

## **Possible Recommendations from APRALO ALSs Survey Analysis**

### **Issue: Many of the ALS have national level of representation only.**

Many ALSs have national interest rather than regional interest. There is a need to showcase the main benefits of APRALO that can help ALSs with regional expansion by reaching out to more internet users raising awareness of what they do. APRALO should add a simple design to the APRALO website presenting our reach around the Asia Pacific region in order to present a clearer picture to the ALSs in the network.

### **Issue: Use of Mailing lists is the best form of communication followed by Skype**

Most common form of communication that ALSs employ is by Skype and/or Mailing lists. APRALO uses Mailings lists but should increase the use of Skype. It is recommended to know the ALSs and their representatives more. Also ALSs are using more social networks, so Twitter and Facebook should be used more to communicate. It is recommended to contact each ALS representative and share Skype contacts and add them to the APRALO Skype chat window.

### **Issue: Each ALS has a meeting every month or every 3 months**

In addition to getting ALSs to join APRALO calls, APRALO should try to join their calls that take place once a month or once every 2/3 months. A 10-minute slot can be reserved with them in order to share latest updates from APRALO. In the event that this is not applicable, APRALO can explore sending updates or questions by email to each ALS representative and follow-up to ensure they are noticed during the call for each ALS.

### **Issue: They are interested in every issue of ICANN; there is not one that has special preference**

ALS's are interested in almost all the issues of ICANN and prefer to choose their own topics of interest to participate in or to respond to. APRALO may provide monthly or quarterly update to all ALS's about critical issues being discussed could stimulate interest in ALS's to join calls more so their views can be taken into consideration.

### **Issue: They do not feel they are so integrated with ICANN**

Efforts must be carry out to show our integration within ICANN, when they feel what they have said can be communicated to ICANN better, there could be an increased possibility that they will participate in APRALO calls and meetings. Also they seem to think their ALS is not involved with ICANN and APRALO, more can be done. A dedicated page on APRALO website for each ALS should be created, so they can log on and share updates while also adding their enquires could be a good start. The idea of Business cards can allow each ALS to have a APRALO business card that they could share as an outreach effort. It my increase the possibility to bring more ALSs on board

### **Issue: Other recommendations suggested**

Other recommendations include more transparent budgeting, so that they can input more on budgeting matters. ALS's would like a direct point of contact at APRALO and also at ICANN for participation in various open issues. It is recommended to Involve the ALS'es more in working groups.