AT-LARGE OUTREACH AND ENGAGEMENT 2022/2023

A FRESH-START APPROACH TO POLICY OUTREACH INTO OUR COMMUNITIES

Maureen Hilyard - 2022
How should we introduce capacity building into our community outreach?

Before

...From Now On

[Diagram: Lecture vs. Interactive Activity]
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
How can we make our outreach more engaging?

**ENGAGEMENT**

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

(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.

Check that they have understood the key idea correctly during their “show and tell”.
How can we make our outreach more meaningful?

FOCUS ON POLICY

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

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

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

(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
Natalia Filina
Sarah Kiden
Joanna K & Maureen H
Olivier Crepin-Leblond
Hadia El Miniawi

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

(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)

O&E WG MEETINGS
MEETING COORDINATION
*Agenda
*Speakers
*Small Groups
*Staff Liaison

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