# 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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Presentation of the idea

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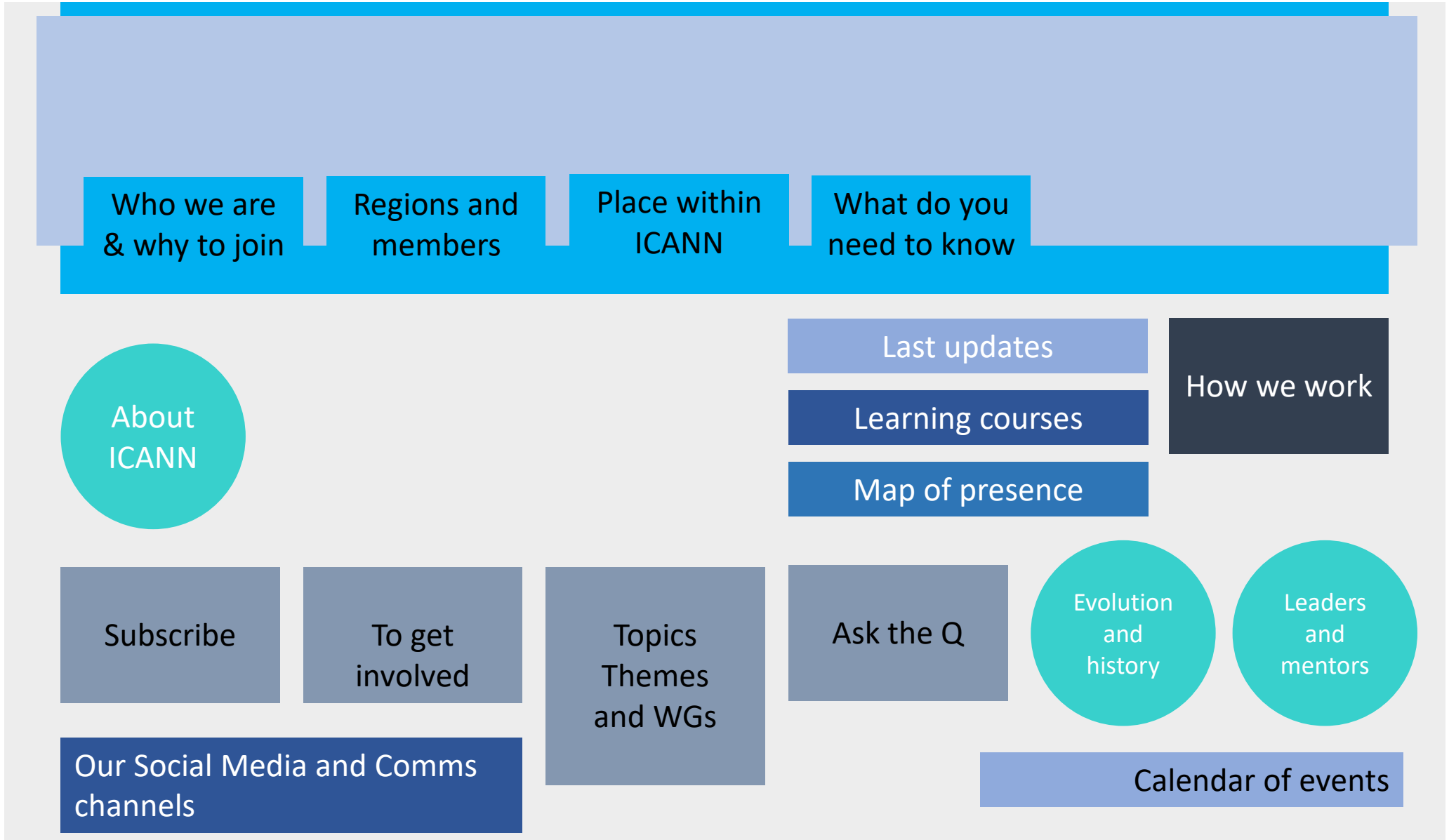


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## Timeline suggestion

| TIMELINE for Ad Hoc WG | Contractor | Deadline | Note |
|---|---|---|---|
| Structure of the WP | Ad Hoc WG | 1-Oct-23 | |
| Analisys of exiting resourses | Ad Hoc WG | 1-Oct-23 | |
| Identifinig 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 | | | |
| witing 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

