

NARALO Outreach & Engagement Strategic Plan –FY’22

By

Eduardo Díaz
NARALO Chair
July 1, 2021



1 TABLE OF CONTENTS

2	<i>FY'21 Plan Results</i>	2
2.1	Preamble	2
2.2	NARALO Monthly meetings metrics and analysis	3
2.3	CPWG WEEKLY meetings metrics and analysis	4
2.4	OFBWG Meeting Metrics and analysis	5
3	<i>FY'22 PLAN</i>	6
3.1	Overview	6
3.2	Purpose	6
3.3	Guiding and Supporting Elements	6
3.3.1	Guiding Elements.....	6
3.3.2	Supporting Elements	6
3.4	The Plan	7
3.4.1	Engagement.....	7
3.4.2	Outreach	7
3.4.3	Monthly Meetings.....	8
3.4.4	Monthly Reports.....	8
3.4.5	Social Media.....	8
3.4.6	Promotion.....	9
3.5	Metrics	9
3.6	Implementation	9

Note about the cover: The cover pictures are a metaphor for outreach (four linked hands) and engagement (two rings). Both have been taken from the Internet and are open sourced.

2 FY'21 PLAN RESULTS

2.1 PREAMBLE

NARALO's outreach and engagement plan for fiscal year 21 (OEPFY21) focused exclusively on engagement due to COVID-19. Before the pandemic, participation in face-to-face (F2F) events had been the typical approach for conducting outreach activities. During OEPFY21 term, all F2F events were canceled or rearranged to take place virtually and a travel ban was imposed in many parts of the world. ICANN still has a travel ban for all its employees and member constituencies; and there is uncertainty as to when such a ban will be lifted.

The OEPFY21 plan covered the period from July 1, 2020, to June 30, 2021, and comprised the following:

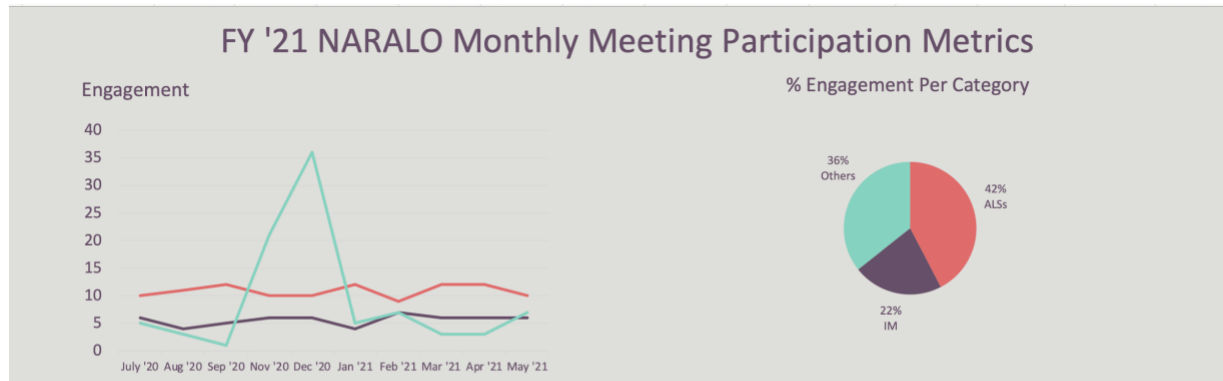
- a) Provide Snippet Webinars (SWebinars) ~ 30 minutes focused on enhancing our knowledge on topics of interest related to the coordination of the global Internet's systems of unique identifiers, and its stable and secure operations.
- b) Promote discussions during SWebinar to reach an understanding of how the topic relates to the ICANN Strategic Objectives and its repercussions on 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.

The overall objective of the plan was to maintain or increase membership participation in the NARALO Monthly, ALAC Consolidated Policy Working Group (CPWG) and the ALAC Operations, Finance and Budget Working Group (OFBWG) meetings. Achievements follow:

- Strategy (a) & (b) were executed with positive results. See details in the following section.
- Strategy (c) was not executed because all efforts were dedicated to coordinating and promoting the monthly meetings.
- Strategy (a) & (b). Constant encouragement for participants to also attend and participate in CPWG / OFBWG meetings was done. Results were mixed.

See more details in the following sections.

