

**DRAFT**

**Preliminary Thoughts for Discussion Regarding Task 2 of the  
Constituency and Stakeholder Group Operations Work Team**

**Task 2: Develop a global outreach program to broaden participation in current constituencies.**

*“In addition, Staff should work with each of the constituencies to develop global, targeted outreach programs aimed at increasing participation and interest in the GNSO policy process, including information on the option to self-form new constituencies.”*

*See Page 4-5 of Report of the Board Governance Committee  
GNSO Review Working Group on GNSO Improvements*

**Deliverables to Accomplish:**

**--Reach all current members of the ICANN community and potential members, particularly non-English speakers**

1) Strategies for outreach to “current members”

QUESTION: How do you identify “current members”?

- Identify who to contact? Use of ICANN Databases, such as Public meeting registration rosters?

*(ii) Staff, in consultation with the Council, to develop within six months, and maintain, a database of all members of all constituencies and others involved in GNSO issues but not formally a part of any constituency. This database will be used for interested parties to communicate on a “GNSO-discussion list” about GNSO issues, and the formation of new working groups in particular. The database needs to be constructed in a manner consistent with privacy considerations of individuals.*

*See Page 46 of Report of the Board Governance Committee  
GNSO Review Working Group on GNSO Improvements*

- Contact members of existing Constituencies – goal to improve the ICANN experience and encourage increased and sustained involvement
- Contact participants in Supporting Organizations (SOs) and Advisory Committees (ACs) – goal to improve the ICANN experience and encourage increased and sustained involvement
- Contact participants in Work Group– goal to encourage membership in Constituencies (if not engaged); encourage increased participation in ICANN for already engaged in Constituencies in order to improve the ICANN experience
- Others?

## DRAFT

- Contact At large structures already part of the RALOS (Regional At Large Structures) that are part of the ALAC (At Large Advisor Committee)
- Contact members of the Fellowship community (Fellowship program exists since the ICANN meeting in San Juan Puerto Rico, June 2007)

### 2) Strategies for outreach to Potential Members –

QUESTION: How do you identify potential members and important audiences?

- Identify underrepresented populations engaged in DNS issues
- Identify individuals and organizations involved in related DNS/Internet Governance organizations
- Identify industries and organizations (public, private, nonprofit, government related) with an interest in DNS/Internet Governance
- Identify those that may submit comments to ICANN, but not regularly engaged in an ICANN Constituency or Work Group
- Identify those who were previously active within ICANN
- Others?
- Identify universities which focus of study and investigation is related with DNS/ Internet Governance.

### --Develop global outreach programs aimed at increasing participation

QUESTION: What do we recommend should be included in global outreach programs?

- What to say about ICANN?
  - Describe opportunities/benefits for potential members
  - Describe opportunities/benefits to current members
  - Incentives to participate?  
*10. Provide (information-based) incentives to encourage stakeholder organisations to participate.*

Page 8 of *Report of the Board Governance Committee  
GNSO Review Working Group on GNSO Improvements*

- Where to perform global outreach programs – ICANN 5 regions; How does/can ICANN gauge current involvement to advise the outreach strategy?
- How to reach current and potential members (what strategy and implementation tools and mechanisms should be used to develop a targeted global outreach campaign?)
  - ICANN website
  - DNS industry websites/blogs
  - Participation and visibility by ICANN stakeholders at DNS industry meetings
  - Participation and visibility by ICANN stakeholders at meetings hosted by current and potential members
  - Participation and visibility by ICANN stakeholders in different global/regional/national seminars and congresses which focus is related with DNS/ Internet Governance issues.

## DRAFT

- Build a stable and close relationship with key university institutions in all 5 continents and use their academic networks to keep the faculty members, students and community aware of DNS and ICANN activities.
- Host webinars/conference calls
- Engage in social media/blogs
- Support from ICANN Board and staff
- Support from SOs and ACs
- Recommend a timeline/schedule for global outreach programs
  - Frequency of programs?
  - Best times of the year for outreach programs
- Tools for assessing results of ICANN's global outreach programs