

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 | |
|---|------------------------------|
| NARALO General Assembly | |
| Community Requestor Name | Chair |
| NARALO (Community consensus endorsement attained) | Evan Leibovitch (acting) |
| ICANN Staff Community Liaison | |
| Heidi Ullrich | Submitted by Evan Leibovitch |

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

The proposal is to hold a NARALO General Assembly (GA) – that is, bringing together one representative from each North American At-Large Structure, as well as the elected representative for unaffiliated members, at a single location for a combination of outreach, capacity building, and intense policy development.

The proposed date and location is specifically requested to be October 6-8 in Montréal, Canada; this is immediately preceding (and slightly overlapping with) the ARIN meeting scheduled for that city Oct 8-9.

The timing of a NARALO GA at this time and location is significant because 2015 is the first year in which NARALO and ARIN will have a formal relationship, with the Memorandum of Understanding between the two scheduled to be signed at ICANN52.

There is no scheduled North American meeting of ICANN in 2015.

Having a NARALO meeting adjacent to the ARIN meeting will allow the gathering to serve as more than just an internal policy development and capacity building workshop, away from the pressure of a regular ICANN meeting. It also allows members of ARIN and NARALO to meet, do substantial outreach, and gain a substantially better understanding of each other's roles in the Internet Governance ecosystem.

In addition to the interaction with ARIN, the NARALO meetings proper will focus on three specific components:

- How to better engage our ALSs – also known within ICANN as “inreach” – in a frank examination of expectations, program execution and community adhesion, We intend to deliver a one-day workshop intended to discover what needs to be done, both by ICANN and the North American At-Large community, to maximize volunteer participation as well as ICANN's “on the street” relevance.
- Policy briefings on critical ICANN issues intended to ensure that ALS representatives are adequately informed to educate their ALS memberships, and that they are better able to bring bottom-up responses and ideas into At-Large's policy debates. NARALO members have traditionally been the source of a large proportion of At-Large's policy initiatives, and such interactive briefings are intended to go beyond the traditional webinar, to maintain and enhance the capability for the NARALO community to sustain this momentum. .
- Leadership training, intended to educate NARALO ALSs about the complex workings inside ICANN, and clear understanding of its role in the broad Internet Governance Ecosystem. As just one example, the current deluge of activity surrounding the transition of the IANA stewardship is mainly the realm of those who can follow it practically full-time, with multiple working groups and dozens (if not hundreds) of proposals in the air. It is our experience that many in the At-Large community do not understand much of what's going on or even the relevance. Awareness of both the processes and the path from idea to policy is a critical part of advancing the public interest within ICANN.

We note that the proposed time and location will maximize the value of such a meeting while minimizing its cost:

- October is well outside Montréal's tourist season, hotels should be available and inexpensive
- A high exchange rate against the Canadian dollar reduces the effective cost
- The location in the Northeast means that many North American ALSs (as well as ICANN's Washington office) are within 500 miles
- Local ALSs have already offered to help with logistics

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

Travel and meetings for all NARALO ALSs, appropriate support staff, and leaders for the policy workshops (which can possibly themselves be the ICANN staff or community members)

The proposal is for a three-day meeting:

1. Workshop
2. Policy development
3. Engagement with ARIN

Goals, as stated in the above detailed description, involve

- Capacity Building
- Outreach (with ARIN and the local Montréal community)
- “Inreach” activities to increase and stimulate engagement by existing volunteers
- Policy education and development

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

One time, October 6-9 2015

REQUEST OBJECTIVES

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

This activity is placed within the first ICANN Strategic Objective: Evolve and further globalize ICANN. 1.1 Further globalize and regionalize ICANN functions: engagement mechanisms supporting the regional engagement strategies and local community participation in ICANN.

This meeting directly addresses components of the current ICANN Strategic Plan in its intent to

- Better empower the North American At-Large Community to understand and engage in ICANN's Global Public Interest Framework
- Educate, enhance and evangelize the benefits of the multi-stakeholder approach to governance
- Enhance the identifier ecosystem through the cooperation of NARALO and ARIN
- Progress in the globalization of ICANN (through activities in Montréal, a bilingual city)

Moreover, the “inreach” activities **directly** align with a solicitation for ideas and initiatives requested by Chris Mondini from the community (in an email to community leaders sent by him January 28).

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

The North American Region of At-Large (that is: Canada, the US and territories)

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

Expected outputs:

- From the workshop: specific recommendations submitted to ALAC, ICANN staff and volunteer participants aimed at increasing activity and reducing the number of ALSs that are dormant in their ICANN relationship
- From the policy development meeting: Original policy initiatives, recommendations to improve clarity and (possibly) new assisting documentation of use to other regions
- From the engagement with ARIN – potential opportunities for outreach, more cross-involvement of volunteers, and possible recruitment of new ALSs from within the ARIN community

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

- Surveys of participants in advance and after conclusion
- Number of ARIN community members interested in ALS or unaffiliated participation in NARALO
- Number (and breadth) of policy initiatives delivered to ALAC
- Number of recommendations and materials offered to improve increase and engagement

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

| Description | Timeline | Assumptions | Costs basis or parameters | Additional Comments |
|---|--------------------------|---|---------------------------|---|
| Meeting logistics (room booking) | Late spring-early summer | NARALO meeting will take place near or at the ARIN meeting location | | |
| Travel arrangements | August-September | | Regional travel | |
| On-site staff for Support and record keeping, policy briefing | Oct 6-7 | | | Might not be needed Oct 8 during meetings with ARIN |
| Workshop leader | Oct 6 | | | ICANN staff or a community volunteer might be able to do this |

Subject Matter Expert Support:

A workshop leader with experience in collaborative development, preferably with an understanding of ICANN's inner workings as well as experience in community building and engagement

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

As it is a face-to-face meeting, video streaming is not required. Adobe Connect should be made available for Oct 6 and 7.. The meetings should be recorded, close-captioned if possible, and available for public access after the event.

Language Services Support:

Being in Montréal, French-English interpretation would be of benefit

Other:

Travel Support:

One representative from each NARALO ALS (currently 33), along with support staff (and possibly workshop leader) travel to Montréal, including airfare/train, accommodation and a stipend.

Potential/planned Sponsorship Contribution:

If this is approved we will approach ARIN to see what kind of financial contribution may be possible. We will also apply for sponsorship to CIRA, with which many Canadian ALS representatives have a relationship.