2.2 NARALO MONTHLY MEETINGS METRICS AND ANALYSIS



Item	July '20	Aug '20	Sep '20	Nov '20	Dec '20	Jan '21	Feb '21	Mar '21	Apr '21	May '21	Average Engagement	% Engagement	Standard Deviation
ALSs	10	11	12	10	10	12	9	12	12	10	10.8	42%	1.14
Individual Members	6	4	5	6	6	4	7	6	6	6	5.6	22%	0.97
Others	5	3	1	21	36	5	7	3	3	7	9.1	36%	10.98
Totals	21	18	18	37	52	21	23	21	21	23	25.5	100%	

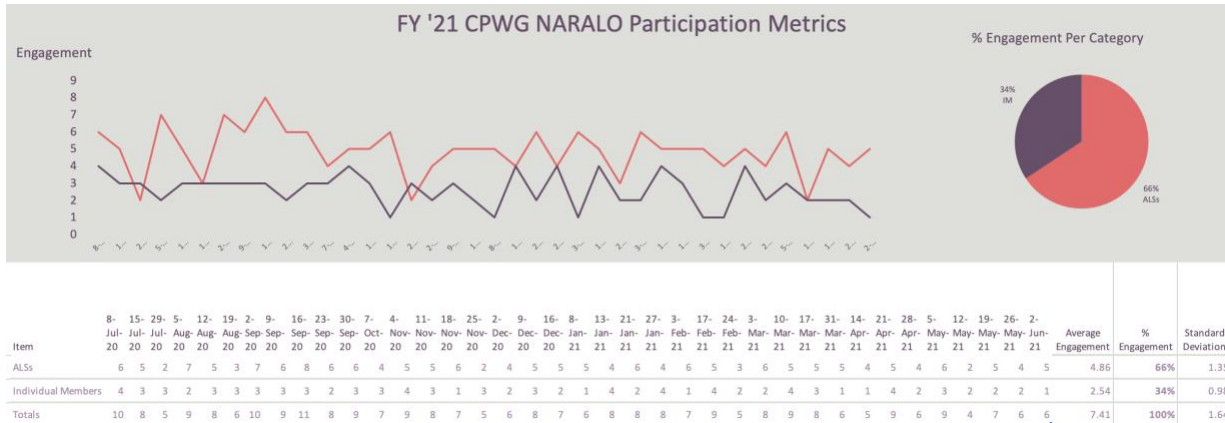
The numbers indicate that the FY'21 engagement strategy for the NARALO Monthly Meetings was successful. Results show that engagement was maintained for the whole period as planned.

- The average participation of **ALS Members** was 10.8 with a standard deviation of 1.14, which indicates that the participation remained the same with minimal variations throughout the period.
- The average participation of **Individual Members** was 5.6 with a standard deviation of 0.97, which indicates again that the participation remained the same with minimal variations throughout the period.
- The average participation of **Others**¹ was 9.1 with a standard deviation of 10.98 which indicates that participation was more inconsistent. This bigger variation in the standard deviation was the result of the number of people that attended the November and December 2020 meetings. These meetings were focused on Domainers² and brought the attention of many outsiders.

¹ Others are participants that do not belong to NARALO. These numbers do not include ICANN staff.

² A **domainer** is an individual or company that actively engages in the buying, selling, marketing, monetization and publishing of internet domain names and other related web and or internet-based properties.

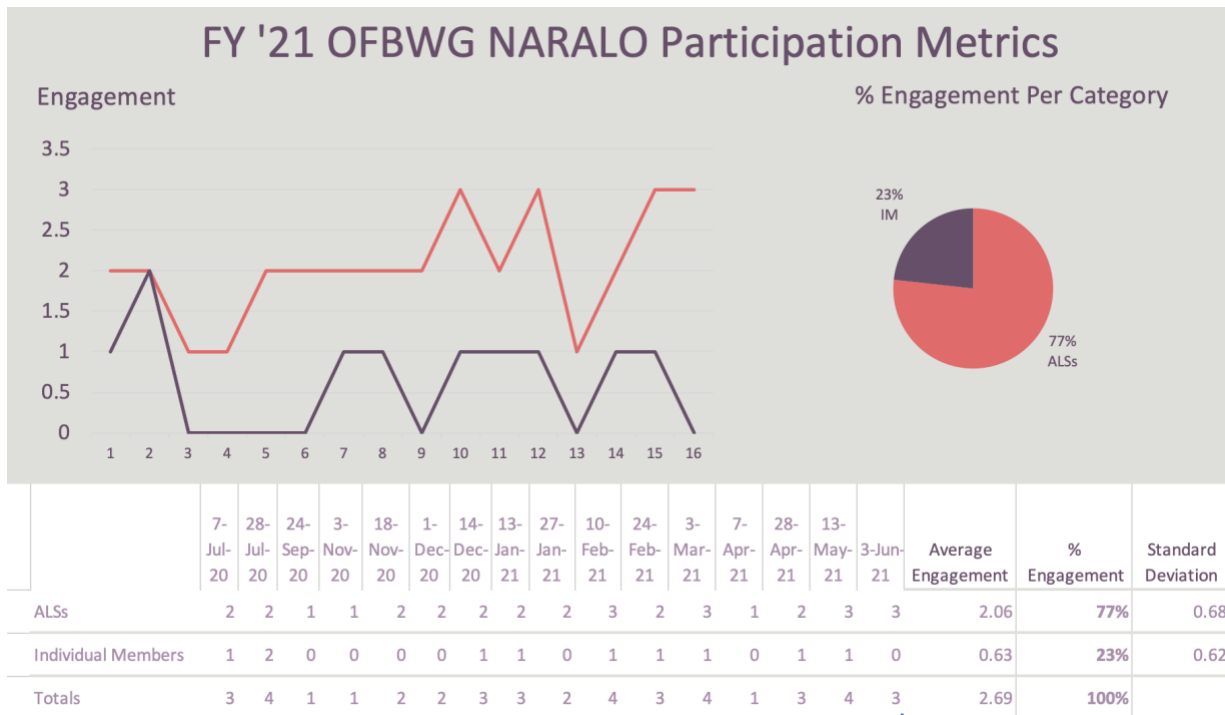
2.3 CPWG WEEKLY MEETINGS METRICS AND ANALYSIS



