



NARALO Outreach & Engagement Strategic Plan – FY'21

By

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2 PREAMBLE

NARALO's original Outreach and Engagement plan for FY'21 had to be completely revised because of COVID-19. We appreciate the efforts of all the NARALO community to participate in NARALO and ICANN activities given personal stress and strains facing the community, but we are confident that we will face the challenge head-on.

All the CROP events proposed this past year, including IGF Canada, were canceled. Unlike other conferences, they were not held virtually. The Digital Inclusion, which was supposed to be held in April 2020, was rescheduled for September, and then a few months later it was cancelled. ARIN Meetings have been replaced with virtual meetings and the IGF-USA in Washington DC is also a virtual Meeting. Nanog meeting was replaced by an online event as well. Moreover, because of restrictions within

In addition to the above, ICANN CROP funds could not be used as ICANN has banned all travel.

Due to the circumstances explained above, the FY '21 NARALO outreach and engagement strategy has been divided in two sections:

1. Section I: Strategy during the C19P
2. Section II: Strategy Post C19P.

Timeline for Section I cannot be predetermined since there is no predictability as to when the Pandemic will end. Therefore, Section I timeline is open-ended, up to the point that the Pandemic is officially declared closed by the World Health Organization (WHO), or June 30, 2021.

Timeline for Section II will start when Section I ends. At that point in time the Section II framework concepts still apply with the exception to the events identified in version 2.0 of this document.

Finally, it is important to note that if the C19P is still on by January 1, 2021 the region will continue to be guided by the plans set out in Section I until the end of the FY'21 and Section II will not be revised. The reasoning is that the window of opportunity to participate in CROP type events after January 1, 2021 is too narrow for implementation. Three facts cause this: [1] Identifying appropriate events, [2] promoting regional participation, and [3] fulfilling the 8-week requirement for applications.

3 SECTION I: STRATEGY DURING THE C19P

3.1 OVERVIEW

The Outreach and Engagement Plan for FY '21 during the C19P will be focused on engagement ONLY. NARALO is unable to do any real outreach because of the limits of public face-to-face and the bans of travel by ICANN.

3.2 PURPOSE

Guide our efforts in increasing our membership engagement.

3.3 GUIDING AND SUPPORTING ELEMENTS

The following elements will be used to guide and support the plan:

- 2020 NARALO Membership Survey results
- ICANN's mission
- ICANN's FY'21-'25 Strategic Objectives
- At-Large Consolidated Policy Working Group (CPWG) discussions
- At-Large Operations, Finance, and Budget (OFB-WG) Discussion
- Interest of Internet end-users

3.4 THE PLAN

- a) Provide Snippet Webinars (SWebinars) ~ 30 minutes focused on enhancing our knowledge on topics of interest related to the coordination of the global Internet's systems of unique identifiers, and its stable and secure operations.
- b) Promote discussions during SWebinar to reach an understanding of how the topic relates to the ICANN Strategic Objectives and it affects the Internet end-user.
- c) Create ad-hoc expert agile groups (EAG) when appropriate to generate regional perspective white papers and/or comments for the inclusion of the CPWG/ALAC discussions.

3.5 APPROACH

NARALO Monthly meetings will be more educational and focused around issues related to Internet Governance and the coordination of the global Internet's systems of unique identifiers, and its stable and secure operations.

Meetings will continue to be 60 minutes long and be divided into three sections:

- Chair's initial remarks/Announcements
- SWebinar (30 min)
- Deliberation of ideas

Monthly reports that are usually given during NARALO calls will be published in the NARALO monthly newsletter and/or specific emails as necessary.

The educational approach will be framed around the five ICANN Strategic Objectives:

- a) Security of the DNS and DNS Root Server System
- b) ICANN's multistakeholder model of governance
- c) Unique identifier systems
- d) Geopolitical issues impacting ICANN's mission
- e) ICANN's long-term financial sustainability

The deliberation of ideas (DOI) approach will be framed around a minimum of 5 questions which will be formulated by the person providing the SWebinar. These questions will be distributed around the membership previous to the SWebinar which in turn will be tasked to ask them after the SWebinar is finished.

The DOI approach will serve four purposes: [1] "Break the ice" that often occurs after SWebinars end where there are no questions asked, [2] provide an opportunity for the person presenting to get deeper into the topic, [3] engage the member asking the question, and [4] motivate others to ask their own personal questions as well.

3.6 METRICS

This plan is expected to be performed during a 12-month period starting on July 1, 2020 and ending on June 30, 2021.

Participation by NARALO members in the CPWG, OFB-WG, NARALO meetings will be used to measure the effectiveness of this plan.

Quarterly metrics reports will be used as effectiveness checking points throughout the year.

3.7 IMPLEMENTATION

Timeline: July 1, 2020, to when the pandemic is officially closed or June 30, 2021

3.7.1 EDUCATION:

- 1) Identify 12 Topics and corresponding lecturers
- 2) Contact/Coordinate with lectures at least three months before the presentation to allow time for preparations
- 3) Topics and lecturers can vary depending on CPWG discussions or other factors
- 4) Ask lecturers to formulate 5 questions which will be used by members to motivate the deliberation of ideas and/or for the lecturers to go deeper into their presentation
- 5) Promote SWebinars through the region via social media, email and regional newsletter
- 6) Create, maintain and publish a NARALO Educational schedule
- 7) It should include lecturer picture, name, bio and brief presentation abstract

3.7.2 RECORD ALL SESSIONS.

The following steps shall be taken to acquire metric participation* and track how effective the plan is:

- 1) Design and create a NARALO and a NARALO-CPWG tracking tables
- 2) Indicate baselines
- 3) Design to track Quarterly and Year totals
- 4) Take a snapshot of NARALO members as of June 15, 2020
- 5) Use the results from step #2 to start tracking participation:
- 6) Start with CPWG/OFB-WG participation on the July 1, 2020 meeting (baseline)
- 7) Start with NARALO meeting on June 8, 2020 (baseline)
- 8) Update tables every second Friday and prepare a report for publishing in the regional newsletter.

*even though the tracking will be done for each member, the information to track the effectiveness of the plan will be reported in the total aggregate. The actual table with member participation will be kept confidential. Any information released will be revealed only to the member that requests it and will contain only that member's information.

4 SECTION II: STRATEGY POST C19P

4.1 NARALO CROP FY'21 PLAN

NARALO's Outreach and Engagement Plan for FY'21 takes a five-part approach:

- 1) Build on the ARIN RIR Relationship
- 2) Leverage the relationship established for the National Digital Inclusion Alliance Conference
- 3) Review and examine the GSE plans for FY'21 looking for harmonization or synergy
- 4) Participate in the National and Regional IGF events, i.e., IGF USA in Washington, DC and Canada IGF in Montreal, Canada
- 5) Leverage pre/post ICANN events

4.2 OBSERVATIONS AND GAP ANALYSIS

Recruitment of unaffiliated was successful with twelve new unaffiliated members, but efforts need to be taken to provide orientation and ways to get them involved that do not overburden or swamp them. Also, we need to provide new members with recruitment and adequate supporting materials.

- Strong encouragement for NARALO participation at the two-yearly ARIN events in North America- (1 out of 3 trips)
- Work to entice ALS or individual members who are pre-, post-college or graduate students to join NARALO

4.2.1 GAPS- MEMBERSHIP RECRUITMENT

- No reps from Southern, and South Western states in the US (ALS in 7 states only Massachusetts, California, North Carolina, New York, Illinois, Washington, DC and Colorado).
- No representation from Canadian Prairies (ALS only in Ontario, Quebec, British Columbia, Nova Scotia)
- No Francophone ALS's outside of ISOC Quebec
- No representation in many of the Western and North Western states of the US, only 1 ALS in California

- No Canadian First Nations group (E Manitoba decertified)
- Only one Indigenous US group, Native Public Media (NPM) Seeking additional ones.
- Other Cities considering the acquisition of a TLD might be interested in forming an ALS

4.2.2 GAPS - INTERNAL CAPACITY

- Clear understanding of representative skills and contributions
- Increased participation of membership in policy comments
- Regular pre or post ICANN meeting readouts

4.3 NARALO COMMUNITY PRIORITIES SUGGESTIONS

Here is the list of priority areas where we hope to do outreach and also increase the engagement of current and new ALSes in NARALO as well as educating the populace about ICANN, At-Large, and NARALO issues.

- Identify the GSE Academic Outreach efforts and piggyback participation
- Explore outreach to Non-Profit or Civil Society
- Commitment to building a strong relationship with ARIN and their bi-annual events
- Participation in the National Digital Inclusion conference put on by the National Digital Inclusion Alliance (attendance four years straight)
- Local small community events spearheaded by ALS's i.e. ICANN Readouts, etc
- Enhance communication and engagement via NARALO INSIGHTS Video Series on North American current & relevant Topics and Issues
- Youtube Playlist
<https://www.youtube.com/playlist?list=PLHeYfhcpf4QQapmbiqkHZEP6BVmq0jVmz>

4.4 CLARITY OF PLAN

To identify the opportunities to enable some of the NARALO members to outreach to a specific audience to educate them on the value of ICANN, At-Large, and specifically NARALO. In addition, in underserved sectors, we will

deliberately do outreach for recruitment for new organizations to become new ALS's and unaffiliated people to become Individual Members.

