



Webinar: New At-Large Website - Beta

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Background & Overview



atlarge.icann.org

At-Large Community

The Individual Internet User's Voice in ICANN

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Gateway to:

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

Resources for Community Members

- ▶ Advisory Committee (ALAC)
- ▶ Regional At-Large Organisations
- ▶ At-Large Structures
- ▶ Individual Internet Users
- ▶ Community Liaisons
- ▶ Working Groups
- ▶ Organizational Chart
- ▶ Key References
- ▶ Elections and Voting

Community Outreach Events

- ▶ APRALO Outreach Event
- ▶ NARALO Outreach Event
- ▶ APRALO: Singapore Showcase 2014
- ▶ LACRALO: Buenos Aires Showcase 2013
- ▶ AFRALO Showcase and Reception 2013
- ▶ APRALO: Beijing Events 2013
- ▶ NARALO: Toronto Outreach Event 2012
- ▶ EURALO: ALAC Anniversary
- ▶ AFRALO: Dakar Showcase 2011
- ▶ LACRALO: San Jose Showcase 2012
- ▶ APRALO: Singapore Showcase 2011

At-Large

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 representing the views of individual Internet users are active throughout the world. You can learn more about the community and its activities on this website, as well as how to join and participate in building the future of the worldwide 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 to Focus on NTIA IANA Functions' Stewardship Transition and ICANN Accountability and Transparency During ICANN's 52nd Meeting to be Held in Singapore

At a Glance

Representatives from the At-Large community will hold 22 meetings during the 52nd ICANN Public Meeting scheduled to take place in Singapore 8th through 12th February 2015. The members of the At-Large Advisory Committee (ALAC) and the leaders of the Regional At-Large Organizations (RALOs) will be implementing a new meeting strategy that focuses discussions on hot topics. Hot topics to be discussed in Singapore are the [NTIA IANA Functions' Stewardship Transition](#) and ICANN Accountability and Transparency issues.

Next Steps

In addition to their traditional policy meetings, the ALAC and RALO leaders will be meeting with the ICANN Board of Directors, the ccNSO, the GAC, the NomCom Leadership, the SSAC and senior ICANN staff. Several At-Large Working Groups will also be meeting. APRALO will be holding its 4th APRALO Showcase on the theme of "Celebrating Diversity".

More Information

[العربية](#) [中文](#) [Français](#) [Русский](#) [Español](#)

ICANN News

- ▶ WHOIS Online Accuracy Reporting System: Request for Proposal
- ▶ ICANN FY13 Form 990
- ▶ Report: Supporting the Domain Name Industry in Underserved Regions
- ▶ I* Post-NETmundial Meeting Statement
- ▶ GNSO Video Site Launches

[more](#)

Opinions

The opinions expressed are those of the various authors and not of ICANN.

- ▶ Am I Safer Within an Organization or by Myself?
19 hours 56 min ago
- ▶ Taking Internet governance webinars to the next level
1 day 3 hours ago
- ▶ NTIA Says Cromnibus Bars IANA Transition During Current Contract Term
1 day 10 hours ago
- ▶ U.S. Cable Industry Says to FCC That Consumers Don't Need 25 Mbps Speed

Website Problems

workspace

- Next ICANN Meeting

Resources for Community Members

Regional At-Large Organisations

- APRALO
- NARALO
- EURALO
- AFRALO
- LAG

Community Liaisons

Workshops

Organizational Chart

Key References

Elections and Voting

Community Outreach Events

- APRALO Outreach Event
- NARALO Outreach Event
- APRALO: Singapore Showcase 2014
- APRALO: Singapore Showcase

- EURALO: At-Large Outreach Event
- AFRALO: Nairobi Showcase 2010
- EURALO: Brussels Showcase 2010

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Ineffective Architecture

Inaccurate & Out-of-date Information

Poor Search Capability

Repetitive content

Unclear structure

Poor search capability

Barrier to outsiders

Poor aesthetics

Lack of translation

Lack of accessibility

Outdated content

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Staff Contact

[Heidi Ullrich](#), Senior Director for At-Large

Opinions

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- Am I Safer Within an Organization or Not?
- Bringing Multistakeholderism Home, .US and the Stakeholder Council

Project Goals

Education

Engagement

Action

Social





Newcomer

- **Learn** about At-Large history, mission & people
- **Explore** the work of At-Large community
- **Connect** with seasoned members & leaders

Shared

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

Experienced

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



Website Revamp: Solution Overview

Problem To Solve

In order for At-Large to organize and communicate their work and more easily find information in a timely fashion, a new website was needed to replace the outdated technology and user interface that prevented new features from being added.

At-Large also needed to better explain the process of how policy advice was developed, including status of draft, voting, and comments and provide links to the working documents on the WIKI.

