



ICANN At-Large Onboarding

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Summary Recap on
Community
Onboarding

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Promoting ICANN
At-Large

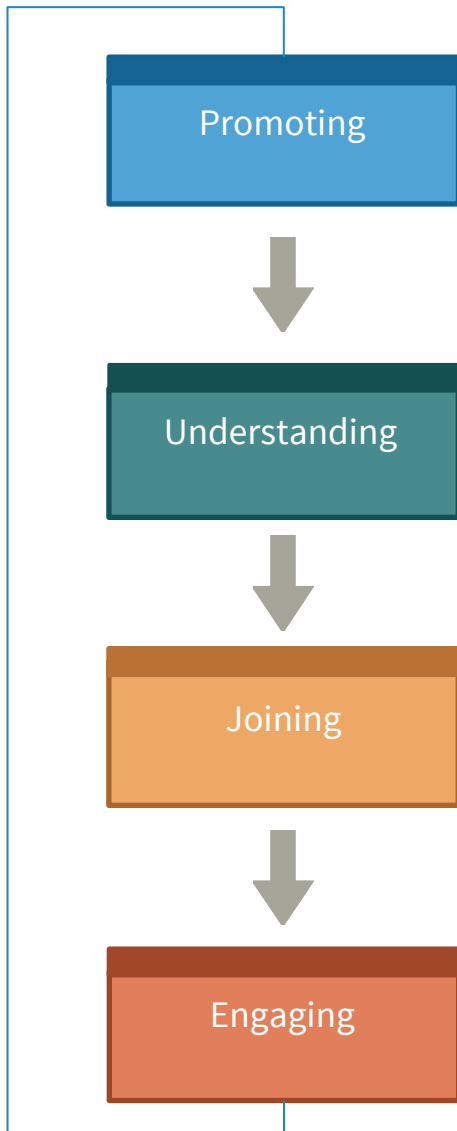
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The challenges with
promoting At-Large

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Overcoming the
challenges with
Promoting At-Large

Summary of At-Large Community Onboarding



Promoting At- Large

- Target participants for At Large
- How each type of participant can be involved in At Large
- What should draw them to this unique and diverse community

Understanding At- Large

- How the community operates
- Information on community activities
- Community organisational structure

Joining At- Large

- Various ways to join the At-Large community through various mediums

Engaging in At-Large

- Active participation & involvement stage leading to further involvement such as leadership positions.

Promoting ICANN At-Large

If you are a person or belong to a group that follows, cares and is enthusiastic about Internet Governance issues (such as Digital Divide, Net Neutrality, Privacy and Security) as they affect end users, then your place is within the At Large Community.



Technical Groups

IEEE



Consumer Groups

Advocacy Groups



Academia

Students and Professors,
Student unions



Enthusiasts

Anyone interested or affected by the
Internet



Civil Society

ICT Associations, ISOC Chapters,
YMCAs

ICANN At-Large welcomes different people from different backgrounds all with one interest, HOW THE INTERNET AFFECTS THEM.

The At-Large Community represents the interests of Internet end users in ICANN activities as they relate to the domain name system (DNS). These include policies that

- govern how people can register and use domain names,
- ensure local languages are available as domain names,
- govern your country code Top Level Domain (ccTLD) and
- govern how generic Top Level Domains (gTLDs) are made available worldwide

By being a part of the At-Large Community, you can help shape these policies being developed by ICANN's multistakeholder community that affect current and future Internet users.

The challenges to Promoting ICANN At-Large

The What? Why should I care?

- ICANN ?
- DNS ?
- Domain Names ?
- Top Level Domains ?
- country code Top Level Domains ?
- generic Top Level Domains ?

What do all of these things mean?
What are the relationships?

The What? Why should I care?

Many end users, Academia, Civil Society, Consumer Groups, Enthusiasts, members of our existing At-Large Structures that are part of the ICANN At-Large Community:

- don't have an understanding of what these terms means
- may have misconceptions of what these terms means

Hence

- No understanding or appreciation of the issues involved ;
- Why should I care?

Overcoming the challenges of promoting ICANN At-Large

Need to Develop a series of ordered lessons/presentations.

- This can form a toolkit for ALSes for educating the wider public
- ALS representatives can educate its own members to get more persons in their organisation to care about ICANN issues and become more involved in At-Large
- Can be available online for persons to learn at their own pace.
- Could be made available offline for persons that don't have High Speed Internet

Developing a series of ordered lessons/presentations on:

1. **What is the DNS?**

How it works - there's a lot of misunderstanding and understanding DNS is key to then identify...

2. **Policy challenges/issues in the DNS**

WHOIS, IDNs, new gTLDs, etc

3. **Who coordinates all of this stuff -**

This is where we introduce entities like ICANN the corporation and ICANN the community, PTI,

4. **ICANN At-Large**

Representing end users interests