



FY18 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 **10 February 2017**

REQUEST INFORMATION

Title of Proposed Activity

Access by RALOs for funding of local engagement activities

Community Requestor Name

ALAC

Chair

Alan Greenberg

ICANN Staff Community Liaison

Heidi Ullrich

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

For FY18, the ALAC again 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.

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., Kiwana's, 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.

While the FY17 Additional Budget Request on this issue was not approved, there was \$10,000 in GSE funding made available. The ALAC is appreciative of this.

Well into FY17, a template was prepared and requests from the RALOs are now being submitted.

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

Outreach and Engagement on a local level.



FY18 COMMUNITY REQUEST FORM

For example: 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.

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.

It is proposed that requests for event funding will firstly be made to the GSE VP using the GSE template at least 3 weeks in advance of the event, as per the GSE template, and with invoices attached. Once approved by the GSE VP, the funds will be released to a nominated account (detailed in the GSE application) for payment of the invoices.

The RALOs leadership, in collaboration with the GSE, will ensure that the recipient of the funds will fully account for the utilization of the funds with a repor on what was achieved.

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.**"

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.



FY18 COMMUNITY REQUEST FORM

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 or individuals

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 At-Large as well as the Fellowship, Nextgen programs)
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 2017	Approval		



FY18 COMMUNITY REQUEST FORM

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 organizer 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 organizers are not required to spend the nights in the respective geographic area.				
Potential/planned Sponsorship Contribution:				