

ABR24 Project “Welcome Package”



Filina Natalia, EURALO

ICANN79

ABR24 Project “Welcome Package”

Goals of the project

[At-Large FY24 Budget Development Workspace - ALAC - Global Site \(icann.org\)](#)

Electronic resource/E-tool, "Welcome Package" is a guide for new and existing members of the At-Large community, which accumulates and gives in a convenient understandable form (texts, infographics, videos, links, names, application forms) complete information on how best to get involved into At-Large working process.

Working plan:

- Discussion of the project (goals, structure, elements, difference from existing resources)
- Materials we use (samples, created materials, user experience analysis)
- Presentation of the idea
- Distribution of tasks
- Timeline

Materials we may use

Samples

<https://ru.pinterest.com/pin/581316264383624569/>

Created materials: <https://community.icann.org/display/COP22/ALAC>

The Project “[Welcome Package for EURALO newcomers](#)”

ICANN Policy Development: [A Guide for At-Large Participants](#)

User **experience analysis** may be found here

<https://community.icann.org/display/atlarge/2012+Community+Interview>

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Who we are
& why to join

Regions and
members

Place within
ICANN

What do you
need to know

About
ICANN

Last updates

How we work

Learning courses

Map of presence

Subscribe

To get
involved

Topics
Themes
and WGs

Ask the Q

Evolution
and
history

Leaders
and
mentors

Our Social Media and Comms
channels

Calendar of events

Timeline suggestion

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| TIMELINE for Ad Hoc WG | Contractor | Deadline | Note |
|--|---------------------------------------|-----------|------|
| Structure of the WP | Ad Hoc WG | 1-Oct-23 | |
| Analysis of existing resources | Ad Hoc WG | 1-Oct-23 | |
| Identifying the format of information blocks | Ad Hoc WG | 10-Oct-23 | |
| Preparation of technical specifications | Ad Hoc WG - Tech staff | 30-Oct-23 | |
| Content preparation | | | |
| writing the texts | Ad Hoc WG - ICANN staff (Comms team?) | 30-Jan-24 | |
| producing the graphic | ICANN staff (Comms team?) | 30-Jan-24 | |
| translation | ICANN staff | 30-Jan-24 | |
| Design development | Ad Hoc WG - web designer | | |
| The design concept – choosing from examples | | 31-Dec-24 | |
| Prototyping – creating page templates | | 20-Jan-24 | |
| The prototype demonstrates the overall appearance and structure. | Tech staff | 28-Feb-24 | |
| Mobile version design development (if needed) | Tech staff | 20-Mar-24 | |
| Layout and programming and testing | Tech staff | 20-Mar-24 | |
| Focus groups and testing within the At-Large community | Ad Hoc WG | 29-Apr-24 | |
| Finishing settings and launch | Tech staff | 1-Jun-24 | |
| Presentation the project and launch | Ad Hoc WG | 10-Jun-24 | |

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Set of sections suggestion

About ICANN

At-Large-Who we are

Why to join

How to join

Find your mentor

What do you need to know

Last updates

How to get involve

Topics/Themes

Find and join Stream - WGs

Meetings and calls

Events

Leaders and mentors

Evolution and history

Ask the question

To study

[Capacity Building Webinars](#)

[ICANN Policy Development: A Guide for At-Large Participants](#)







<https://learn.icann.org/>

Our Social Media and Comms channels

What we should choose?

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<https://learn.icann.org/>

| | | | | | |
|---|--|---|--|--|--|
|  ICANN Ecosystem |  Newcomer |  Newcomer |  Newcomer |  Policy Development |  Policy Development |
| 204.1 A Brief History of ICANN Online Course · 45m | 154.1 At-Large: Welcome to Our World Online Course · 11m | 130.1 At-Large Capacity Building Webinars 2014- Online Course · 46m | 102.1 Introduction to ICANN Online Course · 37m | 500.1 Policy Development Fundamentals Online Course · 39m | 506.1 ICANN Policy Development: A Guide for Online Course · 15m |
| Enroll + | Enroll + | Enroll + | Enroll + | Enroll + | Enroll + |

WP Resource requirements (key block of work)

Landing page with blocks of information and links

Simple structure - Easy to navigate

Easy to understand

Multilingual (same for all links-exciting resources?)

Access for people with disability (?)

Mobile version

What else?

