



FY14 COMMUNITY REQUEST FORM

All questions and completed forms should be posted to the Community Ad-Hoc Wiki.

REQUEST INFORMATION

Title of Proposed Activity

NARALO Outreach Campaign

Community Requestor Name

NARALO

Chair

Garth Bruen

ICANN Staff Community Liaison

Heidi Ullrich

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

Background

An organizational challenge for NARALO and all At-Large Organizations is the issue of tangible outreach and capacity building.

We, within NARALO, agree that NARALO outreach is a priority as NARALO's mandate is to provide support for North American participation in ICANN by individual internet users who want to participate in the discussions revolving around Internet use. Through participation the feedback from non-technical organizations will have a bottom-up effect on ICANN policy making. The question of engagement is a very important one: it speaks to the need to recognize the broad platform of the Internet as well as the responsibilities inherent to participation in ICANN. In order for NARALO to implement properly this mandate, resources will need to be allocated.

Meeting the Challenge

In order to help ensure that the Outreach discussions amongst NARALO members lead to the creation of a realistic framework and a viable action plan, NARALO may consider establishing a small subcommittee to provide the following research and deliver a recommendation report. Funding could be provided through the established ICANN funding procedures.

The purpose of the Outreach Strategic Plan would be:

- Determine purpose and goals of NARALO outreach;
- Research and Outline historic and current outreach activities of NARALO;
- Outline success/failure/efficacy of these historic and current outreach activities and shortlist the practical cost effective move forward strategies;
- Ensure that NARALO proposed outreach activities fall within the guiding parameters of ALAC;
- Ensure that ALAC requirements and goals are met;

- Propose an outline for a NARALO Outreach strategy. This strategy could take the following into consideration:



FY14 COMMUNITY REQUEST FORM

- a) Who NARALO should be reaching out to (short term, long term);
- b) Who/What is required to support the outreach;
- c) Timeline for outreach program; and
- d) How to measure the success of the outreach.

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

1. Creation of Strategy for Outreach Campaign

- Revision to the application process, if required;
- Identity high priority groups: Countries, provinces, states and special interest groups;
- Rollout of outreach and follow up by email and phone; and
- Tracking of results.

2. Documentation and Evaluation

- Process documented in NARALO Wiki;
- Progress reports at each NARALO monthly meeting;
- Creation of MS PowerPoint presentation and Workshop for ICANN meeting in Durham for ALAC members on "Outreach Strategies that Work;" and
- Final Report.

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

Phase One

January to March 2014

Monthly Update on NARALO calls

Phase Two

March to June

Presentation at ALAC meeting at ICANN

Monthly Update on NARALO calls

Phase Three

July

Final Report

REQUEST OBJECTIVES

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

To paraphrase from the draft At-Large White Paper on Future Challenges: ICANN has an obligation to reach out to organizations and establish effective working relations. ICANN has yet to demonstrate the ability to proactively, adequately and appropriately reach out, coordinate and cooperate with organizations outside of its technical coordination remit.

Our efforts also align with the ICANN Outreach committee to bring in marginalized groups and under represented groups into the NARALO community.

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



FY14 COMMUNITY REQUEST FORM

We will target specific organizations in North America, Guam and Puerto Rico that would be eligible for NARALO ALS membership.

Special outreach to the Disabled and First Nations communities.

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

The outreach campaign will produce the following outcomes:

- 300 emails and phone calls (estimated);
- 10 applications (estimated); and
- 5 successful applications (estimated).

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

Metrics include:

- Achieving the goal of increasing the number of NARALO ALS's by 20%;
- Achieve the goal of 100% increase in First Nation community participation; and
- Achieve the goal of 100% increase in Disabled community participation.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs	Comments
Preparation of Outreach Strategic Plan	January 2014	2-3 weeks	\$5000.00 (USD)	
<i>Collection of potential ALS Database</i>	February -March 2014	3 weeks	\$4,000.00 (USD)	
Phone calls and Emails to 300 organization	February - March 2014	3 weeks	\$4,000.00 (USD)	
Survey of successful candidates	April 2014	2-3 weeks	\$4,000.00 (USD)	
White Paper Preparation	April-May 2014	3-4 weeks	\$5,500.00	
Presentation at ICANN Spring/Summer 2014 at ALAC meetings	White Paper Presentation			
Final Report	Summer 2014			

Subject Matter Expert Support:



FY14 COMMUNITY REQUEST FORM

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

Language Services Support:

Other:

Travel Support:

Potential/planned Sponsorship Contribution:

Estimates: \$22,500