FY17 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY17 Budget consideration is **February 15, 2016.**

REQUEST INFORMATION

Title of Proposed Activity

Access by RALOs for funding of local engagement activities

Community Requestor Name	Chair
ALAC	Alan Greenberg

ICANN Staff Community Liaison	
Heidi Ullrich	

REQUEST DESCRIPTION

1. Activity: **Please describe your proposed activity in detail**

Opportunities exist for At-Large members to do local outreach and engagement about ICANN and ICANN policy related issues. The local activities can include local presentations, brown bag lunch topics, local business persons presentations i.e., Kiwanais, Rotary, Professional Women's University Groups, Chamber of Commerce and more. These local groups at the grassroots are looking for professional speakers on a weekly basis and rely on local experts on various topics. They open up opportunities for speaking engagements at minimum cost.

The ALAC requests that each of the five At-large Regional At-Large Organizations (RALO's) are given access up to $2,000 each for targeted local discretionary funds to permit the local travel, luncheons, displays, graphic and promotional Facebook/Twitter graphics.

For complete transparency and proper oversight, all RALO budget requests will be reviewed through a process defined once funding is approved.

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

Outreach and Engagement on a local level.
I.e. a local group i.e., ISOC Chapter or IEEE section requires a speaker the local ALS can be serve this local group. He/She will be edit the published material and arrange for local printing. Promote the

flyer in a HTML and Wordpress code to the organizations, arrange the speaking engagement without expensive airfare or accommodations.

For complete transparency and proper oversight, all RALO budget requests will be reviewed under the auspices of the ALAC through a process defined once funding is approved.

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

The proposed timeline would be for the funds (to be held by ICANN) to be available for the fiscal year. Each RALO can make a request to the ALAC throughout the fiscal year in a manner similar to how CROPP is handled within At-Large. Only when the proposal is approved will funds be released. The recipient of the funds needs to fully account for the utilisation of the funds with reporting as to what was achieved.

The RALO's local engagement expenditures should, as in the case of CROPP, be integrated into the RALOs' Outreach Plans, earmarking specific groups and underserved communities that are in close proximity. This request for local funding will provide At-Large with the tools to do effective local outreach.

The Outreach and Engagement team can work with ICANN Staff to ensure outreach materials are made available to the recipients doing local outreach and engagement.

REQUEST OBJECTIVES

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

3.3 "Develop a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders."

5.3 Empower current and new stakeholders to fully participate in ICANN activities.

Furthermore, this proposal is aligned with ATLAS II Rec #40 - https://community.icann.org/display/als2/ATLAS+II+Recommendation+40

"ICANN should offer a process similar to the Community Regional Outreach Pilot Program (CROPP), but applicable to **short lead-time budget requests not related to travel.**"

During the ICANN 53 ALAC-Board meeting, the ICANN CEO proposed a special funding (e.g. 10,000 USD) seemingly to be used to assist community members during the ICANN53

meeting in Argentina, (See pg 11 https://buenosaires53.icann.org/en/schedule/tue-board-alac/transcript-board-alac-23jun15-en.pdf)

2. *Demographics.* **What audience(s), in which geographies, does your request target?**
All regions with an At-Large presence where At-Large members can do local outreach and engagement.

3. *Deliverables.* **What are the desired outcomes of your proposed activity?**
Outcomes - more documented local outreach and engagement activities to the local community about ICANN where and information about ICANN policy issues impacting the local internet community. - raising the profile of ICANN in local cities and/or countries, especially if reporting of the local outreach and engagement activities gets reported in the local media. - Educate the local technical and non technical community on Internet Issues - Recruit new volunteers with local ALS

4. *Metrics.* **What measurements will you use to determine whether your activity achieves its desired outcomes?**
- persons becoming involved in ICANN's multi-stakeholder communities and taking advantage of ICANN opportunities (such as Fellowship, Nextgen) - raising the profile of ICANN in local cities and/or countries, especially if reporting of the local outreach and engagement get reported in the local media.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
RALO funding allocation	July 2016	Approval		
Post Survey	July 2016			

Subject Matter Expert Support:

If local outreach and engagement opportunities are done in facilities with Internet access, an Adobe Connect room can be made available to allow for remote subject matter experts to present and be able to answer questions from the audience.

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

If local outreach and engagement opportunities are done in facilities with Internet access, an Adobe Connect room can be made available to allow for remote participation including remote speaker participation who can serve as subject matter experts

Language Services Support:

Given that this initiative is for local outreach and engagement, it is not anticipated that language services such as interpretation would be needed unless needed by remote subject matter experts that don't speak the local language.

Other:

Travel Support:

In case the organiser has to travel distance of more than 80km to a venue where the outreach and engagement is to take place, travel receipts should be provided and a refund requested. Travel may not include accommodation costs with an assumption that the organisers are not required to spend the nights in the respective geographic area.

Potential/planned Sponsorship Contribution: