

1 Improving ALS Effectiveness – Engagement through Communications

3 Background

4 The design of At-Large of presumed that with the advent of an ALS, we would automatically benefit
5 from the existence of the full ALS membership. That has not happened in the general case. We have
6 been reasonably successful in engaging the formal ALS representatives, but relatively few of them have
7 become really active in addressing ICANN policy issues.

8 Hypothesis

9 If we can cause understandable information about ICANN and policy issues to be distributed to most or
10 all ALS members, there is the potential that some (perhaps small) fraction of them will be interested and
11 will engage. Given their pre-existing knowledge of ICANN, this may also get more ALS representatives to
12 engage in policy activities.

- 13 • Mailing must be as focused as possible
- 14 • Absolute minimal “junk” not of direct interest to those we are trying to reach
- 15 • May include notification of webinar or similar suitable capacity building material.
- 16 • Must have feedback from ALSes, even if minimal.

17 Rationale

18 The proposed distributions directly support the following ICANN Bylaw requirements:

- 19 • Keeping the community of individual Internet users informed about the significant news from
20 ICANN;
- 21 • Distributing (through posting or otherwise) an updated agenda, news about ICANN, and
22 information about items in the ICANN policy-development process;
- 23 • Promoting outreach activities in the community of individual Internet users;
- 24 • Developing and maintaining on-going information and education programs, regarding ICANN
25 and its work;
- 26 • Establishing an outreach strategy about ICANN issues in each RALO's Geographic Region;
- 27 • Participating in the ICANN policy development processes and providing input and advice that
28 accurately reflects the views of individual Internet users;
- 29 • Making public, and analyzing, ICANN's proposed policies and its decisions and their (potential)
30 regional impact and (potential) effect on individuals in the region;

31 The proposed distributions are already an explicit requirement as per the At-Large Framework Minimum
32 Criteria for an At-Large Structure (<http://tinyurl.com/ALAC-RoP-AdjDoc4-2013-07>, Page 1, items 1 and 5)

- 33 • Commit to supporting individual Internet users' informed participation in ICANN by distributing
34 to individual constituents/members information on relevant ICANN activities and issues,

- 35 offering Internet-based mechanisms that enable discussions of one or more of these activities
36 and issues among individual constituents/members, and involving individual
37 constituents/members in relevant ICANN policy development, discussions and decisions.
38
- Assist the RALO in performing its function.

39 **Action Plan**

40 In order to carry this out, there are a large number of activities that must be completed. Some may be
41 carried out in parallel. Clearly we must formulate a more detailed plan and assign the tasks to various
42 groups or people. This plan will include:

43 **RALO Support**

- Once the plan is approved, all RALOs will need to agree to the direction.
- RALOs to determine if there are RALO-specific components to be added. One example suggested
46 is the monthly newsletter NARALO has been producing
47 (<https://community.icann.org/display/NARALO/NARALO+Newsletters+Archives>).

48 **Engagement with ALSes**

- Determination of criteria for an ALS not being required to engage members (only current factor
50 is specialized expertise which may be called upon when necessary – with commitment to
51 contribute when asked). This is probably an ALAC responsibility to classify an ALS in this
52 category.
- Develop detailed ALS requirements: requirement to disseminate information, advertising ALS
54 status.
- Develop initial communications with ALSes, statement of ALS expectations and their
56 commitment to carry them out, size, language considerations. Probably carried out by RALOs.
57 Intent is NOT to maintain a list of ALS members.
- Formulation of annual ALS survey (confirm representatives, measure of membership, specifics of
59 information dissemination process, reporting on (or pointing to records if) local activities related
60 to ICANN and its mission, etc.) But we do NOT want to make answering this survey an onerous
61 task, so it must be as lean as possible.
- Selection/development of survey mechanism and analysis/reporting methodology.
- Provision for additional staff support if necessary.
- Development of parallel plan/process for unaffiliated individual members.

65 **Communications Plan**

- Development of prototype monthly bulletin. Palatable, comprehensible synopsis of ICANN
67 issues. Identification of where we are looking for support or input.
- Documents may also be made available via At-Large website and social media.
- Provide for additional staffing support development and ongoing activities if necessary.

70 **Measurement and Metrics**

- Determination of how we will measure the program and its success (or not).
- Need to be able to identify new participants in At-Large and other ICANN activities.

- 73 • Regular reporting, factoring in that this will take time to take hold.
- 74 • Tracking of ALS drop-outs, if any, as a result of program.

75 **Other Consideration**

- 76 • Do we wish to incorporate an ALS member and Individual Member skill survey? If so how and
77 when (probably not first priority)?
- 78 • Is spread of individual members to all five RALOs, and to the extent practical normalization of
79 rules a part of this project or a separate issue?

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