

All questions and completed forms should be sent to staff@atlarge.icann.org
 Please remember that the deadline for FY16 Budget consideration is
February 28th 2015.

REQUEST INFORMATION

Title of Proposed Activity	
Creation of E-Books of ALAC Learner Guides	
Community Requestor Name	Chair
ALAC (NARALO)	Garth Bruen (Evan Leibovitch currently is serving as Interim Chair)
ICANN Staff Community Liaison	
Heidi Ullrich	Submitted by Glenn McKnight

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

ICANN has created introductory guidebooks for newcomers/ learners on various aspects of the ICANN eco-space. These materials are either limited print format or on a non-interactive PDF format. This proposal suggests an updating of the materials to become e-book resources for use on mobile, Kindle and other devices. Secondly the material would take advantage of the add on feature of audio reading capability providing audio transcription to the existing materials

Key Benefits:

- E-books are searchable. You can easily search for any information in an e-book, instead of turning page after page.
- E-books can be interactive and contain audio, video and animations, which can enhance the message that the author is trying to convey.
- Subscribers to e-books get automatic notifications of updates for downloading so the most current versions are always available and distributed.
- Tracking of downloads and clicks-throughs.
- Free wide-scale distribution channels to distribute e-books, i.e. Google Play, Archive.org, iTunes, Amazon and more.

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

Conversion of ICANN training materials and ALAC policy documents to an open document e-book format, integration of text material with available videos and podcasts which are currently not linked to the learning resources and the conversion of text file to audio clips.

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

Depending on financing and interest will dictate the number of publications converted.

Option One: Test of small number of publication with the core language groups- two months
Option Two: Production of all the learner guides and all the languages-six months

REQUEST OBJECTIVES

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

ICANN Strategic Plan Item 3.3

Develop a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders
Distribution of materials to wider group of ICANN and non-ICANN communities:

- Production of accessible materials for the visually impaired communities through corresponding audio transcription of materials enabling a greater outreach to the disabled communities which represent 13% of the world population.
- The materials downloaded on mobile with audio conversion provides an alternative learning modality for the learner enabling travelers to listen to resource guides.
- Enhanced understanding of community position papers by the conversion of print version of policy papers.

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

The entire ICANN ecosystem with special onus on the newcomers and newly elected/appointed committee members, persons with disabilities and all learners who have a preference to listen to audio versions of print materials. Providing alternative devices and enriched learning environments to utilize existing learning modules.

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

Outcomes

Learning Modules

- Provide platform flexibility to learners
- Production of properly configured resources viable on mobile and E-Readers
- Choice and convenience to end user
- Expand the usability and use of existing resources
- Integration of online resource to customer feedback
- Audio track to compliment the e book materials

ALAC Position Papers

- Conversion of ALAC recommendations ie. PIC from PDF into E-version with Audio file to provide flexibility and accessibility

Enhancement of ICANN LEARN and Academy programs

- Integration with ICANN LEARN and Academy tools will result in enhancement of the existing tools.

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

- Number of learning materials and ALAC Position papers converted to e-book
- Number of learning materials and ALAC Position papers converted by Natural Reader into Audio File
- Increase in viewership
- Tangible demonstration of accessible materials
- Number of downloads
- Number of click to Instructional YouTube videos
- Detailed analytics of global viewership by platform
- User feedback on resources and suggestions
- Integration of distributed resources not currently incorporated into guides

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
ICANN staff to review and select materials suitable for conversion to e-book format	Depends on which option and number of documents converted	Decision to do one document as a test or do all the materials	ICANN internal costs absorbed or not?	The time allocation can vary depending upon the staff interest in this project
ICANN Staff to review and suggest appropriate multimedia resources owned or third party as added value resources to learning module	Depends on which option and number of documents converted			The task involves collating the range of video and audio clips and assessing their relevance. Time allocation can vary.
ICANN Staff to review and comment on the audio track	Depends on which option and number of documents converted			Since machine reading audio can make errors a second and third reviewer is important to avoid errors

Subject Matter Expert Support:

Tasks

- The subject matter expert would review the existing PDF materials and source the relevant videos and Podcast clips to be integrated into the pre-conversion materials. Testing in Calibre <https://www.icann.org/resources/pages/beginners-guides-2012-03-06-en>
- Upon completion of the integration of the resources the conversion of the resources into an open document format to be configured for an e-reader and mobile platform.
- Testing of resources on various mobile platforms, e-readers, Android Tablets, IPAD and Windows Surface to assess the navigation, appearance and functionality.
- Integration of written materials with audio track using "Natural Reader" software to convert the content, editors to listen and correct where appropriate.

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

Provide Adobe Connect for informal information sessions for the cross constituencies on the new tools.

Language Services Support:

If the option to convert all guides to the various UN languages this will be required for quality control.

Other:

Travel Support:

Potential/planned Sponsorship Contribution: