALSs
    - Participation