

ICANN At-Large Website Revamp

Steve Allison ♦ Ariel Liang

ALAC & Regional Leadership Working Session

Sun 12 Oct 2014

#ICANN51



Agenda

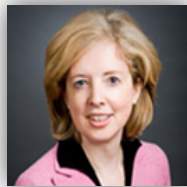
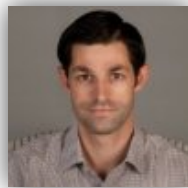
1. Introduction & Background
2. What's Our Challenge
3. Target Audience Needs
4. Site Map
5. Wireframes
6. Q&A

Introduction & Background

- 2005: Launched by At-Large community members
- 2007: Brought in house and managed by At-Large Staff
- Over the years: Consistent low adoption

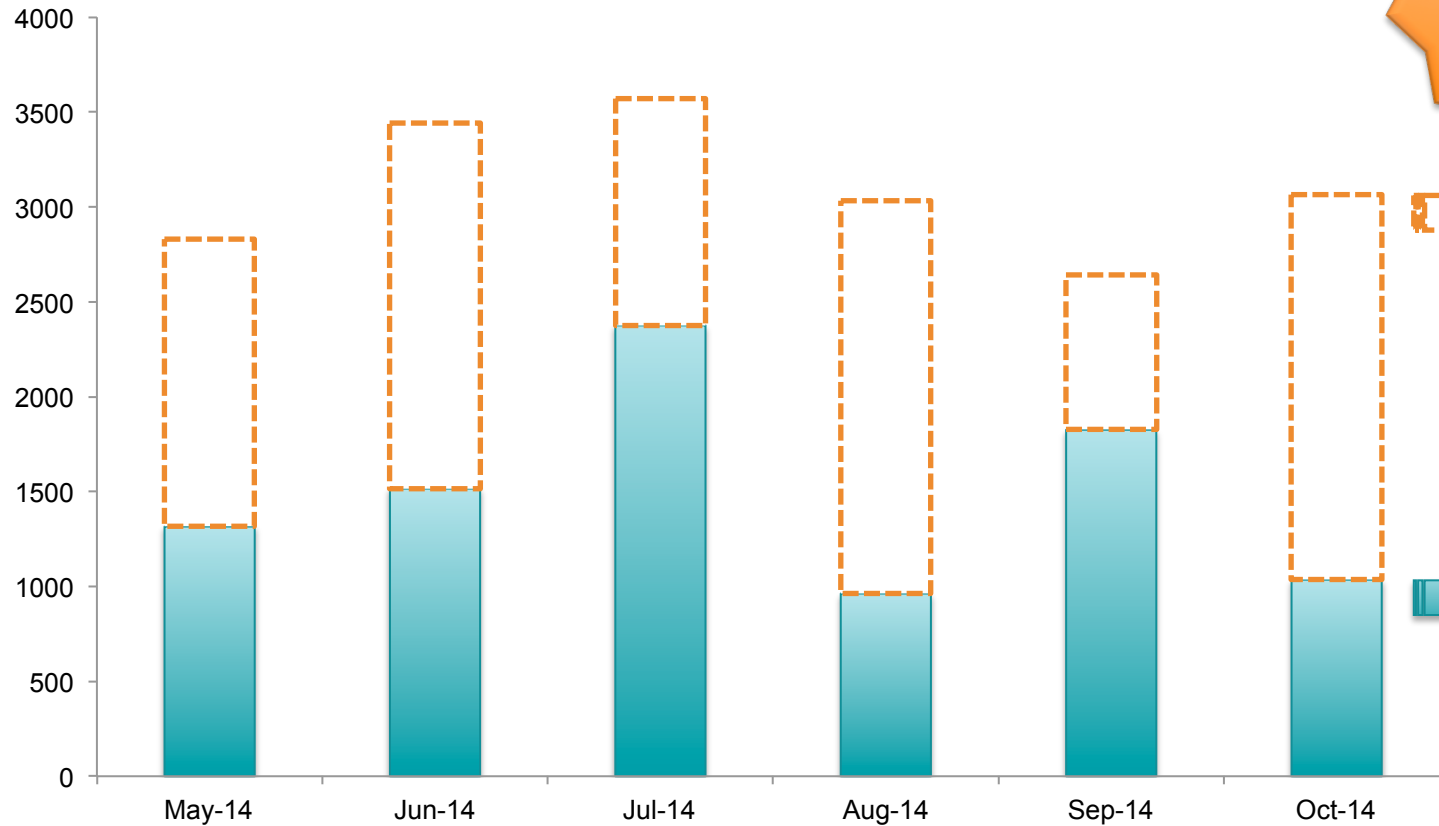


Website Revamp Team



Introduction & Background

Number of visitors



200% Increase of Traffic

OUR GOAL

CURRENT AT-LARGE WEBSITE

What's Our Challenge



Home | Announcements

At-Large Community

Internet User's Voice in ICANN

What is At-Large?

العربية | 中文 | Français | Русский | Español

Gateway to:

- ALAC Wiki
- At-Large Policy Development Workspace
- Next ICANN Meeting

Resources

- Advisory Committee (ALAC)
- Regional At-Large Organisations
- At-Large Community
- ICANN

Communities

- North America
- Asia
- Latin America
- 2010
- AFRICA

What is At-Large?

"At-Large" is the name for the community of individual Internet users who participate in the policy development work of ICANN. Currently, more than 160 groups are participating in the work of ICANN. These groups are working to ensure that the Internet remains open and secure, and that the Domain Name System (DNS) and other unique identifiers which every single user of the Internet relies on every time they go online.

At-Large Community Activities, Including Leadership Changes, During Next Meeting to be Held in Los Angeles

The At-Large community is scheduled to take place in addition to their traditional activities.

ICANN News

- WHOIS Online Accuracy Reporting Study Request for Proposal
- Report: Supporting the Domain Name Industry in Underserved Regions
- ICANN Post-MEET Statement

a website is a tool, not a solution...

Repetitive content

Unclear structure

Poor aesthetics

Lack of accessibility

Poor search capability

Barrier to outsiders

Lack of translation

Outdated content



Target Audience Needs



Newcomer

- **Learn** about At-Large history, mission & people
- **Explore** the work of At-Large members
- **Get involved** in the community

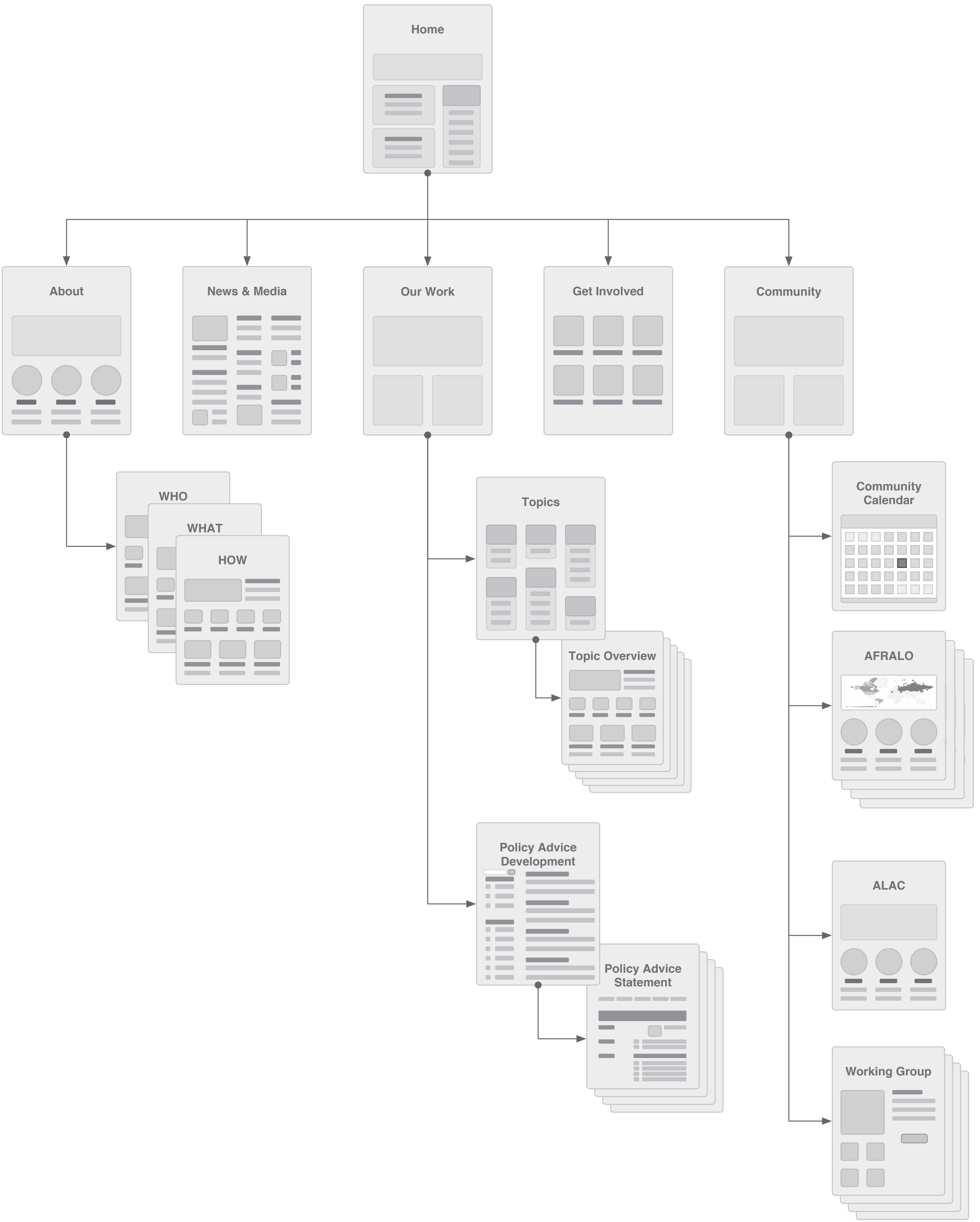


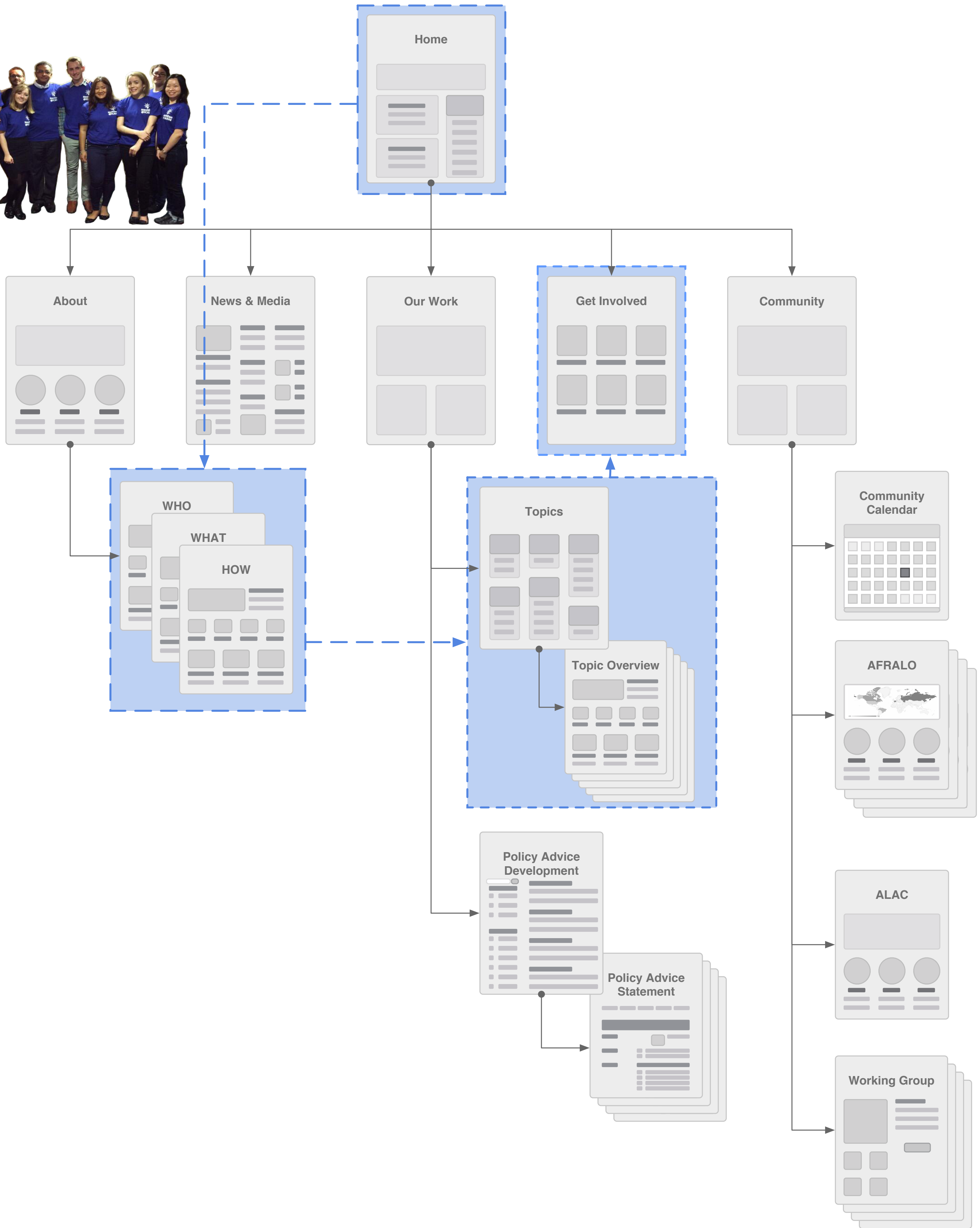
Shared

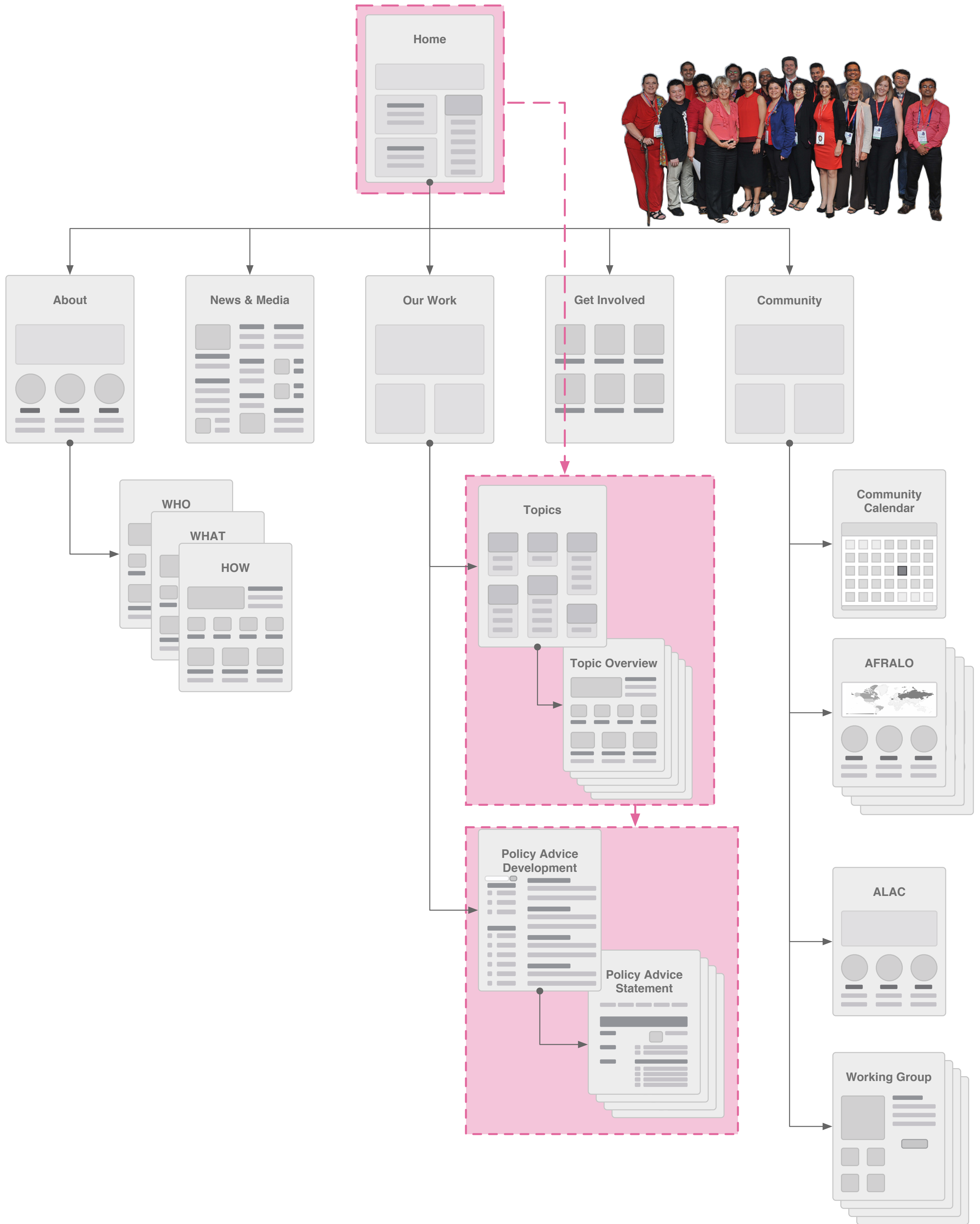
- **Research** policy topics matter to At-Large
- **Follow** news about the community

