



FY13 COMMUNITY REQUEST FORM

All questions and completed forms should be submitted to controller@icann.org
Please remember that the deadline for FY13 Budget Framework consideration is
December 22nd 2011

REQUEST INFORMATION

Title of Proposed Activity

NARALO Toronto Event

Community Requestor Name

NARALO

Chair

Darlene Thompson

ICANN Staff Community Liaison

Heidi Ulrich

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

It is proposed that NARALO hold a participation and engagement event concurrent with the Toronto ICANN meeting that will bring in all (or as many as possible) ALSs from the North American region in order to bring in and move up the existing ALSs in the region. We have noted a drop off input from the ALSs since Mexico and an event such as this one can stimulate excitement as well as education in order to encourage those at the edges to take progressive steps to leadership roles.

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

This is an "in-reach" event to bring the existing North American ALSs together for education and to encourage a sense of camaraderie. We will be scheduling four, two hour educational sessions to run before each day of the ICANN meeting in order to bring people up to speed on ICANN Policy, hear from the chairs of each AC and SO, develop a Communication Strategy and to plan for the future of the RALO. All ALSs will also be expected to attend all ICANN meetings being held at the venue. Finally, a NARALO General Assembly will be held where more strategic planning can take place. This will encourage those that are less active to move up and take on greater roles. We are asking for travel support and meeting space. The total amount that we are requesting is \$25,000. We do not want to be allocated a specific number of travel spots but would like to make this money stretch as far as we can. Toronto is a centrally located city and some have expressed willingness to drive there or to take the bus or train there. We would also like to explore less expensive hotel options. This will allow us to bring the maximum number of ALSs to the event that is possible on a small budget such as this.

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

This is a one-time activity taking place concurrently with the Toronto ICANN meeting.

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?



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An event of this kind directly supports the "outreach" and "in-reach" activities of the NARALOs. The RALOs are an integral part of the ICANN Board mandated operation of ALAC as they directly further the recruitment of more organizations representing individual users and the continued commitment of the existing ALSs.

2. Demographics. What audience(s), in which geographies, does your request target?

Our audience includes the entire North American regions – from the high arctic to Puerto Rico to Hawaii. We would like to bring up to 23 ALSs and 1 representative from our individual internet users from our region to Toronto costs permitting.

3. Deliverables. What are the desired outcomes of your proposed activity?

We are hoping to bring people back into the RALO that have slipped away and to move those that are less active up so as to encourage more participation within the region.

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Each attending ALS rep will be required to attend all morning educational meetings, all ALAC and At-Large meetings and fill the rest of their days with ICANN meetings that they will self select.

After the event we will be gauging:

1. Activity on the list – After this event we will see more participation in policy discussion on the NA-DISCUSS list.
2. Participation in conference calls – Expanded attendance at conference calls.
3. More dynamic discussions of ICANN-related matters, both on the list and on conference calls.
4. Expanded participation in all NARALO votes and discussions leading up to them.
5. New people moving from participation status to contributor and/or leadership positions within the region.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
		2 hours/day x 4 days			

Subject Matter Expert Support:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
		2 hours/day x 4 days			

Language Services Support:



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Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
		2 hours/day x 4 days			

Other:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	

Travel Support:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
		\$25,000.00			\$25,000.00

Potential/planned Sponsorship Contribution:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	