

CROPP

Community Regional Outreach Pilot Program

At-Large CROPP wiki: <https://community.icann.org/x/5xyfAg>

At-Large draft CROPP Proposals: <https://community.icann.org/x/GZfhAg>

At-Large Approved CROPP Proposals <https://community.icann.org/x/il3hAg>

Using CROPP to attend ICANN F2F meetings

In the [CROPP FY15 documentation](#), there are three key objectives/benefits identified for Outreach via CROPP:

- 1) Building local/regional awareness and recruitment of new community members;
- 2) More effectively engaging with current members and/or "reactivating" previously engaged ICANN community members; and
- 3) Communicating ICANN's mission and objectives to new audiences.

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CROPP was promoted as a pilot program for outreach to recruit community members and communicate information about ICANN to new audiences.

At-Large has interpreted the [CROPP Operating Guidelines](#) which says for each proposed trip:

"It is not duplicative of any other scheduled ICANN event with a similar purpose/outcome."

that going to an ICANN event for outreach purposes is not allowed.

Which makes sense...sending a traveller to attend a ICANN public meeting for that person to do outreach sounds counter-intuitive, when there are community stakeholders at the ICANN F2F meeting able to do outreach to any person attending the ICANN F2F meeting.

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However, if we consider the purpose and outcome of the intended traveler, noting the objective 2 of CROPP

“2) More effectively engaging with current members and/or “reactivating” previously engaged ICANN community members”

and noting that the IPC has used CROPP for sending persons to attend ICANN F2F meetings <https://community.icann.org/display/croppfy15/IPC+Official>

then we could use CROPP to send At-Large persons to ICANN F2F meetings to transform such persons from being a 'watcher' into a 'doer'.

Challenges for using CROPP to attend ICANN F2F meetings

- Duration of CROPP trips are 3 days and 2 nights.
 - For the ICANN meeting in Argentina, travel within the LAC region can be quite long (9-12 hours)
 - So if a person arrives Saturday, he/she will have to leave Monday evening. However It is possible for the traveler (as the IPC travelers did in the applications to attend ICANN LA and Argentina) to personally cover the cost to extend their trips.
- Given the pace and intensity of current ICANN meetings, having a traveler that's not accustomed to ICANN meetings to come to part of an ICANN meeting and understand ICANN and At-Large may not be realistic.
- Coming up with practical terms and conditions for a traveler to apply for CROPP to attend part of an ICANN F2F meeting?
- Coming up with measurable purposes and outcomes for such a traveler to become a 'doer'?
- Communicating such terms and conditions with LACRALO clearly to raise awareness of this possibility before the deadline

Possible Terms and Conditions for CROPP to ICANN F2F

- A. Since CROPP is for regional travel, travelers must reside within the region of the ICANN F2F meeting.
- B. Travelers must be a current or inactive At-Large member of the RALO (?).
- C. Purposes/Goals and expected outcomes should continue to be specific, relevant and measurable.
- D. The traveler should have a conference call with RALO representatives (RALO leadership, ALAC representatives) attending the ICANN F2F meeting BEFORE the ICANN F2F meeting to discuss the traveler's engagement in At-Large and which At-Large WGs are of interest to the traveler.
- E. ?

Possible Outcomes/Goals for CROPP to ICANN F2F

- A. the traveler must commit to join a minimum of one At-Large WG.
- B. the traveler must identify what sessions at the ICANN meeting he/she will be attending that would help him/her better become involved in At-Large. (A challenge is that the schedule for an ICANN meeting is not finalized in advance)
- C. the traveler should meet the RALO representatives (RALO leadership, ALAC representatives) attending the ICANN F2F meeting.
- D. the traveler must commit to attend and participate in WG and RALO conference calls after the ICANN F2F meeting and share his/her expertise with the At-Large Community.
- E. the traveler must conduct outreach activities in their country. The effectiveness of this traveler's outreach can be measured by the number of fellowship applications, subscriptions to ICANN updates and possibly the application of organisations to become ALSes from persons in the country.
- F. ?