Another goal was to focus on regional activities and engagement opportunities

Features

- Policy – Dynamic views/status of Advice and Topics, Public Comments from icann.org
- Topics – Taxonomy and Topic Background, News feeds, and resources
- RALOs and ALSs – Map, Leaders, Regional Calendar and News, ALS Applications
- Get Involved and Working Groups – Topics, Members, leadership, volunteer opps
- Search – Overall gateway for all information including paths to WIKI
- 5800 pages consolidated and organized into fewer pages by organized templates, automated links, dynamic data metrics, in line translations (in progress)
- Archive of older information to retain historical context , accessibility (in progress)



Technical Solution

- Ruby on Rails - open source web application framework, ruby gems, front end presentation layer Ruby 2.2.0 and Rails 4.2.x
- Apache Kafka Message Queue - open source integration layer between at-large and icann
- Google appliance for global search, calendar integration
- Elastic Search – internal engine for faceted search
- Admin – powered by Ruby and templates



At-Large Website

The new website will be the primary place for **updating status** and **publishing** final documents, as well as serve as the **gateway to the wiki**

- Policy advice statements
- Topical information
- Background & resources
- News & events
- Leadership and member contacts

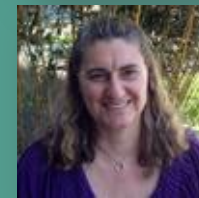
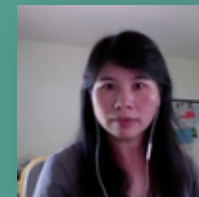
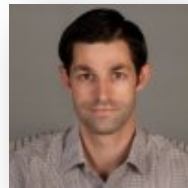
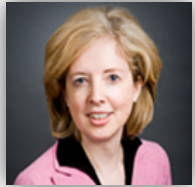


Community Wiki

The Community wiki will be the primary place for the **community collaboration** on drafting and commenting.

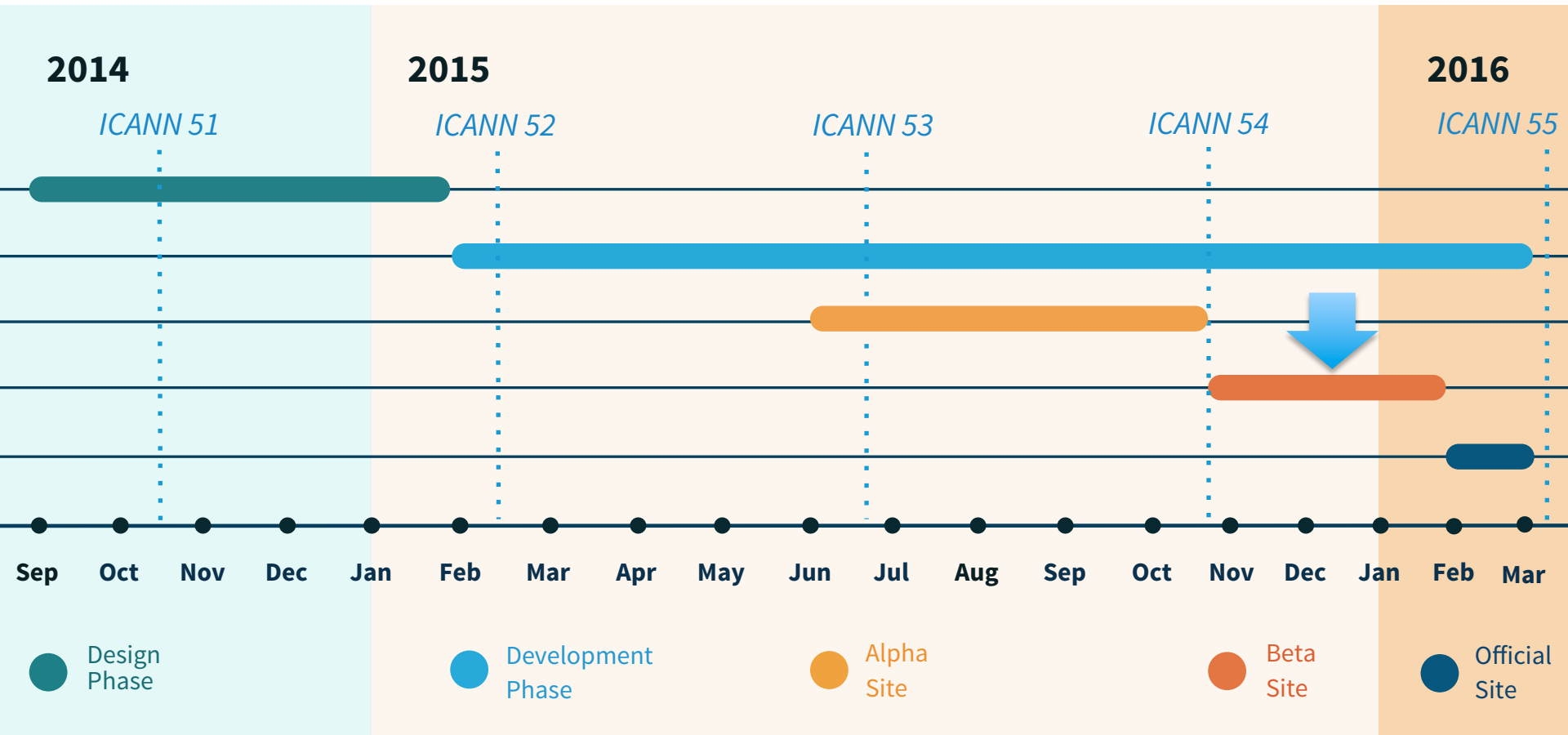
- Working Groups
- Meeting agendas, recordings, transcripts, action items
- Working documents and comments
- Procedure related information (e.g. votes, election)

Website Revamp – Team



- ◎ Established in Sep 2014
- ◎ Community driven, Staff lead efforts

Website Revamp - Timeline



To Summarize

Beta site prototype launched during ICANN 54; aim to launch the official site in early 2016 before ICANN 55

Beta Site Demo

<https://newatlarge.icann.org>

Pop Quiz

In Progress

1

Content Migration
Strategy

2

Translation
Strategy

3

Accessibility

Glossary

Q & A