FY18 COMMUNITY REQUEST FORM

I C A N N

All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY18 Budget consideration is **30 January 2017.**

REQUEST INFORMATION

Title of Proposed Activity	
Improve the tracking of At-Large Policy Advice	
Community Requestor Name	**Chair**
ALAC	Dev Anand Teelucksingh/Glenn McKnight TTF Committee
ICANN Staff Community Liaison	
Heidi Ullrich	

REQUEST DESCRIPTION

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

The ICANN At-Large website has a policy summary page https://atlarge.icann.org/policy-summary which allows for searches by Topic Keywords (eg. IDN, WHOIS) of all of the At-Large Policy Advice issued by ALAC since 2003.

There are two key limitations with this policy search function on the At-Large website :
  1) The ICANN Board responses to the advice submitted by the ALAC cannot be found as they are not linked to the database. The information on how the ICANN Board treated the advice from ACs is maintained on a separate page at https://features.icann.org/board-advice in several PDFs. It appears to be generated manually and any linkage needs further manual intervention by staff - which makes for a very inefficient use of staff resources plus a cumbersome end user experience
  2) The text of the PDFs of our Policy Advice is not indexed, limiting the ability to search for persons who acted as penholders for the advice statements and looking for specific wording in the policy statements. The keyword search method is very limited and hard to use for users that are not well versed in the topics - this being the majority of our At-Large Community.

This proposal seeks to have ICANN allocate resources to design and build a system that will remove or significantly reduce these limitations.
As a start (phase 1):
  1) Adding the ICANN Board responses to the ALAC statements database on the At-Large website. This would be of benefit to At-Large to show the impact of our work both within and outside of At-Large.
  2) Having the text inside the PDFs of our ALAC documents fully searchable. Additional data fields for each

ALAC statement such as penholders can be added.

This would pave the way for a wider ranging phase 2 - a Policy Management Process System, by aligning databases to a common standard based on Open Data standards, interoperability and interactivity.

At present, all coordination of databases, from the Board's response to ALAC advice to RALO involvement and At-Large Structure input to policy is done manually, resulting in a high workload on At-Large Staff and in inaccurate and sporadic updating of policy according to overall workload and key personnel. The resulting set of information to be used by At-Large members is disseminated amongst several sources, from the At-Large Web site to a WIKI and is thus completely customer unfriendly. The ALAC has been repeatedly falsely accused of purposely not making information easy to find. Some commenters have seen a deeper, somehow more sombre goal of At-Large leadership to keep information hard to find (information hoarding) so as to remain in their elected seats. This accusation is of course completely unfounded and the ALAC has been trying for years, through its Technology Task Force, to find tools that would ease the difficulty to provide a welcoming environment for volunteers to access key information that would help in drafting statements, thus increasing organisational effectiveness.

It is clear that the current system of Web and WIKIs only goes so far and falls short of our members' needs for easy access to information. Furthermore, it is clear that a significant part of a volunteer's motivation comes from seeing that their action has had an impact on the organisation - thus ongoing feedback on the effectiveness of At-Large policy advice is essential and has to be optimised through automated processes for it to be durable and sustainable.

Whilst this proposed is a short term measure (phase 1 of a wider "Policy Management Process System"), ICANN needs to treat this in a holistic fashion.

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

Capacity Building; Research/Study; Advance organizational, technological and operational excellence.

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

ICANN staff can collaborate with the At-Large Technology Taskforce to implement the proposed upgrades over the year.

REQUEST OBJECTIVES

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

1.3 Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive.

3 Advance organizational, technological and operational excellence.

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

4.3 Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues.

5.2 Promote ethics, transparency and accountability across the ICANN community.

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

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

The At-Large Community (ALAC, RALOs, ALSes) and the global public seeking how At-Large is fulfilling its mandate.

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

- Improved database of At-Large Policy Advice to track the Board responses to our Advice Statements.
- Better search capability to find specific wording in our PDFs of our ALAC Statements.
- Track the penholders of ALAC statements.

4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes?

- Increase number and quality of policy statements as At-Large members can research past statements to see their effectiveness.
- Increase in active participation from members in At-Large
- Showcasing to potential At-Large Community members the impact of At-Large activities encouraging them to be part of the At-Large Community
- Reduction in manual workload on At-Large Staff to update multiple databases and respond to emailed requests - translates to the number of person-hours spent editing WIKIs
- At-Large Survey to ascertain whether the improvements to the At-Large Policy Advice is appreciated.

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RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
IT/Web design Team to coordinate the development of improvements		Will Work with Technology Taskforce to implement the proposed upgrades over the year.		

Subject Matter Expert Support:

On demand/needs basis: a process flow expert. Software systems designer.

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

Adobe Connect for preparation purposes
Request can include a Systems Designer Engineer accompanying us through the process

Language Services Support:

N/A

Other:

This proposal is aligned with the ATLAS II recommendations to improve metrics and accountability
https://community.icann.org/display/als2/Post+ATLAS+II+Implementation+-+Recommendations

Item 3 ICANN should continue to shape an accountability model reaching not only Board members but all parts of the ICANN community, in order to develop a more transparent and productive environment

Item 8 The ALAC has the duty to keep track of action taken on all of the above recommendations.

Item 18 Support end-users to take part in policy development.

Item 22 Members of the general public should be able to participate in ICANN on an issue-by-issue basis. Information on the ICANN website should, where practical, be in clear and non-technical language.

Item 26 Current policy management processes within ICANN are insufficient. ICANN must implement a workable Policy Management Process System, available for use across the SO/ACs, in order to:
• enhance Knowledge Management,
• improve the effectiveness of all ICANN volunteer communities,
• improve cross-community policy-specific activity,
• enhance policy development metrics,
• facilitate multilingual engagement,
• create a taxonomy of policy categories,
• provide policy development history as an aid for newcomers.

Item 30 For each Public Comment process, SOs and ACs should be adequately resourced to produce impact statements.

Item 31 ICANN and the ALAC should investigate the use of simple tools and methods to facilitate participation in public comments, and the use of crowdsourcing.

Item 39 ICANN should encourage "open data" best practices that foster re-use of the information by any third party.

Item 43 RALOs should encourage their inactive ALS representatives to comply with ALAC minimum participation requirements.

This proposal is a "**phase 1**" to the building of a system that will ultimately be the founding bricks of a Policy Management Process System.

Travel Support:

Potential/planned Sponsorship Contribution: