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At-Large Community Outreach Pilot Program (CROPP)

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CROPP Review Team chair

#ICANN51

Agenda

- Introduction and Background
- Review of At-Large Community Regional Outreach Pilot Program (CROPP) procedure and explanatory materials
- Regional At-Large Organisation (RALO) reporting on possible outreach opportunities for CROPP
- Review of Administrator's Summary Report of CROPP

Introduction and Background

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Introduction and Background

- Many of the ICANN constituencies (including the ALAC/At-Large) has often made outreach travel requests during ICANN's yearly budget process.
- As part of the FY14 Operating Plan and Budget, ICANN developed a Community Regional Outreach Pilot Program (CROPP) to support outreach efforts.

Introduction and Background

- Travel Allocations - Five (5) individual regional trips allocated to each of the 5 RALOs
- Funded expenses includes transportation, lodging, and per diem (3 days, 2 nights standard) and certain meeting logistics (e.g conference fees)
- All travel booked via ICANN Constituency Travel

CROPP Operating Guidelines

- Travel Proposals must be approved by At-Large and from ICANN's Regional Vice President to ensure consistency with regional strategy or overall ICANN mission.
- Travel proposals must be filed 6 weeks before with ICANN.
- Trip Assessment filed by travellers within 3 weeks of the return date to describe how the original purpose(s) and outcome(s) were realized.
- Outreach event may be attended by multiple persons; however, each traveler is counted as utilizing one of the RALO's allocated trips.

CROPP Operating Guidelines

- No trip "compounding" or "splitting" of expenses or any other strategy with a goal of increasing the number of individual trips (limit of 5) assigned to an RALO.
- Trips must originate and conclude within the same region and should, wherever practicable, be taken by someone working in or proximate to that territory.
- All trips must be completed before the end of ICANN's 2015 fiscal year, that is, the participant must have returned to his/her originating destination on or before 30 June 2015.

At-Large Community Process for CROPP

Similar to how RALO budget requests were reviewed by the ALAC Subcommittee on Finance and Budget (FBSC) before submitting to ICANN Finance, the At-Large CROPP Review team (CROPP RT) was established by the ALAC to:

- review and approve RALO travel requests to the CROPP to ensure that the objectives of the travel requests are in line with ICANN's strategic and regional engagement strategies as well as At-Large outreach strategies.
- get approval of the RALO travel request from the relevant regional Vice Presidents that the purpose/goals of the travel request are consistent with ICANN's strategic and regional engagement strategy.
- submit the travel requests to ICANN once these approvals are obtained.



CROPP Review Team (CROPP RT)

The At-Large CROPP Review Team (CROPP RT) will have 10 members.

Two members will be from each RALO, one member being from the:

- [ALAC Subcommittee on Outreach](#) (Outreach SC)
- [ALAC Subcommittee on Finance and Budget](#) (FBSC)

CROPP RT members

- AFRALO: Tijani Ben Jemaa , Fatimata Seye Sylla
- APRALO: Cheryl Langdon-Orr, Ali AlMeshal
- EURALO: Oksana Prykhodko, Yuliya Morenets
- LACRALO: Dev Anand Teelucksingh (chair), Juan Manuel Rojas
- NARALO: Darlene Thompson, Allan Skuce
- Olivier Crépin-Leblond (ALAC Chair)

Review of At-Large CROPP procedure and explanatory materials

At-Large CROPP Procedure

Before the submission of any outreach travel proposal,

- The RALO needs to track and regularly review possible outreach events that will occur in the region before June 2015.
- How to track possible outreach events?
The name, timing and possible URLs on such outreach events in the region should be sent to At-Large Staff to update the At-Large External Events Calendar (shown on every RALO's home page). Should this continue?

At-Large CROPP Procedure

Before the submission of any outreach travel proposal,

- The relevant persons that should be involved in the decision for the RALO to decide which outreach events the RALO should apply for CROPP funding are:
 - The RALO leadership (chair, secretariat or board)
 - RALO members on the Outreach Subcommittee (Outreach SC) (<https://community.icann.org/x/cqfbAQ>)
 - RALO members on the Finance and Budget Subcommittee (FBSC) (<https://community.icann.org/x/n4XT>)
- Note that the CROPP RT members are included in the relevant persons from the RALO since the CROPP RT members are in either the Outreach SC and/or the FBSC.
- Regularly share/ask the RALO community via the mailing list or during the RALO monthly calls for suggested outreach events and to discuss prospective travel proposals.
- Share the outreach travel proposals ideas with your regional Vice President for comments

At-Large CROPP Procedure

Before the submission of any outreach travel proposal,

- Other factors RALOs should consider:
 - Since RALOs have only 5 traveller slots until June 2015, decide if more than one traveller is needed for an outreach event.
 - What would the purpose and goals of the proposed outreach travel? Attempt for quantitative outcomes so that you can include in the request what quantities of outreach material (brochures, beginners guides, charts) are needed
 - Ensure your RALO travellers would be able to perform his/her outreach effectively at the event...for example, able to speak the main language in the country, no visa complications requiring more time to obtain such travel documents.
 - ?

At-Large CROPP Procedure

Submitting a outreach travel proposal,

- RALO outreach travel proposals must be submitted **at least 8 weeks** before any such proposed travel takes place and within the Terms and Conditions of At-Large Travel Proposal at <https://community.icann.org/x/zC6fAg>
- The CROPP RT members from the RALO would edit the draft proposals wiki page for their RALO at <https://community.icann.org/display/croppfy15/At-Large+RALO+Drafts>
- Once the draft proposal is completed, the CROPP RT from the RALO would inform the rest of the CROPP RT members via the CROPP RT mailing list (only CROPP RT members can post to this list) announcing the submission of the draft proposal.

At-Large CROPP Procedure

Submitting a outreach travel proposal,

- Within **2 weeks**:
 - the CROPP RT will review the draft RALO travel proposal, ask any clarifying questions as to the purpose and goals of the proposed trip and/or the details provided on the mailing list.

The RALO's CROPP RT members will update the draft travel proposal based on the feedback from the CROPP RT and the RALO.

- once approved by the CROPP RT, the RALO CROPP RT members will get confirmation and approval from the regional ICANN Stakeholder Engagement Vice-President.
- once confirmation and approval has been obtained from the regional ICANN Stakeholder Engagement Vice-President and shared with the CROPP RT, the RALO's CROPP RT members will email ICANN's CROPP admins that the draft travel proposal has been approved.

At-Large CROPP Procedure

Several hints and tips for outreach events

Glenn McKnight from NARALO made the following suggestions:

- Don't assume that registration fees are a hindrance or barrier to participation. We recommend asking the right person; the event organizers are often open to providing limited access to the event or full access at no charge. We managed to obtain free access in all three events for the NARALO CROPP application.
- Volunteer to facilitate a session.
- Volunteer to do an impromptu "Birds of a Feather."
- Especially if you get a free pass, endear yourself with the organizers.
- Provide the your brochures in the delegate bags, drop of brochures to the press room, email electronic versions to the webmaster.
- Engage each sponsorship/booth with your literature.
- Study the lecture/seminar sessions and make sure you are early and distribute brochures to all the attendees with a short announcement.
- Reach out to radio and television crews with a "canned speech."

At-Large CROPP Procedure

After the outreach event has taken place

- Travellers in coordination with the CROPP RT members, should complete the post trip assessment within 3 weeks of the outreach event at the appropriate RALO draft wiki page at <https://community.icann.org/display/croppfy15/At-Large+RALO+Drafts> .

Reporting could include photos, links to any local media reporting, and number of contacts received for followup with the RALO and/or forwarded to the ICANN Regional Stakeholder VP for followup for other stakeholder roles in ICANN)

- Such trip assessments should be posted to the CROPP RT members via the CROPP RT list for comments and feedback from the CROPP RT. This could also be shared with the ICANN Regional Stakeholder Engagement VP
- Once there are no further comments from the CROPP RT, the RALO's CROPP RT members will email ICANN's CROPP admins that the draft trip assessment has been approved.

RALO reporting on possible outreach opportunities for CROPP

Current CROPP outreach proposals

Current approved proposals can be found at <https://community.icann.org/x/il3hAg>

Review of Administrator's Summary Report of CROPP

Administrator's Report for CROPP FY14

“One of the findings that can be gleaned from the..Administrator's Summary Report is that the program is weak in terms of quantitative outcomes. Certainly a portion of that assessment can be attributed to the shortened amount of time that the program was in full operation; however, another factor relates to the Trip Proposals themselves and how the purposes, goals/objectives, and outcomes were originally framed. A thorough review of the eleven trips shows that most of the goals and outcomes are heavily qualitative in nature.....

It is not surprising to us that most of the goals and outcomes were articulated qualitatively; however, in terms of justifying CROPP's value for a third year, we think it will be important to work together in shoring up that aspect of the program.”

Administrator's Report for CROPP FY14

“A few ideas that Staff has assembled include:

1. Ensure that regional community strategies are in place which contain specific ‘outreach’ goals/objectives for which CROPP could be a tactical realization.
2. Reinforce the responsibility of Stakeholder Engagement Vice Presidents, [RALO leaders], [CROPP RT] to review each trip’s purposes/goals and expected outcomes to ensure that they are specific, relevant, and measurable to the maximum extent feasible. Similarly, on the back end, review all Trip Assessments to ensure that they (a) specifically address each of the purposes/goals and how they were achieved, and (b) all realized outcomes are fully documented.
3. Establish measurable goals/outcomes which could include:
 - a. Recruitment targets (e.g., quantities of new members)
 - b. Regional extensions, i.e., development of candidate pools (quantified) in territories where there is little or no presence.
 - c. Count attendees at seminars, exhibits, symposia, et al., where a CROPP representative is presenting information about ICANN
 - d. Application forms completed or alternative expressions of interest in joining a RALO or Constituency.

Administrator's Report for CROPP FY14

“A few ideas that Staff has assembled include:

4. When events are concluded, travellers should document the formal Trip Assessments within three (3) weeks while the information is timely and fresh. Travellers should be reminded that their ‘assessments’ should primarily focus on the original outreach goals/outcomes and de-emphasize the value in summarizing the event’s activities (e.g., agendas, seminars, topics, speakers).