



# AT-LARGE OUTREACH AND ENGAGEMENT 2022/2023

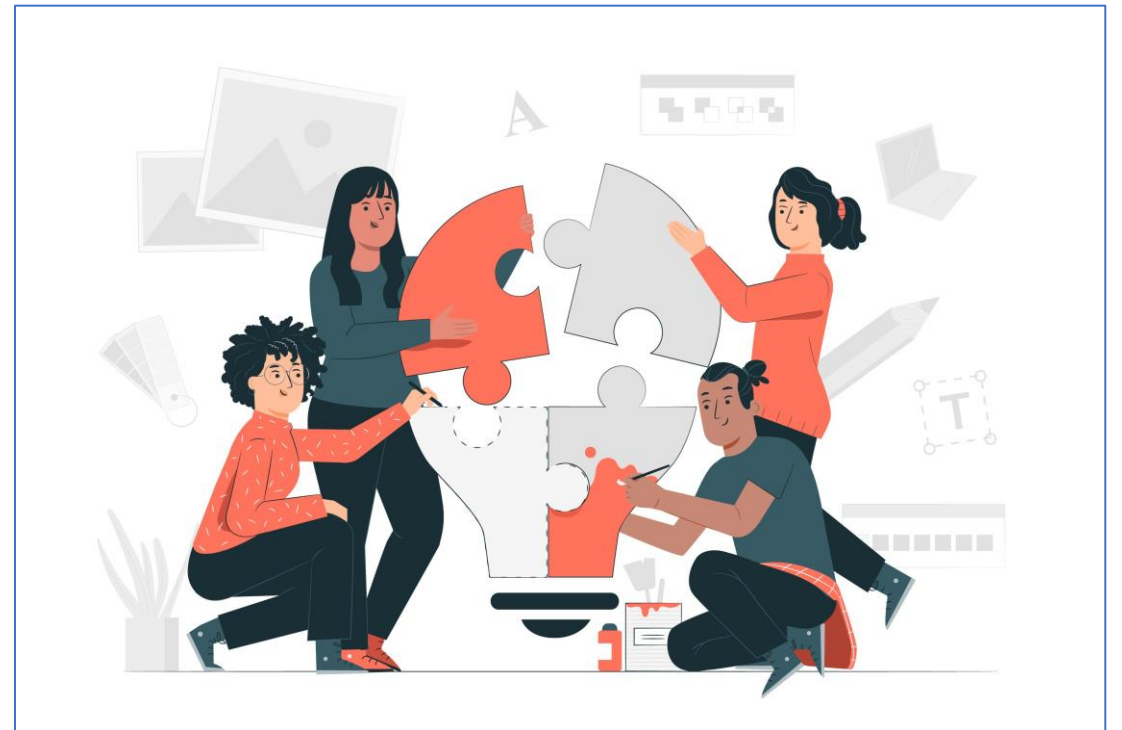
A FRESH-START  
APPROACH TO POLICY  
OUTREACH INTO OUR  
COMMUNITIES

# How should we introduce capacity building into our community outreach ?

## Before



## ...From Now On



# There is value in the BEFORE model

## Before



- Providing information about ICANN and its various sections

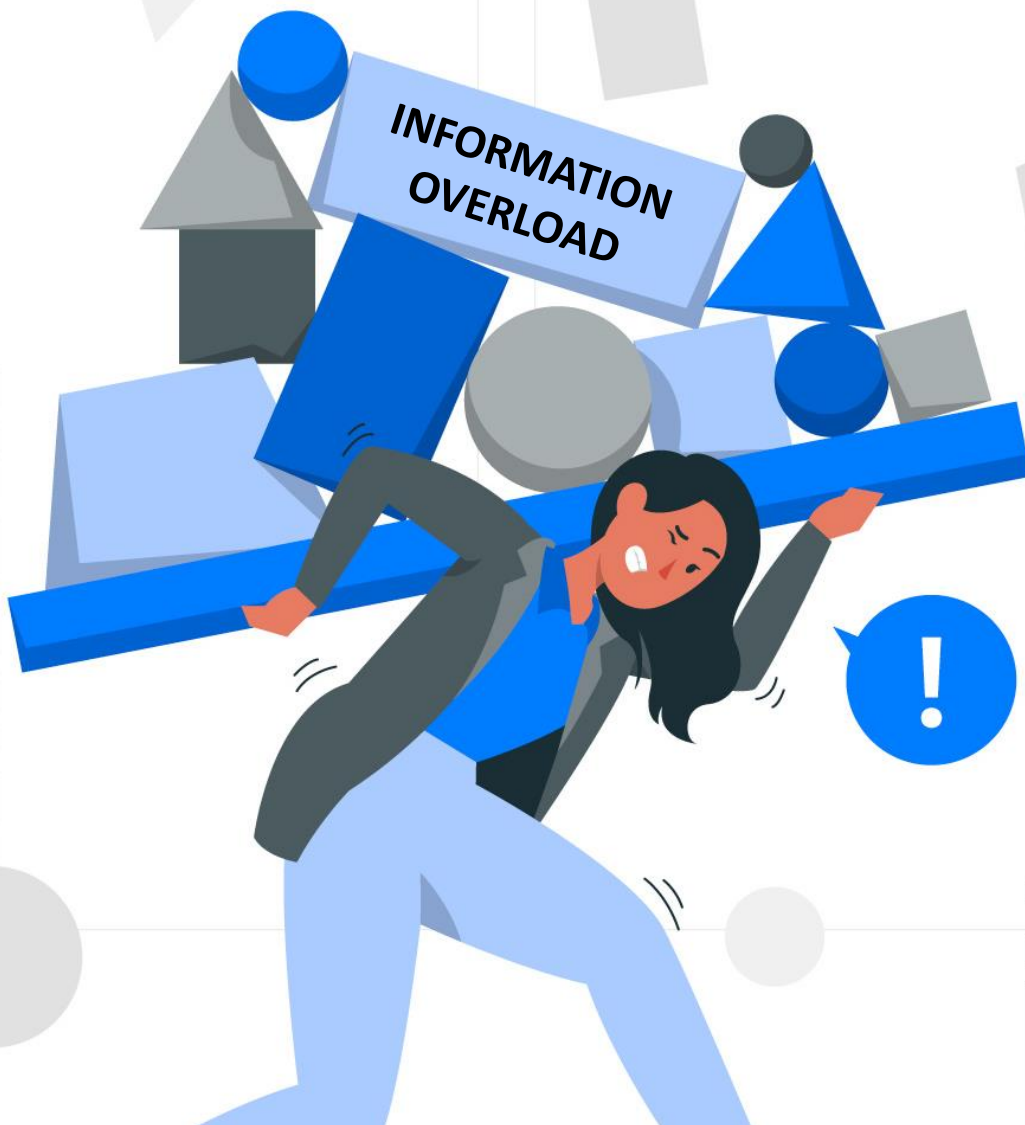


- Introducing new knowledge and new vocabulary and acronyms related to each of the sections



- Explaining technical concepts to those who may be non-technical





**INFORMATION  
OVERLOAD**

# How can we make our outreach more engaging?

## ENGAGEMENT

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Encourage the participants to work together to build their own shared structure of understanding and knowledge about what they have heard.