The numbers indicate that the FY'21 engagement strategy for the CPWG Meetings was NOT successful. Results show that increase in engagement was not obtained in the period as planned.

- The average participation of **ALS members** was 4.86 with a standard deviation of 1.35, which indicates that participation remained the same with minimal variations throughout the period, so no increase in engagement was achieved.
- The average participation of **Individual Members** was 2.54 with a standard deviation of 0.98, which indicates again that the participation remained the same with minimal variations throughout the period, so no increase in engagement was achieved.

2.4 OFBWG MEETING METRICS AND ANALYSIS



The numbers indicate that the FY'21 engagement strategy for the OFBWG was NOT successful. Results show that increase in engagement was not obtained for the period.

- The average participation of **ALS Members** was 2.6 with a standard deviation of 0.68, which indicates that the participation remained the same with minimal variations throughout the period, so no increase in engagement was achieved.
- The average participation of **Individual Members** was 0.63 with a standard deviation of 0.62, which indicates again that the participation remained the same with minimal variations throughout the period, so no increase in engagement was achieved.

3 FY'22 PLAN

3.1 OVERVIEW

The Outreach and Engagement Plan for FY '22 will be focused on Engagement and Outreach. The aim – Outreach - is an improvement over Fiscal Year 21, where the plan focused only on participation due to the COVID-19 pandemic and related unknowns at the time of closures around the world.

3.2 PURPOSE

Our efforts are geared towards maintaining / increasing our members' participation in the region's monthly calls, continue to encourage our members' participation in the CPWG and OFBWG meetings, and increase our membership base.

3.3 GUIDING AND SUPPORTING ELEMENTS

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

3.3.1 GUIDING ELEMENTS

- a) ICANN's mission and FY'21-'25 Strategic Objectives
- b) North American Global Stakeholder Engagement (NAGSE) Plan for FY' 21-25
- c) At-Large Consolidated Policy Working Group (CPWG) discussions
- d) At-Large Operations, Finance, and Budget (OFB-WG) Discussion
- e) North American Internet end-users' interests

3.3.2 SUPPORTING ELEMENTS

- a) NARALO membership
- b) NARALO Social Media Channels (SMC)
- c) NARALO ALSes and Individual SMC
- d) ICANN At-Large Staff
- e) NAGSE directorate
- f) Community Regional Outreach Program (CROP)
- g) Discretionary Fund for Outreach
- h) Web application for restreaming
- i) At-Large Social Media Working Group (<https://community.icann.org/x/nIrhAg>)
- j) ALAC Subcommittee on Outreach (<https://community.icann.org/x/cqfbAQ>)
- k) At-Large Capacity Building Working Group (<https://community.icann.org/x/1Ic3Ag>)
- l) Other Regional At-Large Organization (RALOs)
- m) Restreaming application subscription

3.4 THE PLAN

3.4.1 ENGAGEMENT

- a) Continue to offer Snippet Webinars³ (SWebinars) focused on improving our knowledge on topics of interest related to the coordination of global systems of unique Internet identifiers, their stable and secure operations; and other subjects related to the Internet ecosystem during the year.
- b) Continue to promote discussions during the SWebinar to reach an understanding of how the topic relates to the ICANN Strategic Objectives and/or its influence on the Internet end-user.
- c) Bring some of the CPWG/OFBWG discussions into the NARALO Monthly calls to motivate the participation of our membership in those working groups.
- d) Reactivate the NARALO Newsletter.
- e) Provide/produce brief videos with updates on policy and others as appropriate.
- f) Leverage the virtual ICANN72 and ICANN 73 hybrid meetings to plan engagement activities for NARALO Members in advance of the NARALO General Assembly scheduled to take place at ICANN73.

