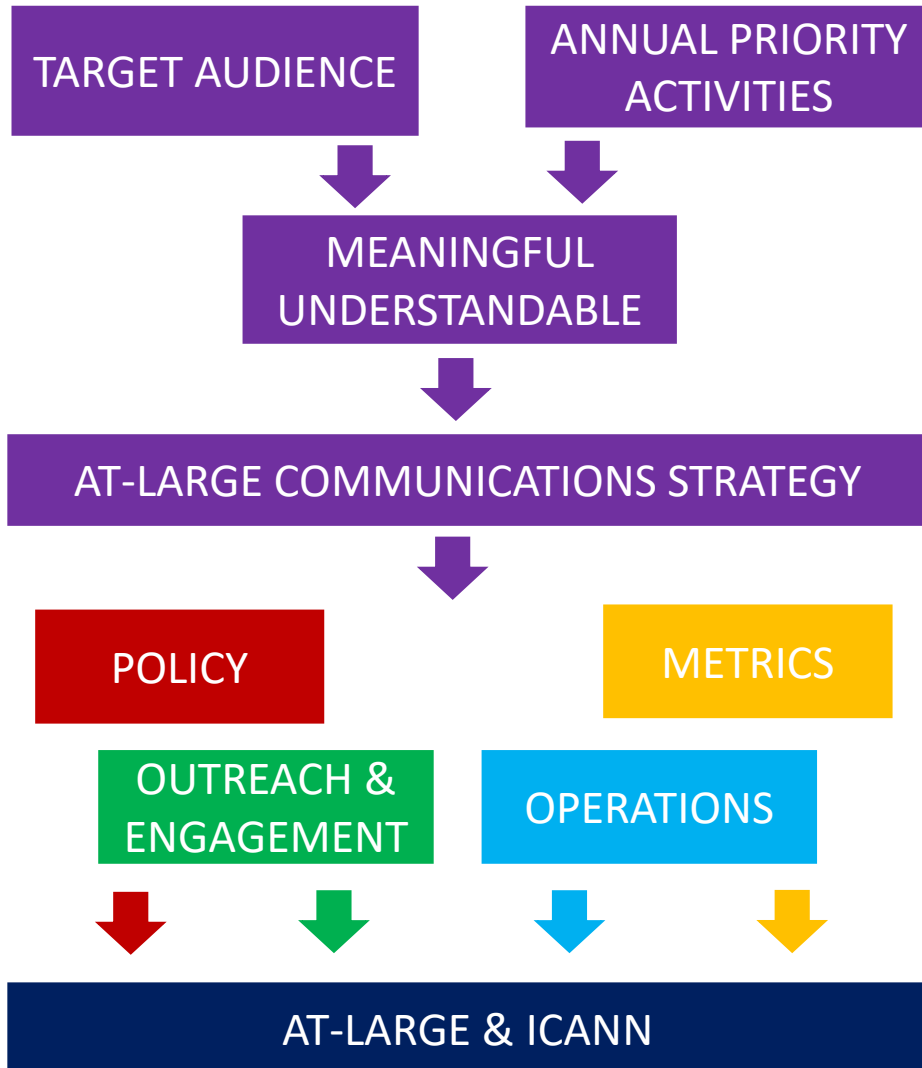


At-Large Communications Strategy



The At-Large Communications Strategy 2020-2021 is integral to [2020 At-Large Priority Activities](#) and beyond. The strategy emerged from the ICANN66 Annual General Meeting (AGM) and the [Third At-Large Summit \(ATLAS III\)](#) as a tool to galvanize the At-Large community, communicate the end user perspective within ICANN, and grow At-Large membership and effective participation in ICANN’s multistakeholder model. The strategy also addresses the need for communications to be understandable, even to non-experts, as suggested in the [Joint ALAC/GAC statement on “Enabling inclusive, informed and meaningful participation in ICANN”](#) (ICANN60). Focusing on consistent messaging related to the responsibilities of the At-Large community, the communications strategy focuses on the three tracks of 1) policy, 2) outreach and engagement, and 3) operations. Metrics will regularly assess the goals of increased membership and enhanced participation of its members within At-Large and ICANN.