REQUEST INFORMATION

Title of Proposed Activity	
LACRALO Outreach Campaign	
Community Requestor Name	**Chair**
At-Large LACRALO	José Arce
ICANN Staff Community Liaison	
Heidi Ullrich – Silvia Vivanco	

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

We are present in 16 of the 33 countries that make up our region. We have to achieve the incorporation of as many organizations as possible to strengthen and enhance the ecosystem. First ICANN and then LACRALO as a permanent part of that ecosystem, need to have at least one ALS in each country. It is the only way to achieve effective results. We need feedback from the end users of Internet from the whole region.

At this stage, we will focus our attention on the countries in which we have no organization. To do this, we will contact, universities and professional associations. Counting current ICANN commercials elements, conference calls and site visits, we will introduce the basic skills needed to achieve through them, adding organizations like ALSes.

The methodology will appoint a Working Group, which shall appoint one member for each country with individual responsibility for managing. The same group, shall develop the necessary plans to including the universities and other organization as ALSes.

Initially, are expected 9 trips or site visits with a previously defined agenda, the rest will work remotely, via mail and telephone or teleconference.

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

The types of activities are: outreach, education, meetings and Travel. They will be coordinated and the reports of the Working Group, will be taken as a point on the agenda of each monthly meeting LACRALO

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

The planning will start from the time when get approval from this requirement.
The specific activities will start September 2014, with delivery of partial and LACRALO the monthly meetings.
The final report in June 2015.

REQUEST OBJECTIVES

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

Considering the Strategic Planning of ICANN 2012-2015
• Strategic Objectives: participation of all interested parties; Increase stakeholder diversity and cross-stakeholder work
• Jobs of the Community: Increased participation
Considering setout of Strategic Plan ALAC:
• KAI2 O. Strategic 2.3: Participation of academic representatives
• KAI2 O. Strategic 2.7: Training of end users
• KAI2 O. Strategic 2.8: Creating capacities of governments of the region related with ICANN

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

In countries where LACRALO does not have ALSes as represented.
Panama, Guayana, Guatemala, Nicaragua, Honduras, Republica Dominicana, Belice, Antigua y Barbuda, Aruba, Bahamas, Cuba, Dominica, Grenada, Guadalupe, Haití, Islas Caimán, Islas Turcas y Caicos, Islas Vírgenes, Martinica, República Dominicana, San Bartolomé, San Cristóbal y Nieves, San Vicente y las Granadinas, Santa

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

The awareness of the actors, training colleges and professional organizations, and incorporating as new ALSes organizations.

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

No previous metric regard. In particular, governments are reluctant to participate and cooperate, but make sure to contact the 17 involved.
Regarding universities, ensure contact with at least one university in each country, as with professional associations. Progress with them will depend on the amount of ALS that we can get involved to certify.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Brochure signal boards			u$s 2000	

Subject Matter Expert Support:

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

Language Services Support:

Other:

Travel Support:

9 trips (u$s 1200 each; 40 per diem and 60 hotel). 9 Countries, 9 airplane tickets, 9 per diems, 3 day in each country) : u$s 12960.-

Potential/planned Sponsorship Contribution:

The local sponsor contributes to the seminar room, and convened by the organizations and the general public.