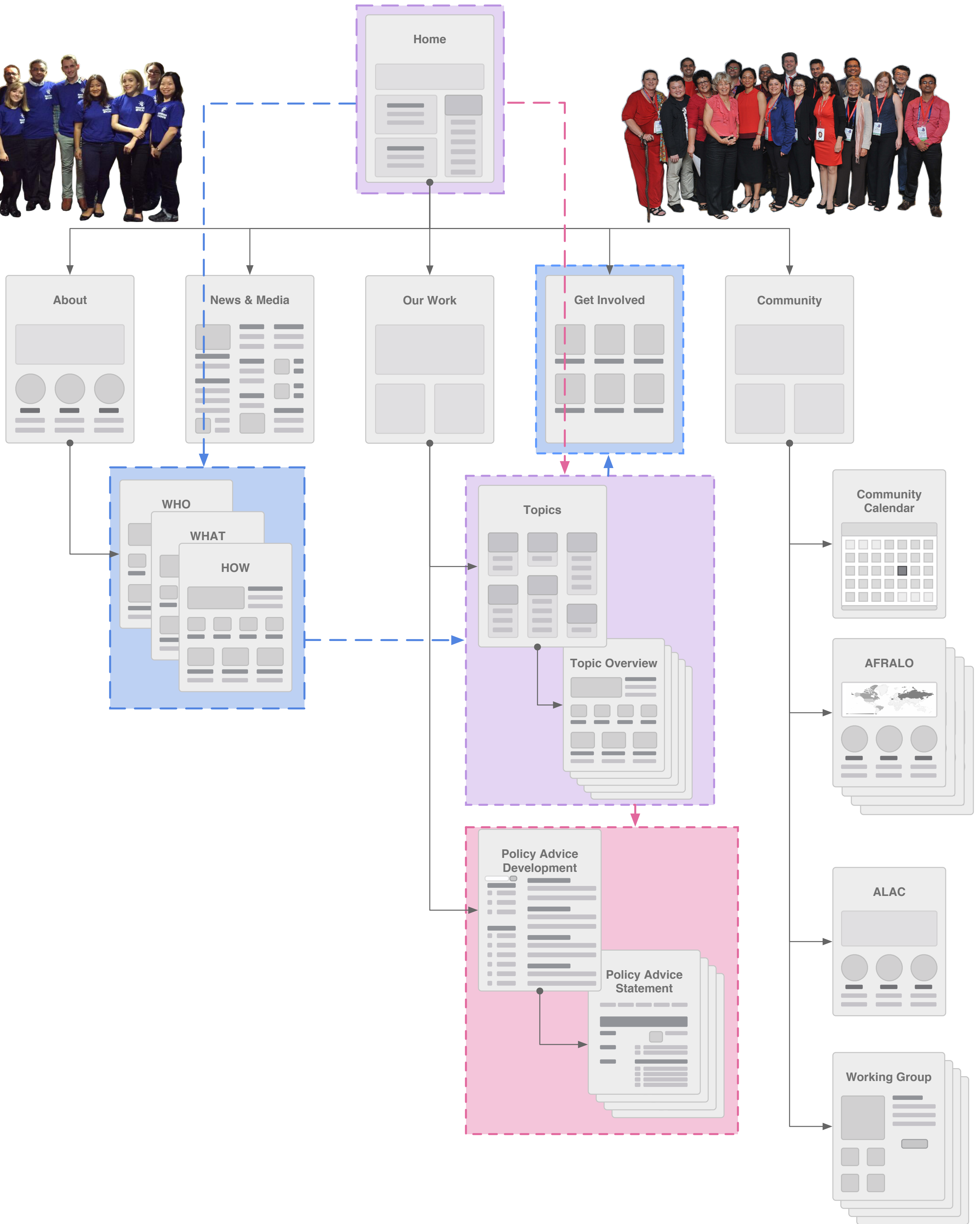
Experienced

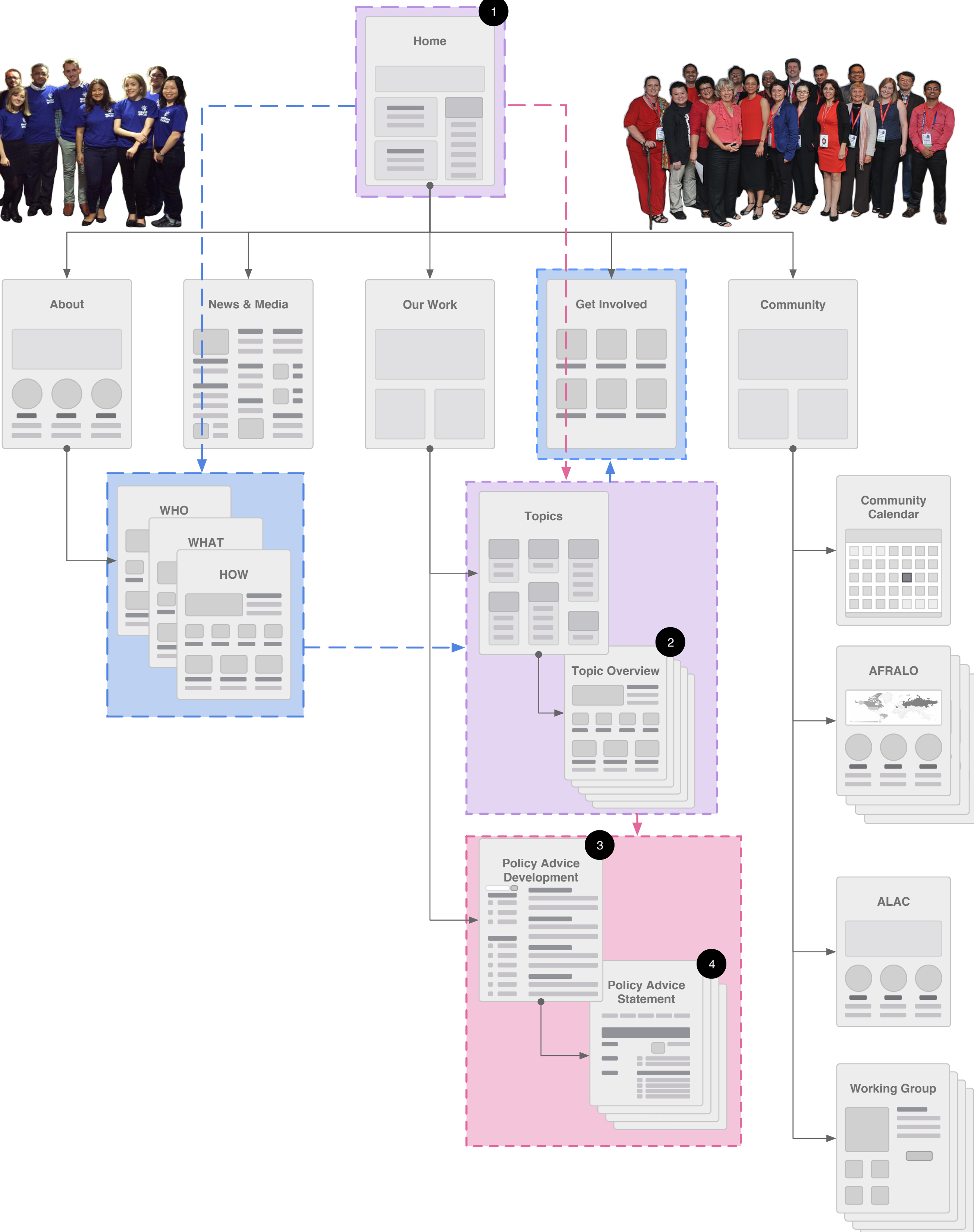
- **Develop** ALAC policy advice
- **Join & Organize** upcoming calls & events
- **Promote** the work of the community











We are the At-Large Community

Help us influence the decisions that shape the Internet.



