ALAC Credibility & Setting Expectations

- As long as everyone sets their own expectations for us, we will never satisfy them.
- Therefore we need to set expectations – reasonable ones that will withstand review.

SSAC model is interesting. They do not involve every security expert in the world, but a reasonable sampling of them, trying to include a diverse range of skills and experiences.

At-Large analogy is that we need a reasonable (and manageable) number of people around the world who will contribute to or support our statements.

Three general pools of people.

1. Those who are VERY actively involved with ICANN processes - attend WG, contribute, draft statements
2. Those who are familiar with the issues, do not participate a lot, perhaps due to time constraints, but who may comment on our draft statements and provide input. There needs to be a wide range of skills and talent among them, but all passionate about users. The larger pool of ALS members and Individual Members from whom we draw the more active workers.
3. The larger pool of ALS members and Individual Members from whom we draw the more active workers.

People may move between groups 1 and 2 based on their time availability and their interest in the current hot topics. And if we do our job right, we will have a slow progression of people from group 3 upwards. Our new communications program is targeted at:

- moving people from group 3 to group 2;
- keeping group 2 up to speed; and
- encouraging group 2 to move to group 1.

Questions:

1. How many in group 2 is sufficient?
2. When we hold a GA/Summit, who should come?