# North America Engagement in 2019

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NARALO Monthly Meeting
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ICANN

# FY2019 Global Engagement Goals

**Build awareness to grow and diversify ICANN multistakeholder base (and volunteer pipeline)**

**Grow the knowledge-base of current and potential ICANN stakeholders**

**Grow stakeholder support of, and active participation in, ICANN**

# North America Engagement Supporting Objectives

**Strengthen Partnerships to Expand Outreach**

**Focus on Issue-Based Engagement, with Improved Content and Messaging**

**Support Enhanced Mentorship and Onboarding**

# North America Engagement Tactics

**Strengthen Partnerships**

1

Engage with technical and professional associations to share knowledge, diversify stakeholder base, and co-host events, especially to reach geographically diverse areas - creating 'local' communities

**Focus on Issue-Based Engagement**

2

Begin outreach with issues that potential stakeholders are interested in, then steer them toward the appropriate working groups/PDPs. Develop more issue-based content.

**Support Enhanced Mentorship and Onboarding**

3

Work with Policy and Public Responsibility Services teams to strengthen onboarding processes and trainings. Encourage joining as an observer if they are starting out.

# Measurement -- A strong focus on measuring outcomes

**1**

## Strengthen Partnerships

- Number of partnerships
- Number of events hosted, audience size, follow up activities, joint communications or marketing efforts

**2**

## Focus on Issue-Based Engagement

- Number of North America stakeholders that joined Working Groups/PDPs./Reviews
- Quantity of communications documents (or other content) produced.

**3**

## Support Enhanced Mentorship and Onboarding

- Number of trainings held
- Number of North America newcomers who 'graduate' to active membership or participation.

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# Strengthen Partnerships

- ⊙ Number of Partnerships
    - ⊙ 6 partnerships underway
        - ⊙ Cybertek (coding school and entrepreneurship academy]
        - ⊙ Internet Governance Coalition
        - ⊙ International Institute for Communications
        - ⊙ Universities (UCLA, Arizona State)
        - ⊙ U.S. Chamber of Commerce
        - ⊙ Civic Hall
        - ⊙ DC-based Think Tanks: R Street, Niskanen, CSIS, Internet Infrastructure Coalition

    - ⊙ ICANN meeting "read-outs" with partner organizations (ALS/ISOC Chapters)
        - ⊙ Ottawa, Puerto Rico, San Francisco, New York

- ⊙ Number of Events hosted, audience size, follow-up communications
    - ⊙ 46 Events
    - ⊙ 13 hosted by ICANN, 18 Speaking engagements
    - ⊙ Total audience size for all events combined (approx.): 600

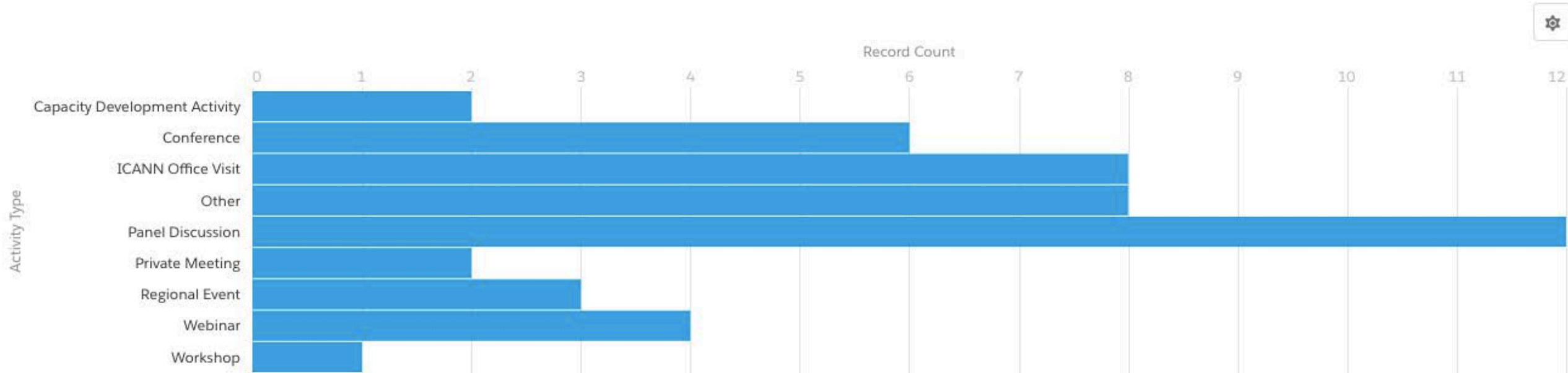# Total Events (July 2018-Dec. 2018)

Examples of Events:

Speaking Event: Göran Marby Keynote at International Institute of Communications Annual Meeting

ICANN Hosted Event: ICANN Meeting "Read Out" webinars
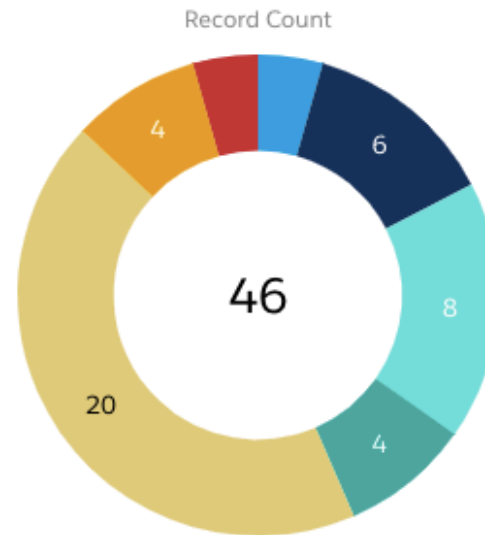
Attendee-only Meetings: IGF-USA