# ABR24 Project “Welcome Package”

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

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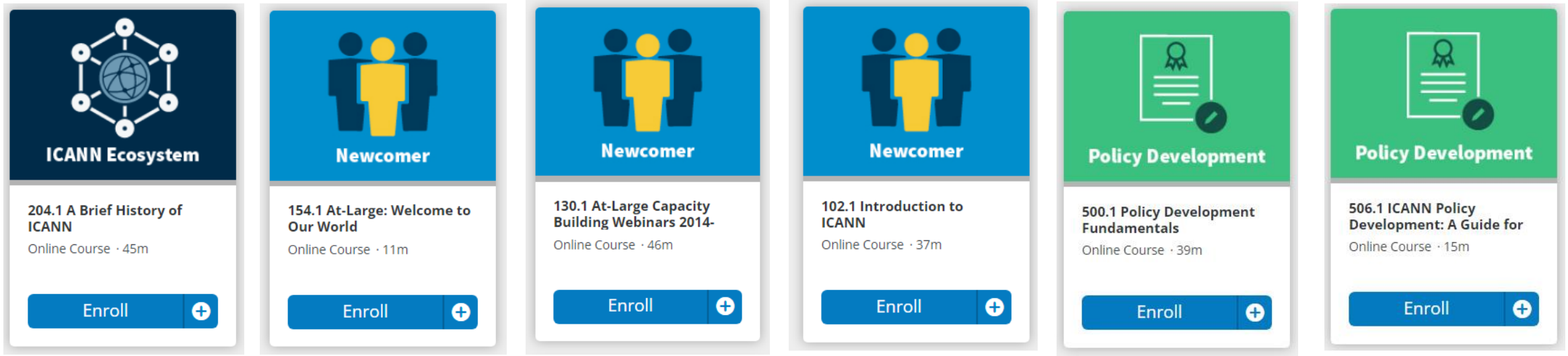
**What we should choose?**

https://learn.icann.org/

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## 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 resourses?)

Access for people with disability (?)

Mobile version

What else?

# Design examples

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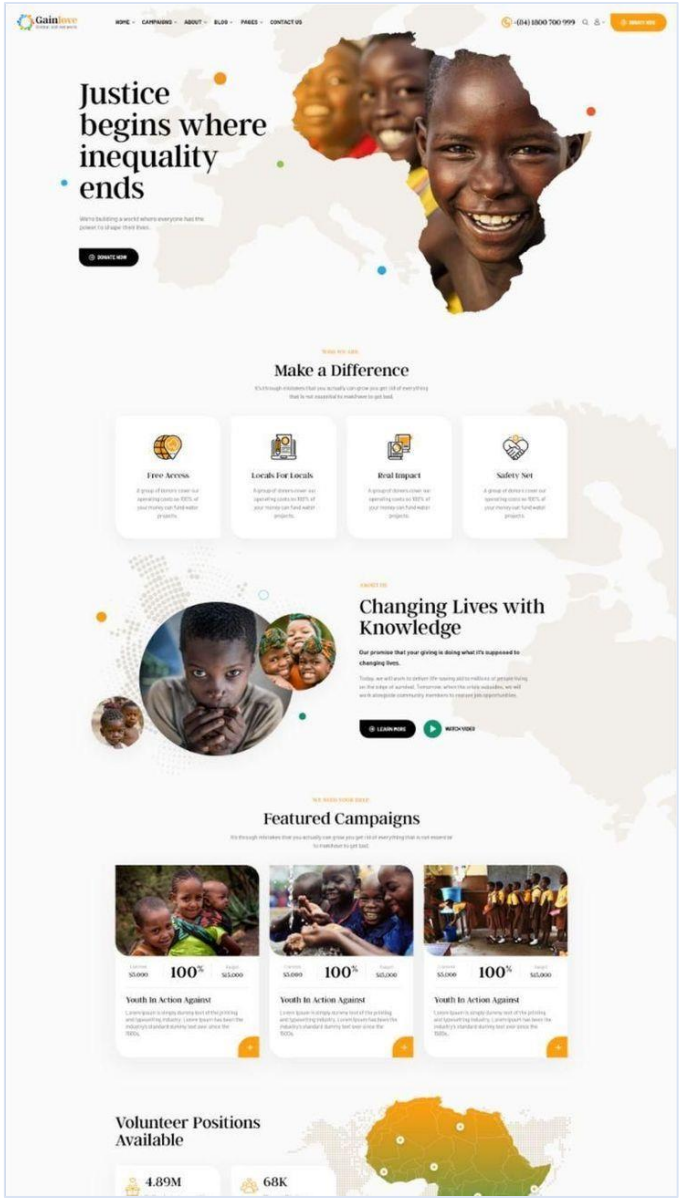

# Design examples

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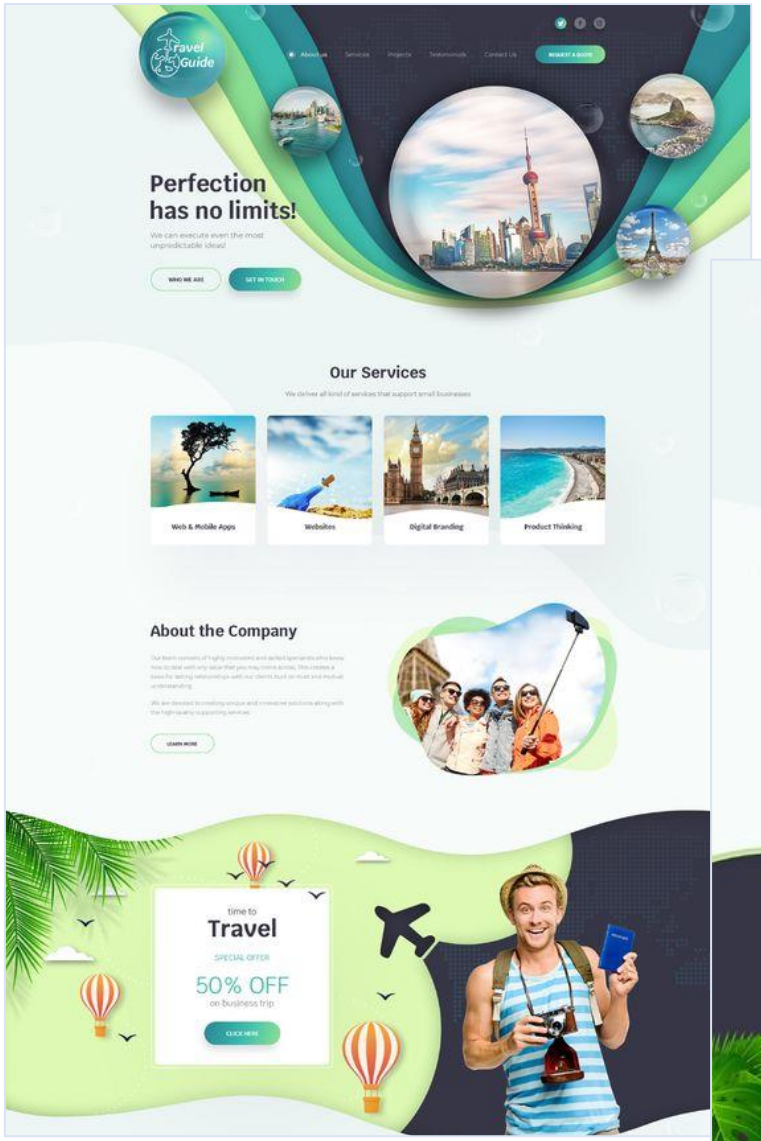


