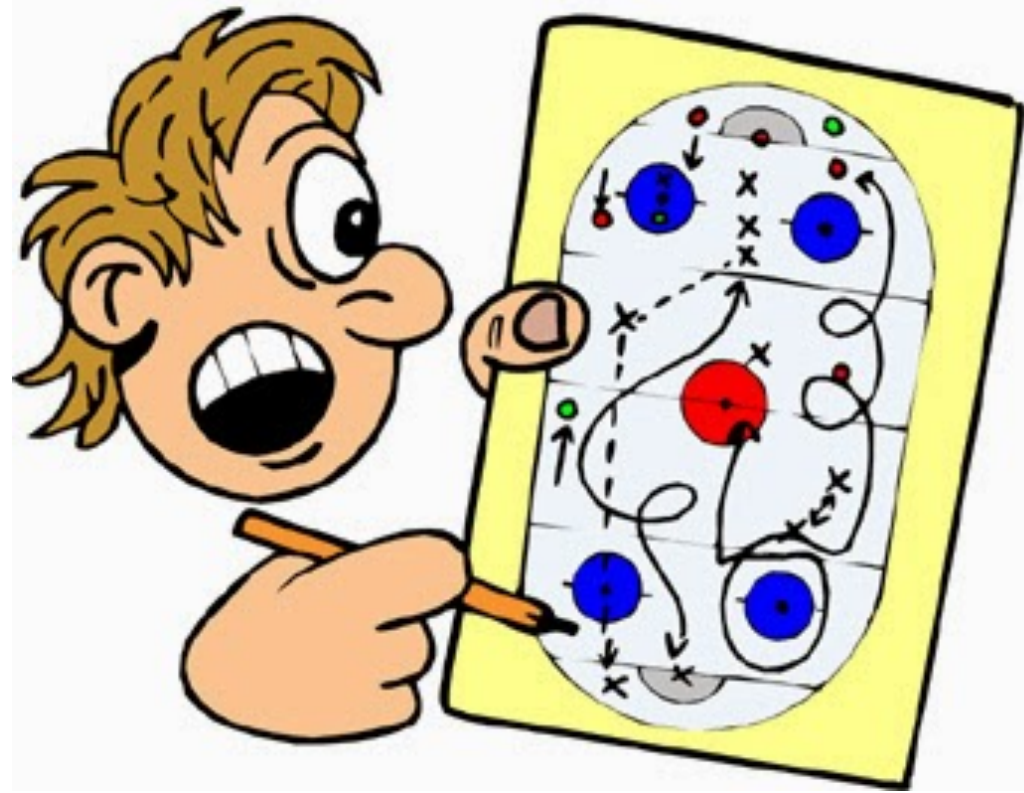


# NARALO FY'21 O&E STRATEGIC PLAN



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*“If you always do what you’ve always done, you’ll always get what you’ve always got.”  
– Henry Ford*

# PURPOSE

*Guide our efforts in increasing our membership engagement.*



## GUIDING PRINCIPLES

- *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.*



PRINCIPLES

# THE PLAN

## Monthly Meetings

- Chair's initial remarks/Announcements (~10 min)
- SWebinar (~30 min)
- Deliberation of ideas (~20 min)

## Reports

- Reports -> Newsletter, NADiscuss List, Wiki, etc.



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# METRICS

*“Measurement is the first step that leads to control and eventually to improvement. If you can’t measure something, you can’t understand it. If you can’t understand it, you can’t control it. If you can’t control it, you can’t improve it.”*

*– H. James Harrington*

	Monthly July 2020	Monthly August 2020	CPWG July 20 – Wk 1	CPWG July 20 – Wk2	Totals ↑ ↓
Participant A	1	1	1	0	X
Participant B	0	1	1	0	Y
Participant C	1	1	1	1	Z