Total Records
46

# Total Events by Stakeholder Category (July 2018-Dec. 2018)



46

Record Count

46

**Activity Category**
- Academia
- Business
- Civil Society
- Government/IGO
- Multistakeholder Event
- Technical
- Other

# Upcoming Events

⊙ Upcoming Events:

  ⊙ Registrar/Reseller Workshop (Jan. 2019, Las Vegas)
  ⊙ Panel Discussion at Civic Hall on ICANN (Jan. 2019, New York)
  ⊙ Canadian Internet Governance Forum (Feb. 2019, Toronto)
  ⊙ ICANN 64 Read Outs (Mar./Apr. 2019)
  ⊙ IGF-USA (Jul. 2019, Washington)
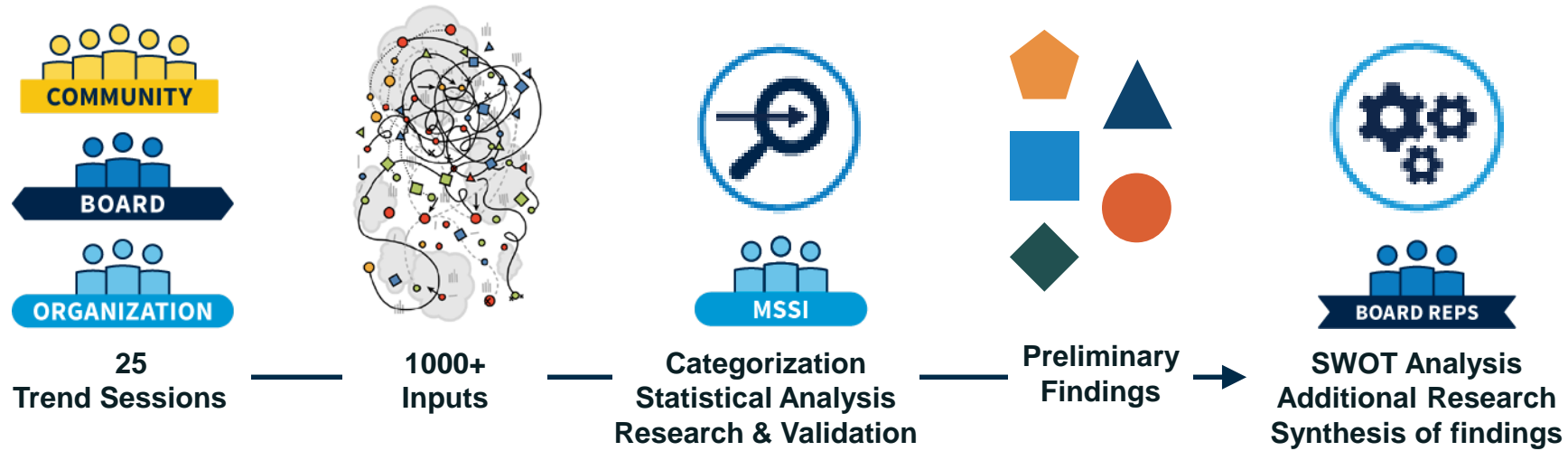
# ICANN 5-year Strategic Planning

**Strategic planning process, and Draft Strategic Plan for fiscal years 2021 - 2025**

Prepared by MSSI (Multistakeholder Strategy and Strategic Initiatives)
January 2019

# Process to Arrive at Key Focus Areas

**1,500** collective hours to-date

**COMMUNITY**

**BOARD**

**ORGANIZATION**

**25 Trend Sessions**

**1000+ Inputs**

**MSSI**

**Categorization Statistical Analysis Research & Validation**

**Preliminary Findings**

**BOARD REPS**

**SWOT Analysis Additional Research Synthesis of findings**

*Key Focus Areas*

Security

ICANN's Governance

Unique Identifiers System

Geopolitics

Financials

# ICANN's Strategic Plan structure

**The structure of the strategic plan remains mostly unchanged:**

- The strategic plan is composed of three main components:

  1. Vision

  2. Mission

  3. Strategic objectives & goals

- New : fully costed five-year operating plan

- Link to ICANN's Draft Strategic Plan for fiscal years 2021 - 2025

- Link to ICANN's adopted Strategic Plan for fiscal years 2016 to 2020

# Next steps and opportunities for community participation

⊙ Dec-Feb 2019: Public Consultation on draft strategic plan
   ○ *Public Comment period is currently open, until 11 February 2019*

⊙ Feb-March 2019: Org & Board revise strategic plan.
   ○ *Community session @ICANN64 in Kobe*
   ○ *2nd public comment period if necessary*

⊙ May-June 2019: Board adopts strategic plan

# Engagement Innovation Preview

# Rethinking Engagement

| **1** | Be more forward looking about ICANN Org-wide engagement and communications *planning and priorities* to drive events, content creation, and other investments, predictably and efficiently. |
|---|---|
| **2** | Promote an "All of ICANN" ethos, even when engaging with distinct communities or structures, emphasizing ICANN's mission, vision (and open model) at every opportunity. |
| **3** | Overcome silos in both ICANN Org and the Community by showing how distinct work objectives contribute to the successful fulfilment of ICANN's mission overall. |

# Rethinking Engagement: Focus Areas

Recommendations include:

- – Make training and capacity-building a major plank of all ICANN engagement
- – Standardize and formalize surveys and feedback-gathering
- – De-link the concepts of "participation in ICANN" from "attending an ICANN Public Meeting", while building community locally and virtually.
- – Challenge and enable the ICANN Community to strive for continuous improvement
- – Review tools and technology for engagement
- – Revisit communications and content

# Engage with ICANN – Thank You and Questions

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