Design examples

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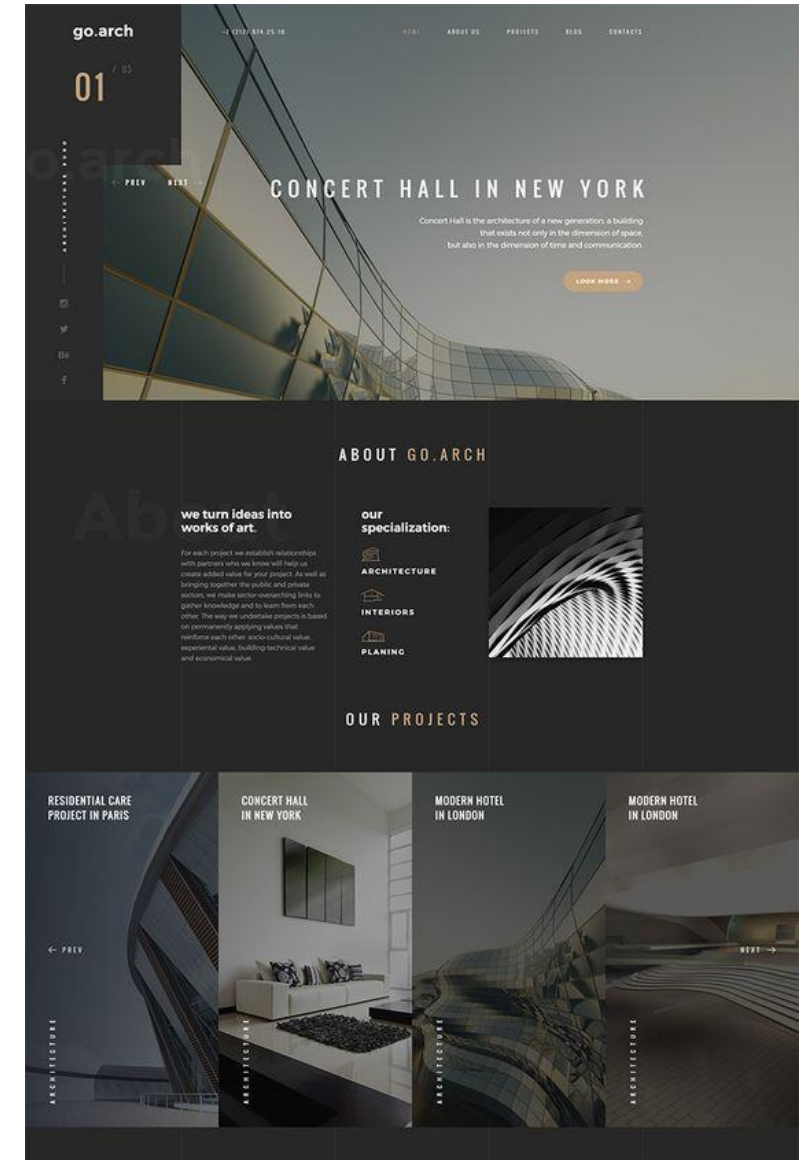
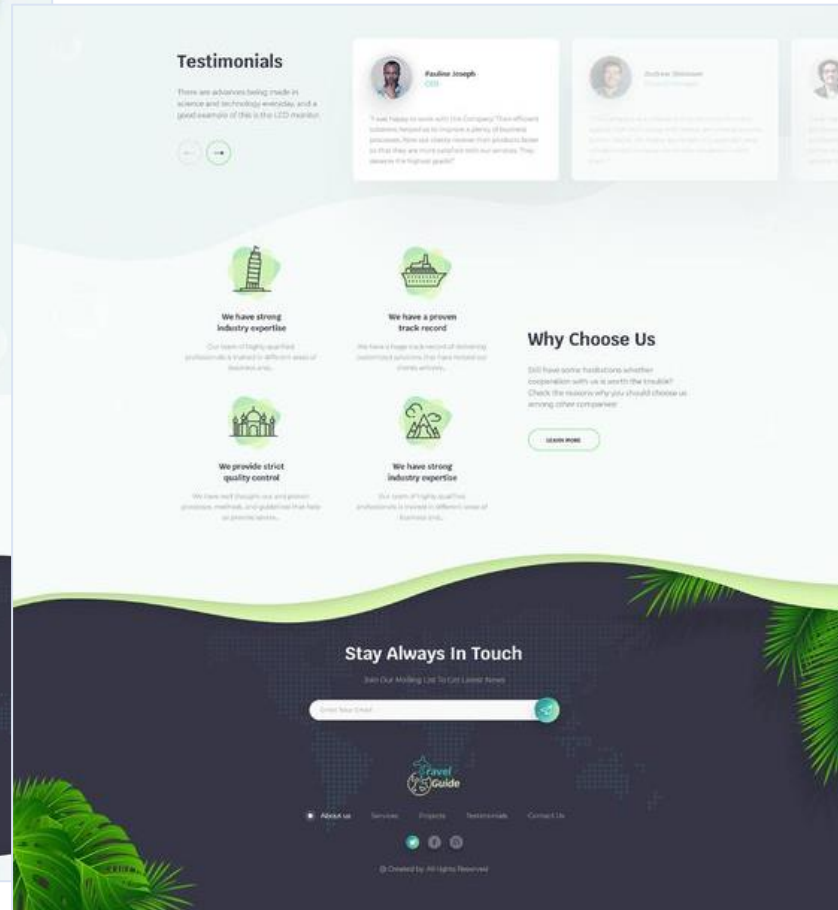
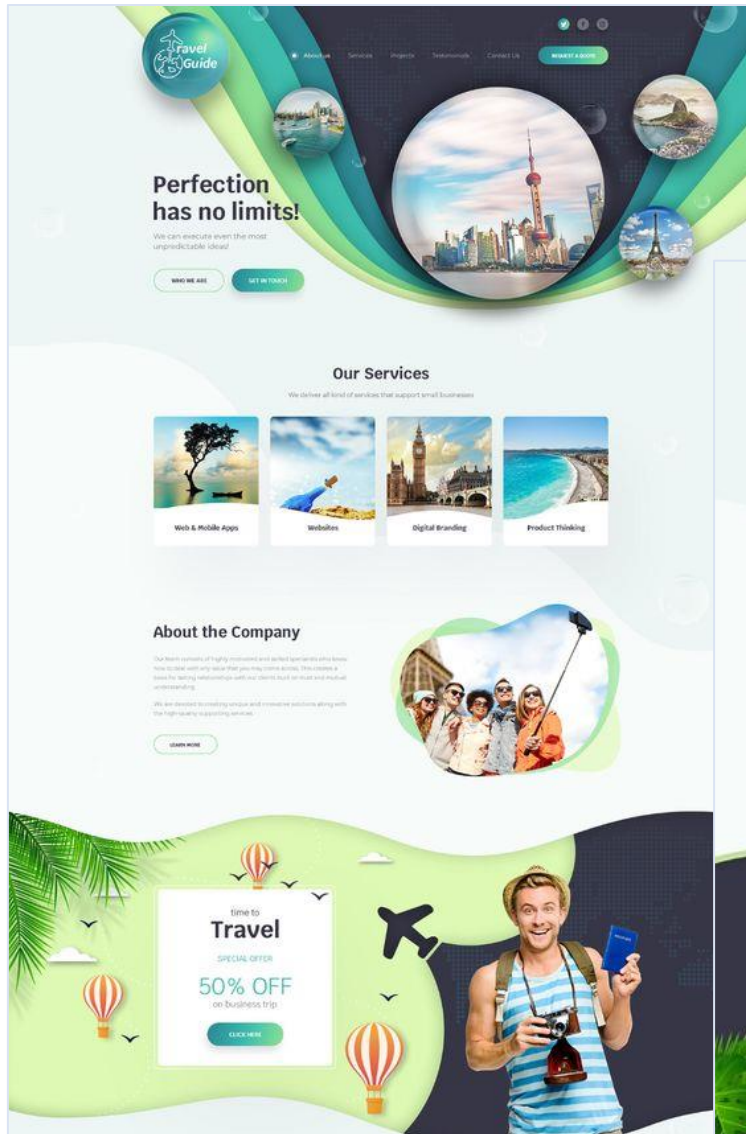
The screenshot shows the GainLives website with a focus on social impact. The main headline reads "Justice begins where inequality ends". Below this, there's a section titled "Make a Difference" with four icons representing different types of support: Free Access, Locals For Locals, Real Impact, and Safety Net. A secondary headline says "Changing Lives with Knowledge". At the bottom, there's a "Featured Campaigns" section with three cards, each showing a 100% completion rate for a "Youth in Action Against" campaign. A "Volunteer Positions Available" section at the bottom left shows 4.89M and 68K.

