



ALAC Outreach & Engagement Subcommittee

ICANN59 | 27 June 2017

ICANN 59
POLICY FORUM
JOHANNESBURG
26–29 June 2017



ALAC Outreach and Engagement SC Agenda

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Introduction to the ALAC Outreach and Engagement Subcommittee (O&E)

The ALAC Subcommittee on Outreach and Engagement (O&E) develops strategies

- to reach out to new potential members of the At-Large Community
(Outreach) and
- to engage new and existing members of the At-Large Community
(Engagement)

to continue to fulfill At-Large and ALAC's role in ICANN activities.

This Subcommittee works with the At-Large Community to ensure such strategies are implemented successfully. The wiki home page can be found at

<http://bitly.com/ICANNAtLargeOE>

Anyone interested in reaching out to persons to join the At-Large Community and getting existing At-Large Community members more engaged in At-Large activities are welcome to join the O&E by emailing

staff@atlarge.icann.org

- Formerly the Outreach SC, a key activity for this committee from 2013 has been to coordinate and manage its efforts related to the [Community Regional Outreach Pilot Program \(CROPP\) for At-Large](#), in conjunction with the [ALAC Subcommittee on Finance and Budget](#).
- In 2015 at ICANN52, the ALAC voted to change the focus of the Outreach SC to also include engagement, hence the name change to the Outreach and Engagement SC.
- Reconstitution of this subcommittee was done soon after ICANN53 by asking RALOs whose members are interested in outreach and engagement activities for their RALO to be in this SC to better coordinate and collaborate with all of At-Large on Outreach and Engagement.
- The first Outreach and Engagement SC call was held on August 3 2015.

O&E members

North America

Glenn McKnight (**co-chair**), Alfredo Calderon, Alan Greenberg, Yubelkys Montalvo Carrión, John Laprise

Europe

Olivier Crepin-Leblond (**co-chair**), Wolf Ludwig, Yuliya Morenets, Mirjana Tasic, Yrjö Länsipuro

Asia Pacific

Ali AlMeshal, Maureen Hilyard (**co-chair**), Cheryl Langdon-Orr, Aris Ignacio, Rao Naveed Bin Rais, Adeel Sadiq

Latin America / Caribbean

Jose Arce, Juan Manuel Rojas, Harold Arcos, Jason Hynds, Dev Anand Teelucksingh (**chair**), Johnny Laureano, Vanda Scartezini, Antonio Medina Gomez, Lance Hinds, Raitme Citterio, Bartlett Morgan, Niran Beharry, Renata Aquino Ribeiro, Carlton Samuels, Jacqueline Morris, Maritza Y. Aguero,

Africa

Pascal Bekenno, Beran Dondoh Gillen, Dave Kissoondoyal, Isaac Maposa, Remmy Nweke, Daniel K. Nanghaka (**co-chair**), Nkemdim Nweke, Tijani Ben Jemma, Akin-Awokoya Emmanuel, Seun Ojedeji, Lawrence Olawale-Roberts, Abdeldjalil Bachar Bong, Mwendwa Kivuva,

Recent Activities of the ALAC Outreach & Engagement SubCommittee

- The O&E had 15 calls in 2016 and 6 calls up to June 2017.
- Developed and submitted to ICANN an [Outreach and Engagement FY18 budget Proposal for At-Large Awareness at IGF 2017](#) - submitted and accepted by ICANN with conditions
- Developed an [At-Large IGF proposal](#) and submitted to the IGF by May 3 2017 deadline. This proposal was not approved by the IGF.
- A number of Outreach and Engagement calls focused on the outreach events for ICANN 58 Copenhagen, in coordination with EURALO leadership.
- Publishing of an ICANN At-Large guide for ICANN58 Copenhagen

- Working on the [At-Large Community Onboarding](#) approach/documents
- A number of Outreach and Engagement calls focused on the outreach events for ICANN 59 Johannesburg.
- Provided a [space for RALOs to develop their draft FY18 Outreach Plans](#) as a requirement for the Community Regional Outreach Program (CROP) FY18 before the CROP wiki was ready.
- Updating the [ICANN Stakeholder Analysis Tool](#) to track other stakeholders in ICANN.
- Outreach calendars to track possible outreach events for possible use for the Community Regional Outreach Pilot Program (CROP) to attend such events <http://bitly.com/atlargeoutreachcalendars> . Logged in At-Large Community members can also add events to the calendars.

- ALAC Subcommittee on Outreach and Engagement Wiki :
<http://bitly.com/Outreach-Engagement>

At-Large/RALO O&E reporting activities for FY17

- **Outreach Efforts**

- AFRALO Represented in AFRINIC Meeting in Congo
- Outreach at AFRINIC Botswana where AFRALO had a booth
- Outreach to AFRINIC Meeting in Mauritius
- Participated at the Africa Internet Summit
- Increase in the number of ALS to 53 Als in the region

- **Engagement Efforts**

- AFRALO remarks during the Opening Ceremony at the AIS in Nairobi
- AFRALO at a high level of consideration in the AFRICAN Numbering Community
- Meeting was held to discuss the AFRALO - AFRINIC MOU where signing will be done in Johannesburg during ICANN59
- Student Engagement happening in Joburg
-

- Outreach Efforts (Event and activity Participation)

2015 (Aug) - Initial production of eBooks based on Capacity Building webinars (AP&NA)

2015 (Sept) - First Armenian IGF (ALT x3)

2015 (Nov) - IGF Brazil (ALS and ALT x2)

2015 (Dec) - ALT Review of the APRALO Brochure and Business Cards

2016 (Feb) - APRICOT & APTLD meeting, Auckland (ALSes & ALT x5 - F17 Strategic Plan)

2016 (July) - Asia Pacific Regional IGF - APILP Programme - Taipei (APAC Hub & ALT x2)

2016 (Aug) - First Palestinian IGF (ICANN Workshop) (ALS & ALT x1)

2016 (Oct) - APNIC42, Dhaka (1) AP* meeting (2) ISOC Dhaka Workshop (ALS & ALT x2)

- Engagement Efforts

2015 (Apr) - APRALO ALS survey (and 2015 website)

2016 (Feb) - APRICOT & APTLD meeting, Auckland (MOU partners, ALT x5 & ALSes)

2016 (Mar) - Initial contact with Chinese ALS (Internet Society of China) (ALT@ICANN55)

2016 (Aug) - Proposed contact visit with ISC - Beijing (AL

*ALT=APRALO Leadership Team

*AP= APRALO

*NA= NARALO

*ALS=At-Large Structure

- Outreach Efforts
 - EURALO is a Founder member of EuroDIG, the European Dialogue in Internet Governance, effectively the European IGF. EURALO uses this as a major outreach effort:
 - EURALO outreach material available for participants
 - CROPP funding for potential new ALSes being targeted (5 slots)

- Engagement Efforts
 - Creation of an ALS Engagement Task Force

- used CROPP for the LAC-i Roadshow in Guatemala, a country with no ALSes
- two ALSes added, with one additional ALS application under review.
- At LACNIC 27, [LACRALO signed an MOU with LACNIC](#)
- LACRALO Mediation in January has LACRALO looking to implement ideas and principles discussed at that meeting
- LACRALO Capacity Building sessions as part of the LAC Strategy on LACRALO monthly calls
- Several national IGFs in the regions where ALSes participated/attended: Argentina, Barbados, Brazil, Colombia, Dominican Republic, Ecuador, Panama, Peru, Paraguay, Trinidad and Tobago, Uruguay and the IGF 2017 in Mexico.
- Our [LACRALO Outreach Plan for FY18](#) has been approved

- Outreach Efforts
 - One new ALS
 - 15 Unaffiliated members
- CROPP TRIPP FY 17
 - IGF USA- Seth and Louis
 - City Conference-Top
 - Personal Democracy-John
 - ARIN- Leah
- General Assembly April 2017
 - ARIN- New Orleans
- Engagement Efforts
 - Participants of all 26 ALS and staff
 - ARIN Outreach booth
 - New Mailcard and electronic brochure
 - ALS Profile Booklet
 - ALS Expertise Survey