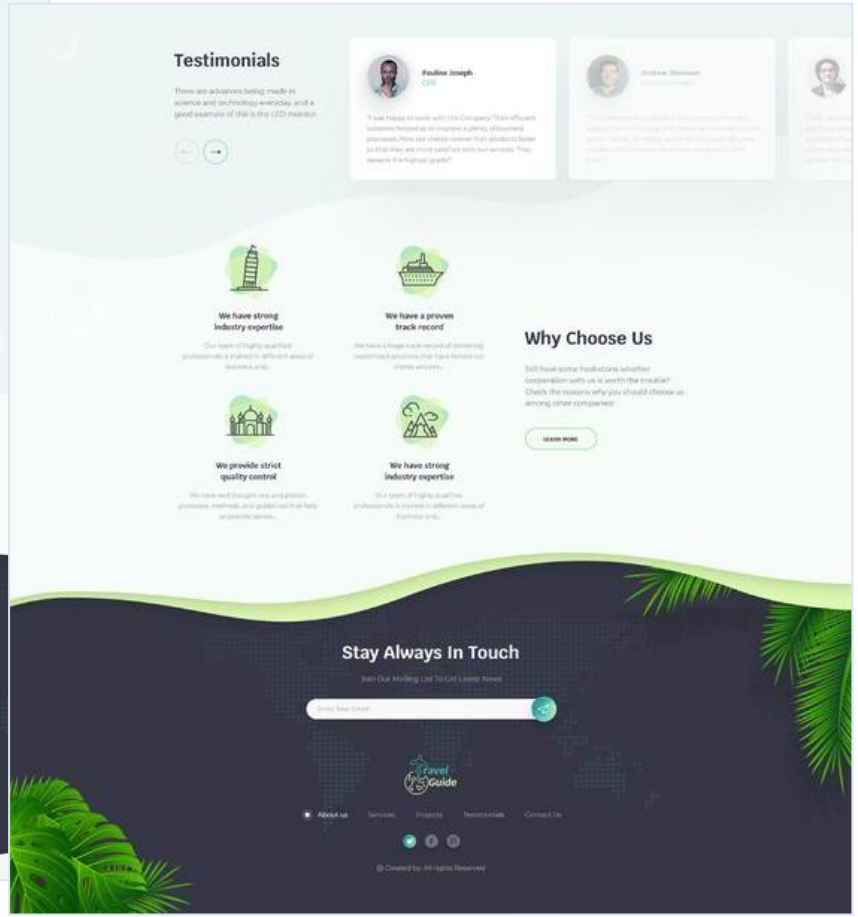


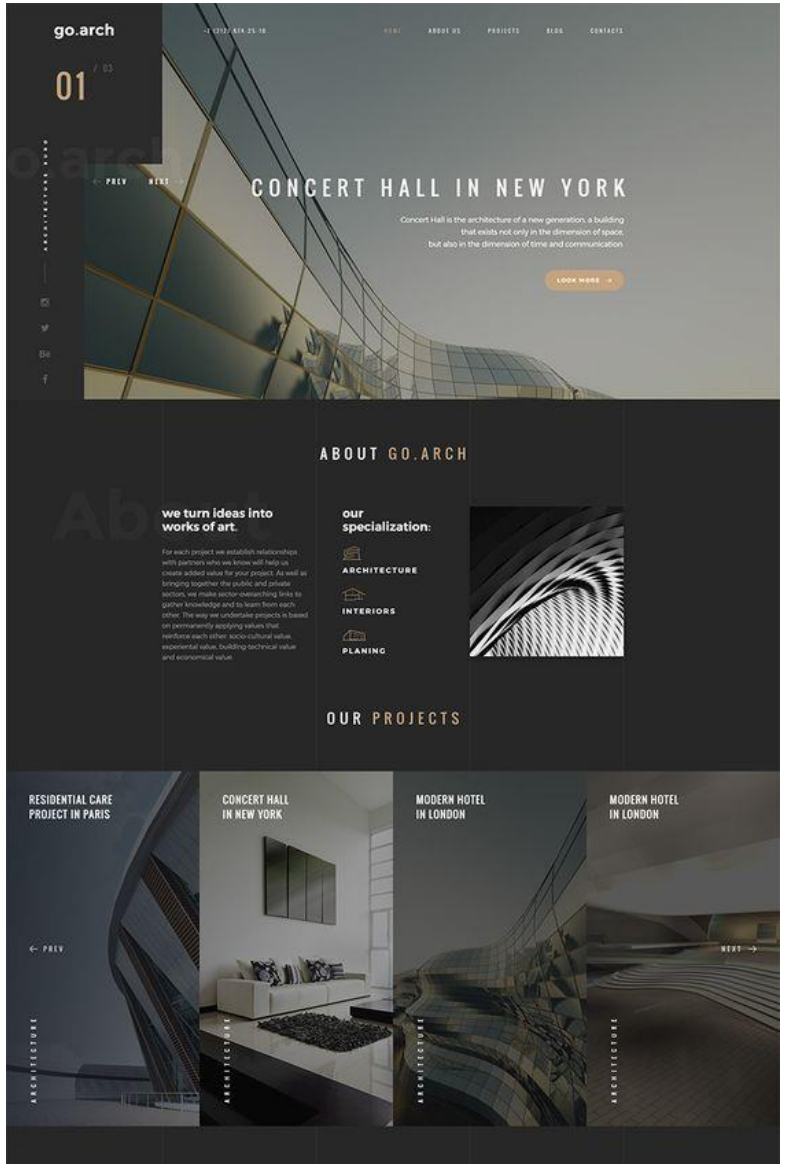

# Design examples

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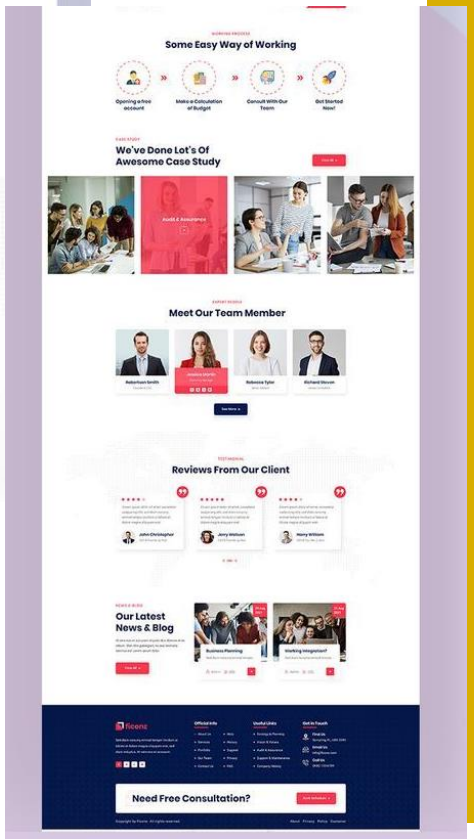