The screenshot shows the eLearn website. The main headline is "Take your time and learn from anywhere". A central image features a young man with a backpack and books. To the right, a badge indicates "250k Free Courses". Below the main headline, it states "A learning system based on formalised teaching but with the help of electronic resources." A "LEARN NOW" button is prominent. On the right, another badge shows "150k Active Students". The "Our Best Features Special For you" section lists "Powerful Program" (up-to-date with prevailing practices) and "24/7 Support" (contact our support).

The screenshot shows the ISK website. The main headline is "Focamos em oferecer profissionalismo e competência!". Below this, there are three columns representing core values: CONFIANÇA (Trust), CREDIBILIDADE (Credibility), and ÉTICA (Ethics). A "SERVIÇOS" (Services) section lists various offerings like Assessoria Empresarial, Contábil, Recursos Humanos, Fiscal, Societário, and Planejamento Tributário. At the bottom, there's a contact form with fields for name, email, and phone, and a "Fale conosco" (Contact us) button. The phone number (47) 3084-5500 is displayed. The footer includes the ISK logo and copyright information.

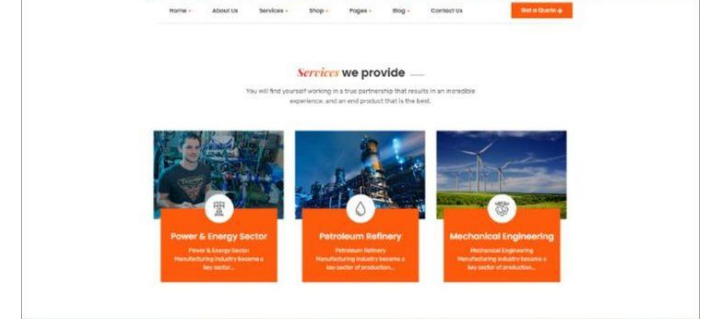
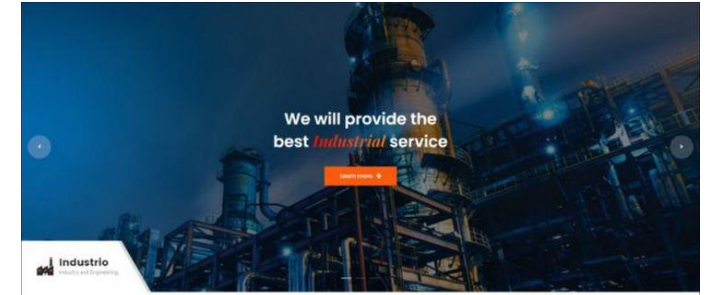
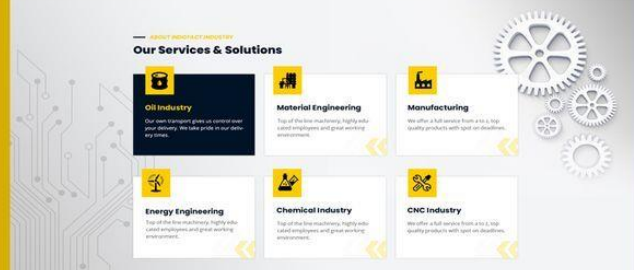
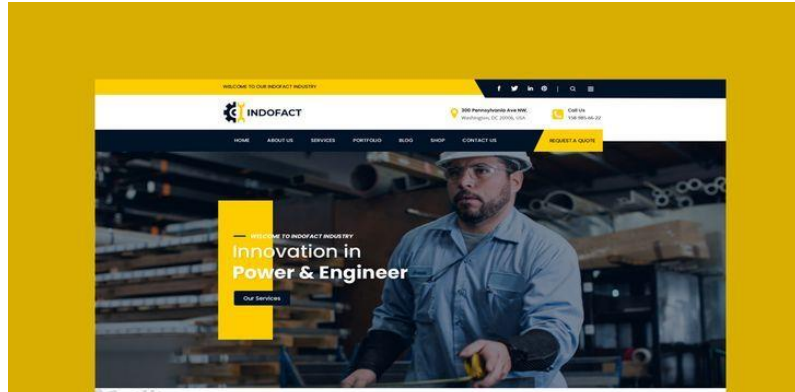
Design examples

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Where we are now (March 2024):

- E&IT team should review the details to determine the level of resources it would take to meet its key aims while staying within budget and within the project’s approved timelines and parameters.
- Current work that the Policy team is undertaking to consolidate existing onboarding material as this is a new project that we need to consider
- We should take into account the approval text and more recent org initiatives
- We should review the information for newcomers recently and there is likely support to add such information on the At-Large website
- The key aims is not to duplicate material that exists elsewhere, but to put it in a format that is easily found by At-Large new members and leaders
- An external website or an additional page to current website?
- I am waiting for the ICANN E&IT and Web-Support teams to decide about an idea of whether the existing At-Large website could incorporate the digital tool.

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Where we are now (March 2024):

We are 3 months away from the ICANN80 and the moment of the reporting about the result of the work.

We are ready to:

- **Implement the project,**
- **Work on | prepare materials,**
- **Hold ad-hock WG meetings to discuss current work,**
- **Coordinate the work,**

- **Manage to make a very necessary, useful, beautiful digital project for our community.**