4.5 ATTRIBUTES OF PARTICIPANTS

- Positive attitude to proactive marketing
- Confident and supported by the RALO
- Focused and purposeful
- Proven track record
- Preparation of the target market to educate
- Awareness of the ICANN ecosystem
- Expertise in core NARALO/ICANN issues

4.6 ENVIRONMENTAL FACTORS

- Research completed on existing ALS participation, absence and issues
- Event has opportunities to promote, speaking engagement and networking opportunities
- Match of NARALO goals and event's mission
- Endorsement of NARALO of the event schedule

4.7 SKILLS OF PARTICIPANTS

- The assumption that the sponsored NARALO member is willing and able to present to an audience, conduct interviews, do radio interviews and more
- Understand the importance of social media reporting
- Prompt reporting of event and follow up with possible individuals or organizations

4.8 PLAN IMPLEMENTATION TIMELINES

- Jan to May Commence the draft plan for Outreach & Engagement
- May 2020 Revisions on the Outreach and Engagement plan

- June 30, 2021 In theory, completion of the three CROP trips and various local discretionary funding events but not possible this year.

4.9 PROPOSED TRIPS

Our FY'21 Trips must abide by the ICANN guidelines as indicated in the two slides provided by staff. In the case of NARALO, we don't have an ICANN meeting in our region, so we need to propose events that have merit.

4.10 VIRTUAL MEETING IDEAS

Policy Issue	Lead	Audience	Dates
Human Rights	Robin Gross		July
Internet Governance	Glenn/ Alfredo		
Multistakeholderism	Marita Moll		
Transparency and Accountability	Alan Greenberg		
Cybersecurity	Jonathan Zuck		
DNS Abuse	Jonathan Zuck		

5 DISCRETIONARY FUNDS INITIATIVES

According to the ICANN approved budget each RALO has \$4,000 to be used for local community outreach events.

List of ideas

Date	Location	Theme	Status	Type	Traveler
All year	North America	Academia Outreach	Work with GSE		
	Puerto Rico (Spanish) USA/Canada (English)	ICANN 67 Read-Out	Not Started	virtual	None
September/ Oct	Washington DC	NASIG 2020	Planning started		Eduardo Díaz, Judith Hellerstein, Alfredo Calderón, Glen McKnight
October - November	Puerto Rico	InternetDay 2020	Not Started		None
November 2020	Poland	IGF 2020	Not Started		
	Puerto Rico (Spanish) USA/Canada (English)	ICANN 68 Read-Out	Not Started		None
	Several Locations	ISOC Chapters AGM	Not Started		None

Date	Location	Theme	Status	Type	Traveler
February 2021	Puerto Rico	In Love with Internet	Not Started		None
March 2021	Puerto Rico (Spanish) USA/Canada (English) Puerto Rico	ICANN Cancun Read-Out	Not Started		None
Recruitment drives	Washington DC and elsewhere		Not started		Purchasing 8 tabletop banners to give out to different regions to help in their outreach
June 2020	Puerto Rico (Spanish) USA/Canada (English)	ICANN KL Read-Out	Not Started		None
July 22 and 23 between 11 am and 6 pm EDT	US Based	IGF USA			Virtual
Nov-June	READOUTS	IGF Hamburg			ALL
Nov-June	Local IG Events				ALL

6 CONCLUSION

Our plan identifies the gaps in NARALO membership, and we intend to use CROP and the Discretionary Funds to do outreach for membership recruitment and general engagement. Due to the COVID-19 Pandemic we are forced to reassess our approach to focus on engagement vs outreach. The engagement strategy has focused on deploying a NARALO membership survey to determine interest and their ability to lead policy issues. A full report can be found on the NARALO Wiki.

7 TRAMITAL HISTORY

7.1 ORIGINAL ISSUED DATE:

- January 30, 2020 - Version 1.0

7.2 REVISION HISTORY:

- Feb 21, 2020 - Version 2.0
- June 1, 2020 - Version 3.0

7.3 EDITORS:

- Adrian Schmidt
- Alfredo Calderón
- Eduardo Díaz
- Glenn McKnight