Get Started

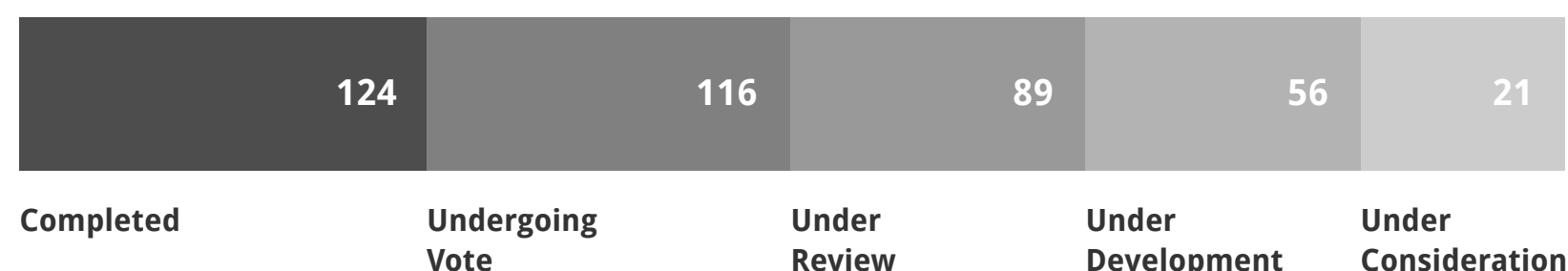
[Learn About At-Large](#) →

[Explore Our Work](#) →

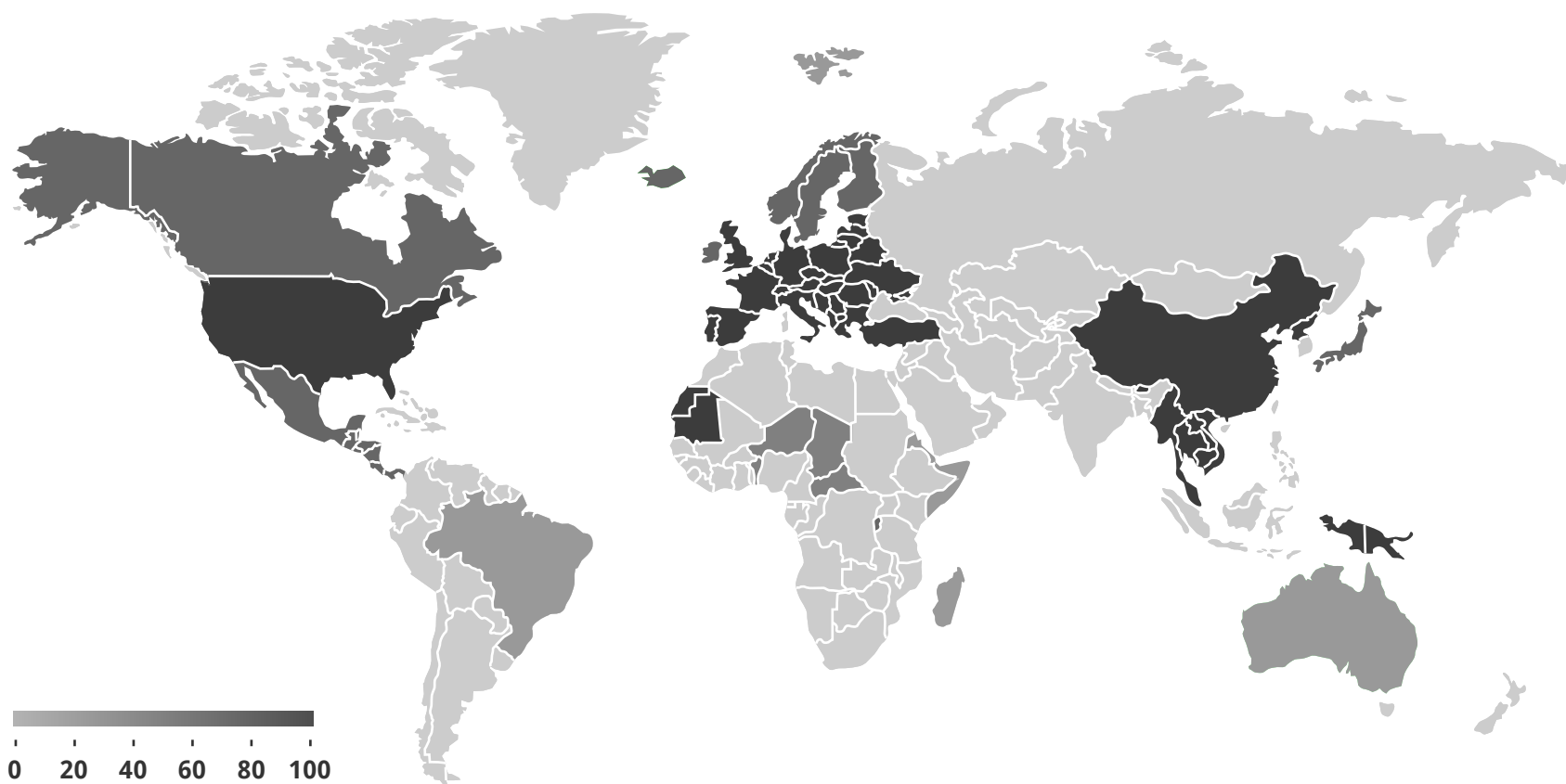
[Get Involved](#) →

At-Large At Work

Policy Advice Development Pipeline



Outreach



Capacity Building

17 Webinars

24 Beginner's Guides

128 Podcasts

157 Online Courses

Latest News & Media

09.28.2014

[Alan Greenberg will be officially announced as the next ALAC Chair at the end of this week.](#)

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Upcoming Events

Su	M	Tu	W	Th	F	Sa

October 2014 Events

10.04.2014

[A joint call of the Accessibility and Technology Taskforce. Read More >](#)

10.14.2014

[A joint call of the BCEC and BMSPC. Read More >](#)

