All questions and completed forms should be sent to staff@atlarge.icann.org
Please remember that the deadline for FY17Budget consideration is
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REQUEST INFORMATION

Title of Proposed Activity	
NARALO General Assembly	
Community Requestor Name	**Chair**
NARALO (Community consensus endorsement attained)	Glenn McKnight
ICANN Staff Community Liaison	
Heidi Ullrich	Submitted by Glenn McKnight

REQUEST DESCRIPTION

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

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

The proposed date and location is specifically requested to be at ICANN 57 (Meeting C) scheduled to take place **29 October - 4 November 2016 in San Juan, PR.**

Previous NARALO General Assemblies were held in Mexico City in 2009, Toronto in 2012 and London 2014.

This request for a NARALO General Assembly is in line with the timeline for RALO General Assemblies and the next At-Large Summit as developed by the ALAC.

The NARALO meetings at the requested General Assembly will focus on three specific components:

1. 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 NARALO community, to maximize volunteer participation, increase the ability to represent the best interests of end-users, as well as increase ICANN's "on the street" relevance.

2. Policy briefings on critical ICANN issues intended to ensure that NARALO ALS representatives are adequately informed to educate their ALS memberships, and that they are better able to channel bottom-up end-user perspectives and ideas into the At-Large community'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. .

3. Leadership training, intended to educate NARALO ALSes about the complex workings inside ICANN, and develop a clear understanding of its role in the broadr 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:

- The location is well served by airfare to San Juan for many North American ALSes
- Local ALSes have already offered to help with logistics
- Commitment for substantial pre-events by local ALSes such as ISOC PR and HET leading up to General Assembly
- A volunteer Organization Committee within NARALO will identify the topics for the workshops and help organize them.
- NARALO volunteers will facilitate the workshops
- Arrangements will be made for an ALS representative mentoring program to take place in the run up to and during the NARALO GA.

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

The activity being requested is for a three-day meeting consisting of the following activities:
- Day 1 (Monday, Oct 31) Opening Plenary and
- Days 2 and 3 (Tuesday, 1 November and Wednesday, 2 November) half-day Workshops on policy and outreach and engagement issues of relevance to NARALO
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- Day 2 (Tuesday, 1 November) participation in a Policy Development training session
- Day 3 (Wednesday, 2 November, each NARALO ALS representative will submit a report on their learnings.
- Day 3 – NARALO Showcase highlighting activities of NARALO ALSes.
- Throughout the ICANN Meeting, NARALO ALS representatives will be expected to participate in ALAC and RALO sessions as well as in At-Large Working Group meetings.

Goals, as stated in the above detailed description, involve
- Capacity Building of NARALO volunteers to become active Working Group members
- Policy education and development
- Outreach to referrals
- "Inreach" activities to increase and stimulate engagement by existing volunteers
- Raise awareness of ICANN issues and policies

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

While the ICANN 57 Meeting is scheduled for October 29- November 4, 2016, the request is to have the NARALO General Assembly between Monday, October 31, 2016 and Wednesday November 2, 2016. Participants would arrive on Sunday, 30 October and depart on Thursday, 3 November.

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 other RALO's
- Progress in the globalization of ICANN (through activities in San Juan, a bilingual city)

Moreover, the "inreach" activities **directly** align with a solicitation for community ideas and initiatives requested by Chris Mondini, GSE Vice President for North America.

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

The At-Large Structure representatives of the North American Regional At-Large Organization covering Canada, the US, Puerto Rico and other US territories.

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

There are several expected deliverables of the proposed NARALO General Assembly:

- From the workshops: specific recommendations submitted to ALAC, ICANN staff and volunteer participants aimed at increasing activity and reducing the number of ALSes that are dormant in their ICANN relationship

- From the policy development meeting: More regular original policy initiatives developed by NARALO members, recommendations to improve clarity and (possibly) new documentation of use to other regions within the At-Large community.

- From the plenary session: Improved recognition of common interests, challenges and greater clarity on North American end-user perspectives on ICANN policy issues.

- From outreach and engagement activities: Increased awareness of NARALO activities, a number of new ALS applications as well as more sustained activity by existing NARALO ALSes.

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 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
- Number of attendees at social networking event
- Reports and presentations by each of the ALS attendees of their NARALO and ICANN experiences

Commented [Eduardo D1]: Is this s long term measure? I am not sure what policy initiatives are

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)	July through August 2016	NARALO meeting will take at ICANN meeting location space	Normal staff responsibilities		
GA Steering Committee	June through November 2016	Creation of Steering committee and chairs for fundraising, social, topics, survey, social media	Volunteer		
Fundraising	June-October 2016	Showcase Sponsors PIR Affilias CIRA Others	Volunteer		
Travel arrangements	August-September	ICANN Constituency Travel will be required to help with this coordination	Normal staff responsibilities		
Pre-survey to ALS's Workshop topics	August	Survey Monkey	Volunteer		
On-site staff for Support and record keeping, policy briefing	October 29-November 3	ICANN At-Large Staff needed to support this	Normal staff responsibilities		
Workshops and breakout sessions	November 1 and 2	ICANN At-Large staff in collaboration with GA volunteers will be needed to develop this agenda and materials	Volunteer	ICANN staff or a community volunteer might be able to do this	
Social event	Wednesday, 2 November (TBC)	Showcase of PR Internet Strategy and Digital Engagement	Normal staff responsibilities		
Post Survey	Nov 4-30	Survey Monkey	Volunteer		

Subject Matter Expert Support:

A workshop facilitator with experience in collaborative development, preferably with an understanding of ICANN's inner workings as well as experience in community building and engagement is requested for the half day workshops.

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

Video streaming is required for those not able to participate face-to-face. Adobe Connect should be made available for the two days. The meetings should be recorded, close-captioned if possible and available for public access after the event.

Language Services Support:

No interpretation will be needed.

Other:

Travel Support:

One representative from each NARALO ALS (currently 32), (and possibly workshop leader) travel to San Juan, including travel, accommodation and a stipend.

Potential/planned Sponsorship Contribution:

If this is approved we will approach some other sponsors to see what kind of financial contribution may be possible.