



FY13 COMMUNITY REQUEST 033

All questions and completed forms should be submitted to controller@icann.org
Please remember that the deadline for FY13 Budget Framework consideration is
December 22nd 2011

REQUEST INFORMATION

Title of Proposed Activity

ICANN Academy

Community Requestor Name

ALAC/At-Large

Chair

Olivier Crepin-Leblond

ICANN Staff Community Liaison

Heidi Ullrich

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

Creating an ICANN Academy has been discussed within the At-Large community for several years, including during the first At-Large Summit that took place in Mexico in March 2009. However, the first concrete proposal for an Academy was made by a Work Team within the At-Large Improvements Implementation Project in 2010 – a direct result of recommendations made during the bylaw-mandated At-Large Review process.

The project proposal is based on the concept of the International Summer Schools on Internet Governance (see www.euro-ssig.eu and www.south-ssig.com.ar), both successful At - Large initiatives, and is being requested to be adapted and expanded to meet ICANN's current and future needs.

The key element of the ICANN Academy Proposal is an enhanced 20 hour lecture program for 15 newly appointed ICANN leaders, including incoming Board members, Supporting Organization Council Members, and Advisory Committee members, in order to make them operational earlier. The Academy would take place over three and a half days, initially alongside the ICANN Annual General Meeting.

It is envisaged that through holding the ICANN Academy at an off-site location near the ICANN Meeting venue, the participants will have the opportunity to continue their discussions during planned networking activities. However, holding the initial ICANN Academy at the ICANN venue would also be a possibility. The aim is to organize the ICANN Academy in the most economical way, balancing advantages and disadvantages of both options.

This lecture program aims to convey a basic understanding of ICANN policy and process issues from the different perspectives of each target group in order to facilitate and encourage greater interaction and dialogue between the various groups. This increased interaction will improve community participation and engagement thus strengthening the ICANN multi-stakeholder model.

The draft agenda for the first ICANN Academy, to be held during ICANN's 45th Meeting in Toronto 14-19 October 2012, consists of the following general topics:



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1. Core topics (Day 1)
2. Specific ICANN training (Day 2)
3. Current ICANN Issues (Day 3)
4. Wrap Up at the end of the ICANN meeting (1/2 Day)

The format of the ICANN Academy is a combination of lectures, debates, and question and answer sessions. The participants would also be encouraged to participate in Newcomers sessions during the AGM.

The ICANN Academy also is designed to have a sustained impact among the participants through encouraging on-going involvement in ICANN capacity building webinars, a community Wiki Workspace, use of Moodle (an open source virtual learning environment) and a peer-to-peer mentoring program.

A review and improvements phase is built into the proposal of the ICANN Academy, including one suggestion that the current proposal should be implemented into an inclusive ICANN Academy concept, synchronized with existing capacity building programs offered by ICANN, to meet the needs of other ICANN stakeholder groups by using various inclusive training methods like virtual learning.

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

Education/Training, Strengthening of ICANN’s multi-stakeholder Model, Travel Support, Meetings.

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

Recurring Activity – The ICANN Academy is planned to be an annual event taking place once a year alongside the ICANN Annual General Meeting.

REQUEST OBJECTIVES

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

- “A Healthy Internet Governance Eco-system”
- Strive to be an exemplary international multi-stakeholder organization
 - Enhance trust in ICANN’s stewardship
 - Increase stakeholder diversity and cross-stakeholder work
 - Ease of global participation
 - Retain and support existing community while attracting new and diverse community members
 - Widen international engagement

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

- The request initially targets the following audience:
- Board Members
 - Supporting Organization Council Members
 - Advisory Committee members

Although the Academy proposal targets different groups with specific backgrounds, the Academy aims to convey a basic understanding about ICANN issues from the different perspectives of each group in order to foster improved interaction and dialogue between them.



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This request targets all ICANN geographic regions.

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

The concept includes two key elements:

1. Knowledge transfer to enable the elected SO / AC leader or Board member be operational in their respective community from earlier than without knowledge
2. Foster cross community dialogue and better understanding to promote effective cross community collaboration with a common understanding for other stakeholder groups.

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

A measurement can be realized on a long term basis only, because capacity building is always an investment in the future. However a review on the structure and organization of this pilot project should be done immediately after the first ICANN Academy. This should include all parties involved (participants, staff, lecturers, observers). Answering a survey could be an appropriate tool, as well as a debriefing meeting among organizers.

Please note that more detailed budget document has also been submitted.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
Continuously needed	x	x			

Subject Matter Expert Support: Management and organization

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
Local organizer	\$1.500	\$1.500			\$3.000
Overall management*	\$7.500	\$7.500			\$15.000
*This budget item of partly contracting out for organizational management is optional. The alternative is that the Academy can be also organized by ICANN staff.					



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

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
One engineer daily for technical support		\$ 5.600			\$ 5.600
Photo / video		\$1.000			\$1.000
Organizing calls	x				

Language Services Support: Not foreseen

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
	0	0	0	0	

Other: Venue and Lodging within the ICANN Venue (example: Westin Harbor Castle)

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
Catering		\$8.812,50			\$8.812,50
Meeting room		\$600,00			\$600
Accommodation		\$15.675			\$15.675
Internet		\$1.200			\$1.200
2 networking events		\$5.000			\$5.000

Travel Support: Participants are funded for the subsequent ICANN meeting

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
	0	0	0	0	

Potential/planned Sponsorship Contribution: not foreseen yet

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	