How Do I

[Become an At-Large Member](#)
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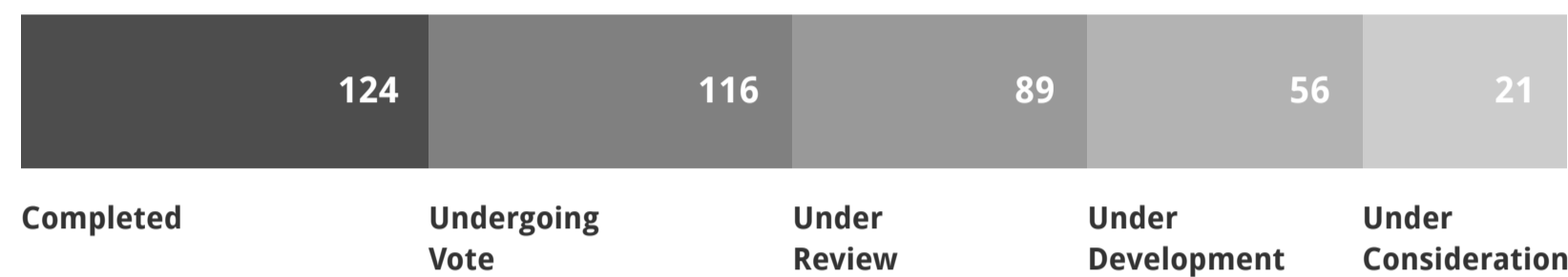
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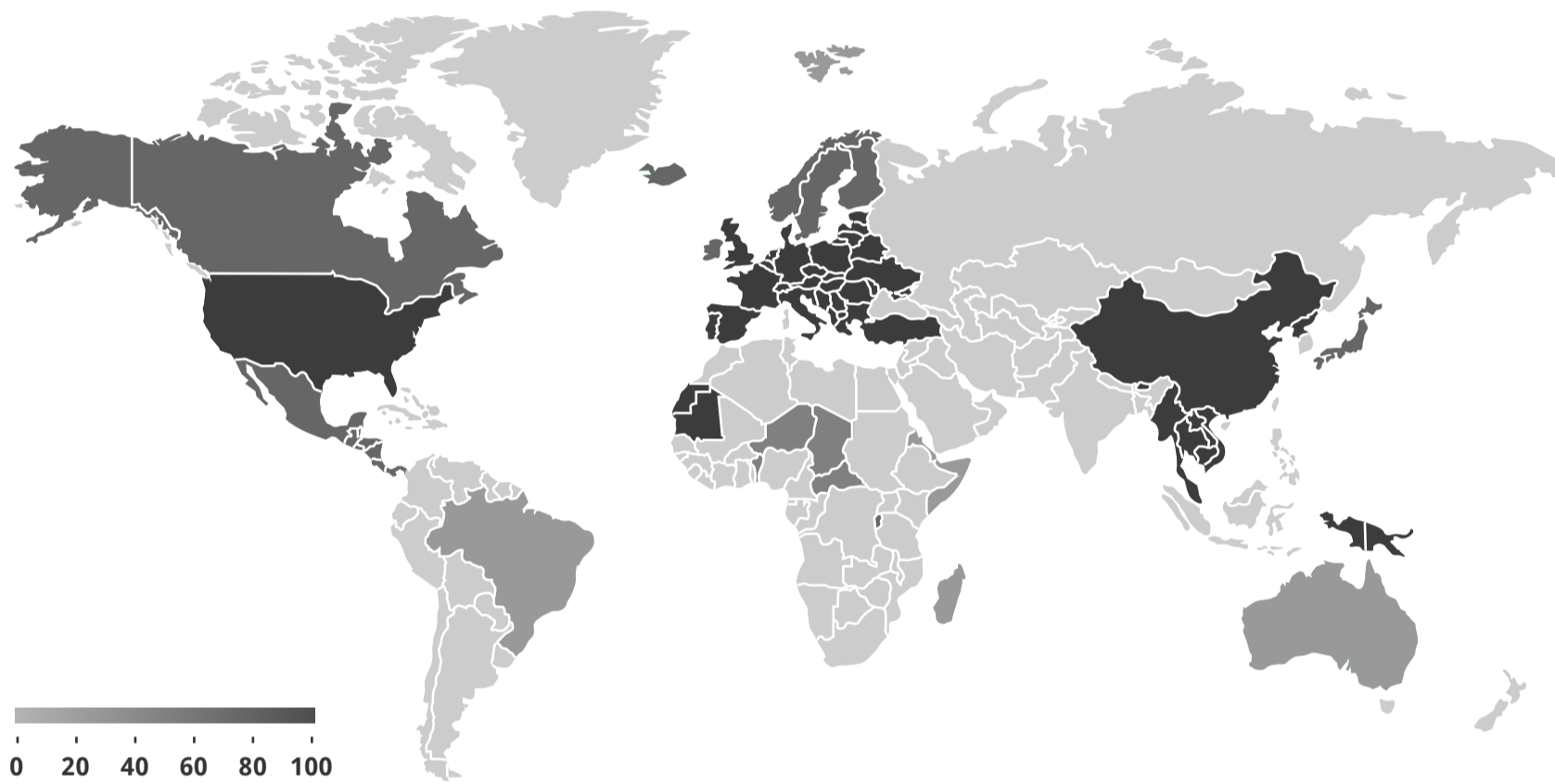
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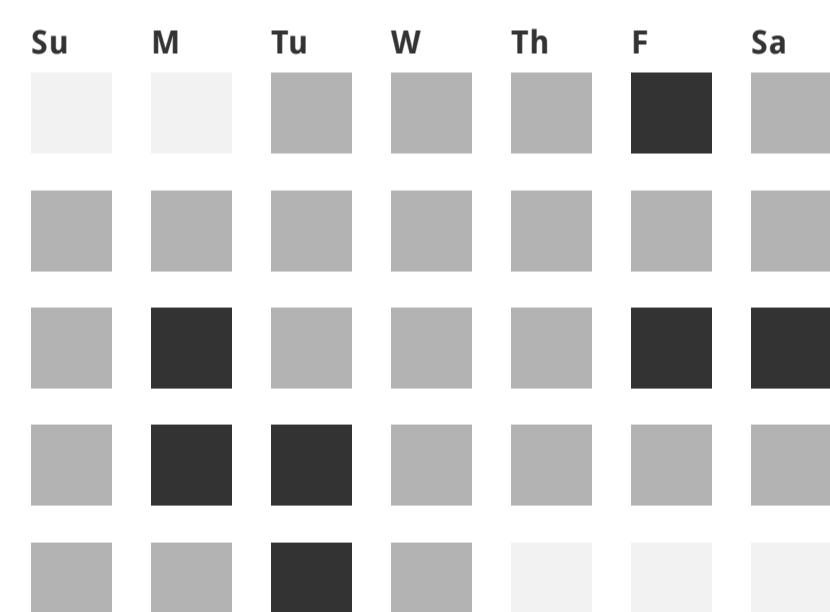
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Topic: WHOIS

Background

At-Large position on the proposed amendments to the Registry Agreements of several registry operators. The proposed Amendments are to implement a new registry service, submitted through the Registry Services Evaluation Process (RSEP), that would permit the introduction of two-character domain names for registration in the new gTLD namespace.