3.4.2 OUTREACH

- a) Take advantage of social media networks by simulcasting/recasting webinars, training, meetings and/or other events through the NARALO SMC to reach out to other people at-large.
- b) Leverage NARALO membership to stimulate ALSes and Individual members to share NARALO SMC through their own SMC to reach out to other people at-large.
- c) Use CROP to continue building NARALO's relationship with ARIN, the National Digital Alliance Conference, National/Regional IGFs and others as appropriate.
- d) Use Discretionary Fund spending to conduct outreach/engagement and to pay for registration fees for the conferences covered by CROP funding.
- e) Leverage the ICANN 72 virtual meeting with (a) & (b).
- f) Leverage the ICANN 73 hybrid meeting and the concurrent NARALO General Assembly to outreach local organizations/individuals in parallel with (a) & (b)

³ These Webinars are single issue topics about 30 minutes long on the average.

3.4.3 MONTHLY MEETINGS

NARALO Monthly meetings will continue to have an educational focus around issues related to Internet Governance and the coordination of the global Internet's systems of unique identifiers, its stable and secure operations; and other subjects related to the Internet ecosystem based on current events.

The educational approach will be framed around the four focus areas of the North America Global Stakeholder Engagement (NAGSE) plan:

- a) Strengthen the security of the Domain Name System and the DNS Root Server System
- b) Improve the effectiveness of ICANN's multistakeholder model of governance.
- c) Evolve the unique identifier systems in coordination and collaboration with relevant parties to continue to serve the needs of the global Internet user base.
- d) Address geopolitical issues impacting ICANN's mission to ensure a single and globally interoperable Internet.

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

- Chair's initial remarks/announcements
- SWebinar (30-40 min)
- Deliberation of ideas

3.4.4 MONTHLY REPORTS

Monthly reports that were usually given during NARALO calls will continue to be published in the NARALO monthly newsletter and/or NARALO email list.

3.4.5 SOCIAL MEDIA

3.4.5.1 Simulcast Monthly Meetings

All NARALO Monthly meetings will be **LIVE simulcast** through the NARALO SMC when possible and if permitted. NARALO ALSes and Individual members will be encouraged to share the NARALO SMC through their own SMC to expand the message footprint and provide an opportunity for people outside the boundaries of ICANN to be outreached.

3.4.5.2 Simulcast Other Events

Other webinars, training, meetings and/or events around the Internet Ecosystem, which includes ICANN, will be **LIVE simulcast** through the NARALO SMC when the opportunity occurs and if permitted. NARALO ALSes and Individual members will be encouraged to share the NARALO SMC through their own SMC to expand the message footprint and provide an opportunity for people outside the boundaries of ICANN to be outreached.

3.4.5.3 Recast Previous Events

Webinars, training, meetings and/or events around the Internet Ecosystem, which includes ICANN, will be **LIVE recast** through the NARALO SMC when possible and if permitted. NARALO ALSes and Individual members will be encouraged to share the NARALO SMC through their own SMC to expand the message footprint and provide an opportunity for people outside the boundaries of ICANN to be outreached.

This will be done twice a week.

3.4.6 PROMOTION

3.4.6.1 Simulcast/Recast Events

All NARALO SMC **LIVE simulcast/recast** will be previously announced to NARALO ALSes and Individual membership; and other Regional At-Large Organizations (RALOs) to stimulate participation and encourage to share the NARALO SMC through their own SMC to expand the message footprint and provide an opportunity for people outside the boundaries of ICANN to be outreached.

The CROP program will be used to continue building NARALO's relationship with ARIN, the National Digital Alliance Conference, National/Regional IGFs and others when it gets reactivated.

3.5 METRICS

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

Subscriptions to NARALO SMC will be used as a measure of possible outreach. This means people that are interested in what is being shared through our SMC but are not necessarily interested in belonging to NARALO, i.e., a "soft" outreach.

Total NARALO membership numbers will be used to measure outreach (i.e., "real" outreach). To do this, the sum of ALSes plus Individual members registered as of 30 June 2022 will be compared to 30 June 2021⁴ totals.

3.6 IMPLEMENTATION

This plan covers the period July 1, 2021, to June 30, 2022.

⁴As of this date, the total membership was 54 = 23 ALSes (11 CA / 9 US / 3 PR) + 31 IM (6 CA / 24 US / 1 PR)