Update on O&E proposal for IGF 2017

- O&E developed & submitted to ICANN an [Outreach and Engagement FY18 budget Proposal for At-Large Awareness at IGF 2017](#) which was accepted by ICANN. The O&E then developed and submitted an [At-Large IGF proposal](#) to the IGF which was ultimately not approved.
- However the ICANN approval notes said:
“Two travelers approved (one Outreach Sub-Committee member and one ALAC Member) for travel support to the IGF 2017 Meeting. Granting of support is contingent on: (1) MAG approval of **at least one At-Large RALO workshop**; and (2) submission of a detailed report from each traveler within 30-days of the meeting that addresses each itemized metric as per request. The report is to be submitted to sbr-outcomes@icann.org and is a condition of future resource allocations. Approved travel includes assumption of economy airfare + four travel days and three hotel nights + per diems appropriate to region traveled.

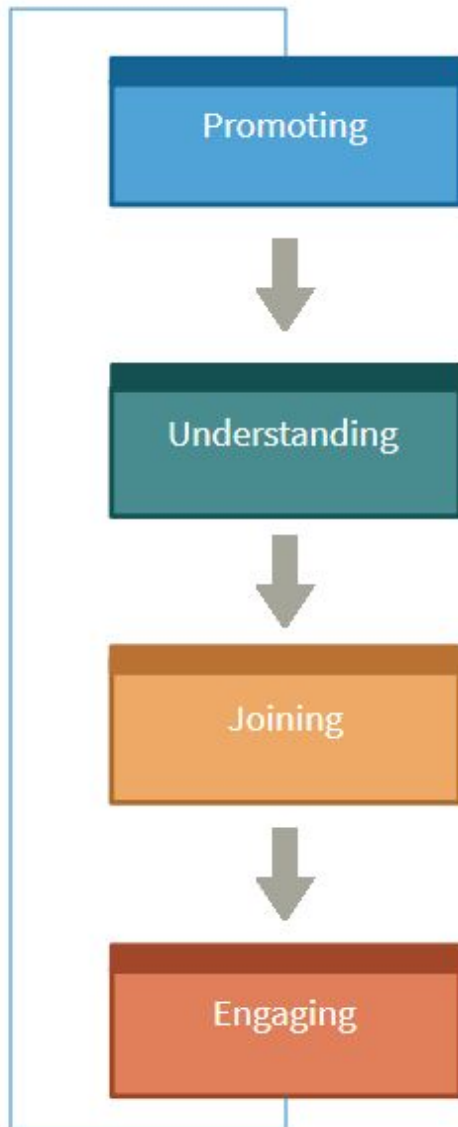
- Our ICANN O&E proposal to ICANN said:

The proposal is to organize and implement an effective, coordinated and sustained At-Large strategy to raise awareness of the end-user perspective and engage in targeted outreach and engagement program during the 2017 IGF to be held in Geneva 18-21 December 2017 which is a premier global event targeting global stakeholders in the Internet Ecosystem. The program will include awareness raising on end-user policy issues through 5 workshops, training activities and better utilize the ICANN information booth, thus heighten overall branding of At-Large and ICANN.

Note that this request is being submitted in addition to several RALO-based requests for IGF support. This is necessary because there is no Assurance that a global At-Large IGF request will be accepted, and the individual requests, even if accepted by ICANN, will be contingent on IGF acceptance. However, on the assumption that this request is dealt with favorably, and one or more RALO requests are accepted, it is understood that they will be reconciled and implemented synergistically.

Moreover, it is understood that a global presence of At-Large representing ICANN at an IGF, without a particular ICANN funded workshop, is a new concept, and it is expected that this will need to be phased in over a period of several years.

At-Large Community Onboarding Approach and Documents



Promoting At- Large

- Target participants for At Large
- How each type of participant can be involved in At Large
- What should draw them to this unique and diverse community

Understanding At- Large

- How the community operates
- Information on community activities
- Community organisational structure

Joining At- Large

- Various ways to join the At-Large community through various mediums

Engaging in At-Large

- Active participation & involvement stage leading to further involvement such as leadership positions.

- DNS, Domain Names?
- TLDs, ccTLD, gTLD?
- IANA , post IANA Stewardship ?

What do all of these things mean, What are the relationships, How are they interconnected?

Many end users, Academia, Civil Society, Consumer Groups, Enthusiasts, members of our existing At-Large Structures that are part of the ICANN At-Large Community:

- don't have an understanding of what these terms means.
- may have misconceptions of what these terms means.