Related Topics:

[RDS \(Registration data services\)](#)

[Privacy](#)





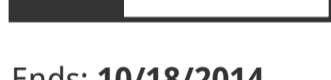
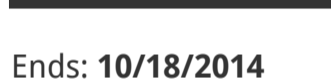
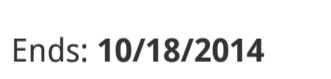
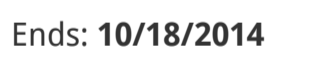
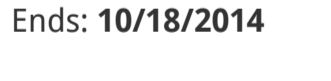
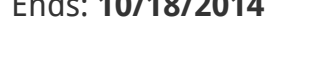
[Compliance](#)

[Law enforcement](#)

[Internet Governance](#)

[Accountability and Transparency](#)

Policy Advice

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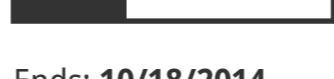

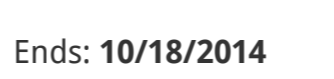
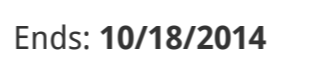
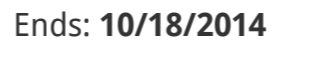
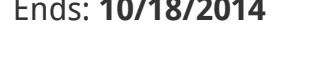
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Search



Contains

Keywords

Date Range

Start Date End Date

Topics	
WHOIS	10 Results <input type="checkbox"/>
RDS	15 Results <input type="checkbox"/>
RAA	8 Results <input type="checkbox"/>
IDN	13 Results <input type="checkbox"/>
AoC	13 Results <input type="checkbox"/>
IANA Stewardship	13 Results <input type="checkbox"/>
gTLDs	13 Results <input type="checkbox"/>
DNS	13 Results <input type="checkbox"/>
Compliance	13 Results <input type="checkbox"/>
Security	13 Results <input type="checkbox"/>
Intellectual Property	13 Results <input type="checkbox"/>
Privacy	13 Results <input type="checkbox"/>
Law Enforcement	13 Results <input type="checkbox"/>
GDD	13 Results <input type="checkbox"/>
Accountability	13 Results <input type="checkbox"/>
Finance & Budget	13 Results <input type="checkbox"/>

Stakeholder	
ALAC	10 Results <input type="checkbox"/>
GAC	15 Results <input type="checkbox"/>
GNSO	8 Results <input type="checkbox"/>
ccNSO	13 Results <input type="checkbox"/>
ICANN Board	13 Results <input type="checkbox"/>
ICANN Staff	13 Results <input type="checkbox"/>

Current Status	
Seeking Penholder	10 Results <input type="checkbox"/>
Open for Comments	15 Results <input type="checkbox"/>
Voting on Final Draft	8 Results <input type="checkbox"/>
Adopted/Published	13 Results <input type="checkbox"/>
No Statement	13 Results <input type="checkbox"/>

Penholder	
RALO Association	10 Results <input type="checkbox"/>
Country Origin	15 Results <input type="checkbox"/>
Working Group	8 Results <input type="checkbox"/>

Language	
Chinese	21 Results <input type="checkbox"/>
Spanish	25 Results <input type="checkbox"/>
Russian	8 Results <input type="checkbox"/>
French	13 Results <input type="checkbox"/>
Arabic	17 Results <input type="checkbox"/>
English	75 Results <input type="checkbox"/>
Portuguese	12 Results <input type="checkbox"/>

Policy Advice

Publication Date Latest

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30 Aug 2014	ALAC Statement on the Introduction of Two-Character Domain Names for .DEALS, XN--FJQ720A, .CITY, .XYZ, .COLLEGE, .GOP, .TRADE, .WEBCAM, .BID, .HEALTHCARE, .WORLD, .BAND Topics: DNS Stakeholder: ALAC
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Policy Statement Title

Topics: [WHOIS](#), [Security](#)Publish Date: **10.01.2014**Penholder: **John Smith**Last Update: **10.12.2014**Region: **[AFRALO](#)**

Status

1. Identify Penholder

2. Open for Comment

3. Finalize Final Draft

4. ALAC Vote

5. Submission

Identified 10.08.2014

Ends 10.18.2014

Ends 10.24.2014

Ends 10.28.2014

Not Submitted Yet

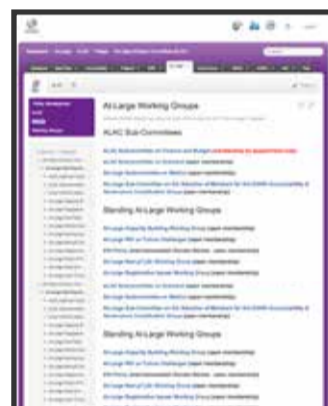
Open for Comment

Comments close:
18 October 2014
23:59 UTC

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Statement



Policy Statement Title

<http://community.icann.org/restofurl>

Activity

10.14.2014

Statement posted

10.22.2014

An update was made to this statement

10.28.2014

Statement made open for public comment

FAQ

[How to Comment >](#)
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[Another FAQ Item >](#)

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