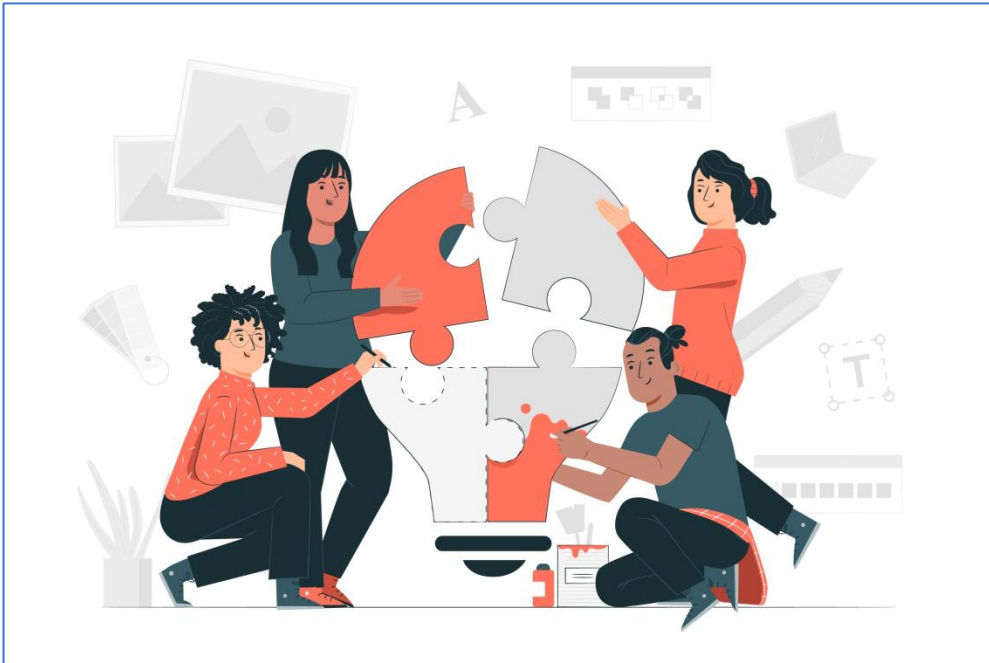
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(FOR EXAMPLE) Break a 90 minute session up into three blocks of 30 mins to discuss 3 different aspects of one topic

- 5-10 mins of information
  - 15-20 mins of an interactive workshop focusing on the key idea of the topic
  - 5 mins – “show and tell” what they learned.
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Check that they have understood the key idea correctly during their “show and tell”.

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# How can we make our outreach more meaningful?

## FOCUS ON POLICY



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Introduce complex policy topics in short information chunks of key ideas.

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Outreach activities should include participant discussions about the end-user focus of ICANN policy issues.

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When introduced at an event, policy topics should include prepared workshop activities to help build understanding.

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(Interactive activities will be the focus for development by the O&E WG teams.)

## FRAMEWORK FOR ENHANCING AT-LARGE POLICY RELATED OUTREACH AND ENGAGEMENT

### WORKSTREAM

OUTREACH AND ENGAGEMENT

POLICY

### WORKING GROUP

OUTREACH & ENGAGEMENT WG

POLICY AMBASSADOR  
PROGRAMME

CONSOLIDATED POLICY WG

### LEADERS

Daniel Nanghaka

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Sarah Kiden  
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### ACTIVITIES

(1) OVERSIGHT  
\*Capacity Building  
\*Social Media

(1) MENTORING &  
CAPACITY BUILDING  
of O&EWG members

\*Policy mentorship &  
participation program  
\*select participants  
\*identify policy interest  
& topic mentors  
\*engage in policy study  
(CPWG & ICANN Learn)  
\*regular meetings  
with mentors & experts  
\*evaluation sessions &  
assessments

MEETING  
COORDINATION  
\*Agenda  
\*Speakers  
\*Small Groups  
\*Staff Liaison

POLICY DEV'MENT  
COORDINATION  
\*Advice  
\*Public Comment  
\*Correspondence to  
ICANN & the Board

### O&E WG MEETINGS

(2) COORDINATION  
OF WG MEETINGS  
\*Updates  
\*Reports  
from O&E-related  
groups

(2) FACILITATE  
policy-based  
resource-building  
groups (developing  
resources for an  
O&E Toolkit for  
community use)