



**At-Large Advisory Committee (ALAC)
Outreach & Engagement Subcommittee**

**ALAC / At-Large Outreach and
Engagement Strategy v2**



The O&E team after the meeting with the Co-Chairs, during ICANN63.

Seated (L-R): Maritza Y. Aguero (LACRALO Co-Chair) and Maureen Hilyard (ALAC Chair)

Standing (L-R): Glenn McKnight (NARALO Co-Chair), Ali Almeshal (APRALO Co-Chair), Daniel K. Nanghaka (O&E SC Chair), and Matthias Hudobnik (EURALO Co-Chair)

Introduction

The At-Large Outreach and Engagement Strategy was prepared by the ALAC Outreach and Engagement Subcommittee (O&E SC) in March 2019, with the purpose of enhancing outreach, communication and engagement.

The strategy was developed with reference to the [ICANN Strategic Plan for Fiscal Years 2016-2020](#).

The first draft (v1) of the O&E Strategy was presented during the ICANN63 Annual General Meeting (AGM) in Barcelona, Spain. The [first draft](#) attracted input and comments from the At-Large community, leading to an updated O&E Strategy (v1.1).

The initiation of this draft was prompted by items in the [At-Large Review Implementation Overview Proposal](#) directly related to, and affecting, the O&E SC.

This O&E strategy builds a benchmark for other working groups to enhance engagement and participation within ICANN.

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- Enhance collaboration between Regional At-Large Organizations (RALOs), the Regional Internet Registries (RIRs) and other MOU partners to build capacity and competency within ICANN.
 - Use relevant metrics and performance indicators to enhance outreach and engagement, and produce an O&E Annual Report on opportunities, challenges and recommendations.



Key Communication Objectives

- Facilitate the support and development of strong communication, both within the At-Large community and within the broader ICANN community.
- Provide communication channels, tools and protocols, which promote the effective and efficient exchange of information among stakeholders.
- Synchronize promotion of activities on shared community calendars, wiki, website, blog and newsletters.
- To deliver a comprehensive communication and outreach action plan, in alignment with the ICANN Strategic Plan and other priorities identified by the ICANN Global Stakeholder Engagement Team (GSE).

Specifically, to:

- **Build awareness** of ICANN policy, among a wide but defined group of stakeholders and interest groups.
- **Communicate** ICANN policy both in draft, approved and amended versions, to build the capacity of the At-Large community in the ICANN policy workflow.
- **Inform and influence** specific policies and policymakers on trending ICANN policy discussions.

to the table, but they should not be given away unless the receiver is a guaranteed sign-up. Where possible, they should display the logo of ICANN or ICANN At-Large.



Details and Promotional Material Suggestions:

- Booth branding and banner with logo. RALO banners are the only banners that can be displayed at an At-Large booth. They are attractive and eye-catching and can be used to encourage visitors to “take a selfie” and then promote the RALO for inclusion into a blog post or about an event, or for distribution by social media to promote the event or the RALO.



- An At-Large flash-card, pin or badge, featuring the At-Large logo.

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- A large barcode could be placed on the banner – which would directly access the At- Large website or another the RALO webpage.



These and other ideas aim to help At-Large more positively engage with our current members as well as provide useful information and a basis for future involvement of new members within the community.



Metrics and Program Evaluation

The ALAC Outreach and Engagement (O&E) Subcommittee will work closely with the ALAC Subcommittee on Metrics for the evaluation of the efficiency and effectiveness of the work of the community in the 5 regions.

Template for Recording and Evaluating Event Activities

The following template covers the overall strategy and the activity calendar of the O&E Subcommittee. This will be located on the [community wiki](#).

Date	Event/Action	Participants	Details	RALO	Collaboration with ICANN structures	Comments

Conclusions

The evaluation process allows for a better understanding of how key stakeholders—both internal and external to the ICANN At-Large community—view the effectiveness of outreach and engagement activity.

More specifically, the evaluation will reveal the following:

1. The effectiveness of the At-Large website and any other communication strategies employed by the O&E Subcommittee to implement the O&E strategy.
2. The level of awareness of our At-Large community about the work of At-Large.
3. The level of awareness of our At-Large community about ICANN policy issues.
4. The effectiveness of the communication system to reach targeted stakeholder groups and the achievement of specific aims and objectives during outreach activities with this targeted group.

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5. The effectiveness of the communication system for appropriate recording purposes: checklists, task lists, inventory lists and spreadsheets to systematically measure outreach and engagement activities.
 6. The commitment of At-Large members to post and share the results of their O&E activities within their regions by various platforms which include but are not limited to newsletters, e-books, webinars, blogs, wiki and social media tools.
 7. The identification of initiatives and activities in the Outreach and Engagement Strategy which may be improved upon.