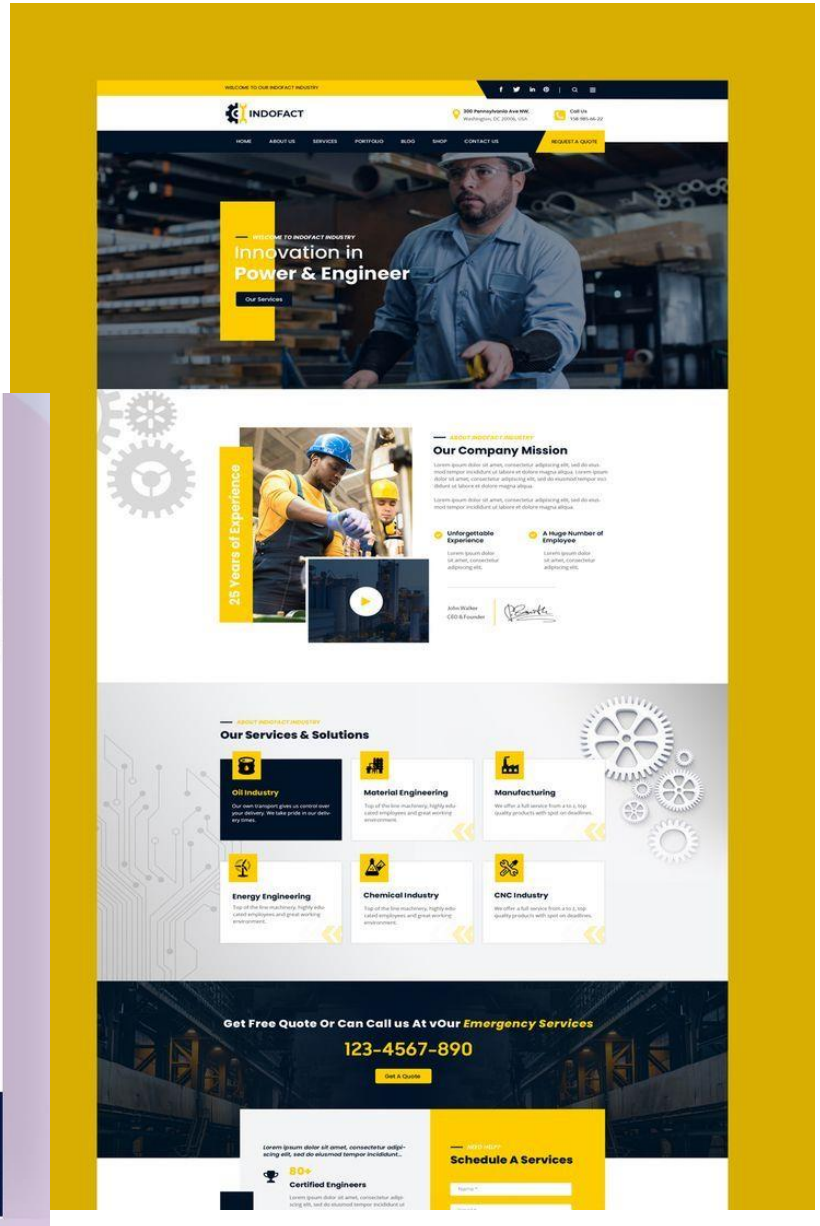


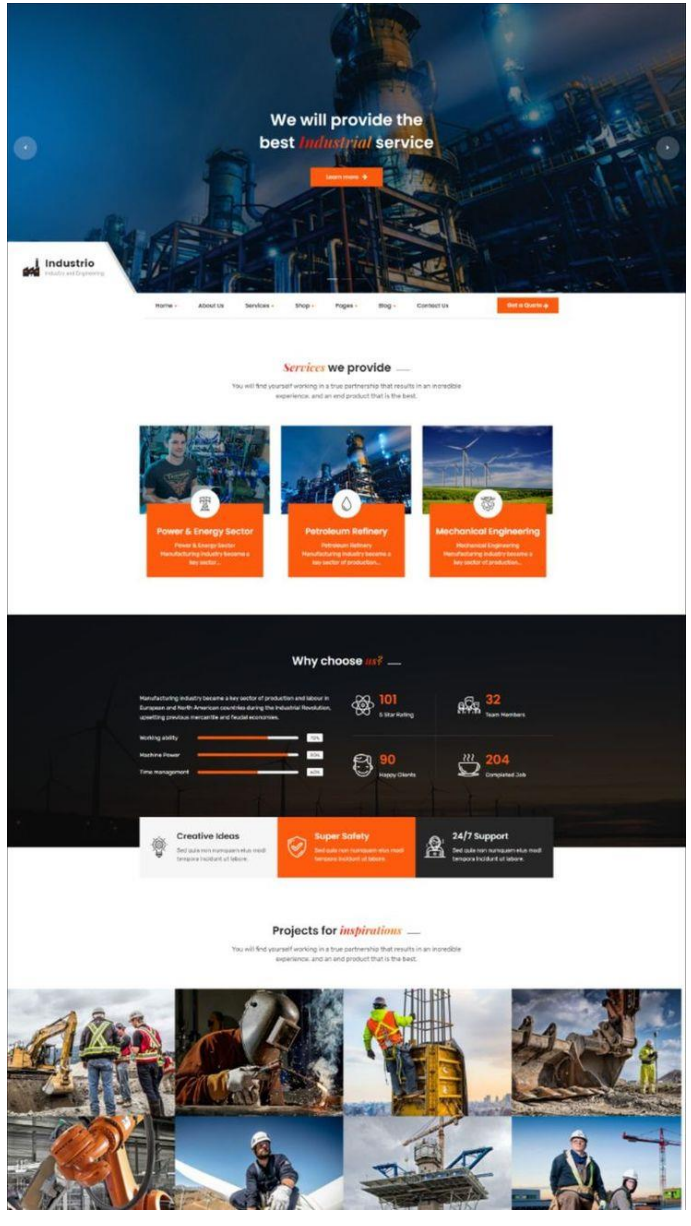

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**Where we are now (March 2024):**

- 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.**