Hence

- No understanding or appreciation of the issues involved ;
- The attitude 'it does not affect me so why should I care?'

We saw the need to develop a series of ordered lessons/presentations that:

- can form a toolkit for At-Large Community members in educating the wider public
- At-Large Structure (ALS) representatives can use to educate members in their organisations in getting persons in their organisation to care about ICANN issues and become more involved in the At-Large Community.
- can be available online and offline for ease of use and access.

We've worked with members of the At-Large Outreach and Engagement SC to develop a series of ordered lessons/presentations on:

- [Start here](#) - presents tailored set of topics/slides depending on the audience
- [What is the DNS and who coordinates all of this stuff?](#) - Introduce the concepts of the DNS and introduce entities like ICANN the corporation, and ICANN the community.
- [Policy challenges/issues in the DNS](#) - slidedeck to help new or potential At-Large Community members to learn about the various ICANN policy issues of interest to end users, why end users should care about these issues, and how as part of the ICANN At-Large Community they can become involved on these issues.
- [Introduction to the ICANN At-Large Community](#) - slidedeck about the At-Large Community, its key activities, and how to engage with the At-Large Community
- **Navigating At-Large** - for existing At-Large Community members, how to find relevant information and participate in At-Large activities

Landing Page



Welcome to ICANN At-Large community, the community of individual internet users of the Internet Corporation for Assigned Names and Numbers (ICANN). This guide is designed to provide you with the tools and resources you need to be an effective participant in at-large and in ICANN's bottom-up policy-making process. Whether you are new to ICANN, Already in one of the ICANN communities or already a member of At- Large.

1

New to ICANN
[Click here](#)

2

Already a member
of At - Large
[Click here](#)

3

A member of
another ICANN
community
[Click here](#)

What is the DNS?

1

What is the Domain Name System?

2

How does the Domain Name System Work?

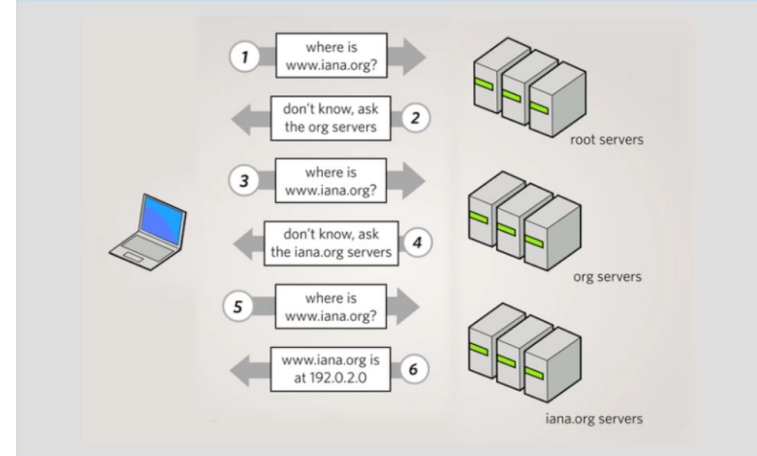
3

Stakeholders in the Domain Name System.

4

Other Stakeholders

The domain name lookup process



How the Domain System work?

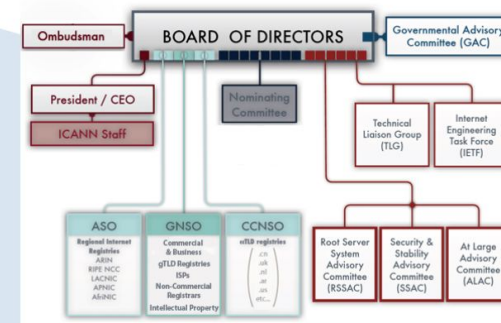
What happens when I type www.example.com in my browser?

The simplified domain name lookup process;

1. Your Internet Service Provider's (ISP's) DNS server queries the "root servers" for the information. There are 13 root servers which have copies distributed around the world.
2. The root server will refer the DNS server to the ".com" Top Level Domain (TLD) nameservers .
3. The .com TLD server will refer us to the DNS servers responsible or authoritative for "example.com"
4. The DNS servers authoritative for example.com will give us the IP address for www.example.com"
5. The ISP DNS server tells your browser the IP address of www.example.com and saves this reply in case another user on the ISP's asks the same question.
6. Your browser asks the IP address to download a webpage

The ICANN Community

ICANN is made up of different communities , representing different interests on the Internet and all contribute to any final decisions that ICANN makes.



Policy Issues in the DNS

Key Policy Issues of the At-Large Community

WHOIS / Registration Directory Services	IANA Functions & Stewardship Transition	Contracted Party Agreements
Internationalized Domain Names	New Generic Top Level Domains (gTLDs)	Public Interest
Internet Governance	ICANN Policy Processes	Accountability and Transparency of ICANN
ICANN Operations / Finances	Reviews at ICANN	Engagement & Outreach

For more information about ICANN At-Large, visit <http://atlarge.icann.org/>

WHOIS / Registration Directory Services

Policy Summary

- Every year, millions of individuals, businesses, organizations and governments register domain names. Each one must provide identifying and contact information which may include: name, address, email, phone number, and administrative and technical contacts.
- This information is often referred to as “WHOIS data.”
- WHOIS service is not a single, centrally-operated database. Instead, the data is managed by independent entities known as registrars and registries. Any entity that wants to become a registrar must earn ICANN accreditation.
- WHOIS data is key for fixing system problems, maintaining Internet stability, and enhancing the accountability of registrants.



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WHOIS / Registration Directory Services

Why should end users care?

- The “one-size-fits-all” disclosure of identifying information may also expose registrants, especially individual registrants, to potential spam, phishing, and identity theft.
- Due to its implication in privacy, data protection, policing, security, and malicious use and abuse, WHOIS matters to end users, especially individual registrants.

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WHOIS / Registration Directory Services

At-Large Involvement

- See past comments on WHOIS by the ALAC <https://atlarge.icann.org/topics/whois>
- The Registration Issues At-Large Working Group where you can find At-Large Community members interested in WHOIS / Registration Directory Services : https://atlarge.icann.org/working_groups/registration-issues
- ICANN’s Whois site at <https://whois.icann.org/>

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At-Large Community Organisational Structure



Key At-Large Community activities

The At-Large Community has the duty to understand, defend, and advocate for the interests of global Internet end users in ICANN activities.

To fulfill this duty, we focus on three areas of work:

- Comments on ICANN activities
- Policy Development
- Organisation Building

At-Large Community Working Groups

There are several At-Large Community Working Groups that can match your interest, whether you are a member of the At-Large Community or an observer.

For those in, or involved with:

Policy, Law and/or Internet Governance Interests

[ICANN Evolution](#) ; [IDN Policy](#) ; [New gTLDs](#) ; [Registration Issues](#) ; [Public Interest](#)

Technical Interests

[Technical Issues](#) ; [Accessibility](#) ; [Technology](#)

Civil Society

[Capacity Building](#) ; [Outreach & Engagement](#) ; [Social Media](#) ; [Captioning Project](#)

Academia

[Capacity Building](#) ; [Accessibility](#)

How to engage with At-Large

Given that most At-Large activities (Policy Advice Development, Policy development and Organisation building) are done online, the key first step to delving into the world of At Large is being able to receive notifications of when At Large activities are taking place.

At-Large activities are promoted and announced via



- Social media channels
([@icannatlarge](#), [/icannatlarge](#))



- At Large Calendar
<https://atlarge.icann.org/calendar>



- At-Large Mailing lists
<https://atlarge.icann.org/get-involved/mailling-lists>

Any other business?

ALAC Subcommittee on Outreach and Engagement Wiki :
<http://bitly.com/ICANNAtLargeOE>

To join the Outreach and Engagement SC, email At-Large Staff
at staff@atlarge.icann.org

- ALAC Subcommittee on Outreach and Engagement Wiki :
<http://bitly.com/Outreach-Engagement>
- Work being done by the Outreach & Engagement SC :
<https://community.icann.org/x/dIzbAQ>
- Outreach and Engagement Documents :
<https://community.icann.org/x/L61YAw>
- Community Regional Outreach Pilot Program (CROP)
<https://community.icann.org/display/croppfy16>