

NARALO Outreach and Engagement FY'23 Plan

TABLE OF CONTENTS

- TABLE OF CONTENTS **2**
- 1.1 - OVERALL NARALO STRATEGY **3**
- 1.2 - GUIDING AND SUPPORTING ELEMENTS **3**
 - 1.2.1 - GUIDING ELEMENTS 3
 - 1.2.2 - IMPLEMENTATION CHANNELS / TOOLS 3
- 1.3 - THE PLAN **4**
 - 1.3.1 - CAPACITY DEVELOPMENT PILLAR 4
 - 1.3.2 - ENGAGEMENT PILLAR 5
 - 1.3.3 - OUTREACH PILLAR 6
 - 1.3.4 - OPERATIONAL PILLAR 7
 - 1.3.5 - ALAC AT-LARGE COMMUNITY PILLAR 8
- 1.4 - IMPLEMENTATION **8**
- 1.5 - METRICS **12**
- 1.6 - TRANSMISSION **12**

1.1 - OVERALL NARALO STRATEGY

The Outreach and Engagement Plan for FY '23 will revitalize our strategies to reach a broader audience. The aim – Outreach - is to re-engage the community since fiscal year 22, when that plan focused only on participation due to the COVID-19 pandemic and related unknowns at the time of closures around the world. This time our plan is to rejuvenate interest whilst targeting specific interested potential members that have a vested interest in the ICANN policy arena. We also realize that we need to keep the plan flexible to accommodate unknown COVID-19 developments in terms of health and safety requirements.

The overall NARALO goal is to continue the successful efforts of maintaining and 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. In addition, we aim to increase the number of high-quality and active members who will be active in the policy arena at ICANN. Another key purpose is to blend the monthly meetings to inform the membership of NARALO business and on key issues prior to the capacity building sessions.

This plan is developed in collaboration with ICANN staff in the North America Global Stakeholder Engagement (GSE) team, Regional Policy staff and reflects the GSE team's redefined role to support outreach and engagement efforts of NARALO. The GSE team will support the NARALO outreach and engagement activities by aligning resources within ICANN Org to provide support for the plan as appropriate.

This plan covers the period 1 July 2022, to 30 June 2023.

1.2 - GUIDING AND SUPPORTING ELEMENTS

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

1.2.1 - GUIDING ELEMENTS

- a. ICANN's mission and FY'21-'25 Strategic Plan
- 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) discussions
- e. North American Internet end-users' interests

1.2.2 - IMPLEMENTATION CHANNELS / TOOLS

- a. NARALO membership
- b. NARALO Social Media Channels (SMC)
- c. NARALO ALSes and Individual (SMC)
- d. ICANN staff: At-Large and NA GSE teams Staff, other ICANN Org resources as needed to be organized by ICANN staff.

- e. Community Regional Outreach Program (CROP)
- f. Discretionary Fund Outreach
- g. NARALO General Assembly 2022 in Hollywood

1.3 - THE PLAN

The NARALO Outreach and Engagement Plan has the following main pillars:

1. Capacity Development Pillar
2. Engagement Pillar
3. Outreach Pillar
4. Operational Pillar
5. ALAC at-Large community pillar

1.3.1 - CAPACITY DEVELOPMENT PILLAR

Capacity development is focused on skills development. NARALO will use this pillar to focus on **developing skills for NARALO members** to engage in policy advice and achieve NARALO goals for FY'23.

Capacity development will also include focus on **academic engagement** to strengthen the work with academic institutions.

This pillar will also focus on **onboarding and mentoring of new members** and encouraging them to take part in the various NARALO and ALAC positions/responsibilities.

The following activities will be used to focus on engagement:

- **NARALO Monthly Snippet Webinars¹ (SWebinars)**

Ongoing continuation of the NARALO Monthly Snippet Webinars (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. 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.

- **Recruitment and retention of NARALO members**

Key success tools to recruit and retain volunteers:

¹ These Webinars are single issue topics about 30 minutes long on the average.

- a. Scheduling Orientation and Onboarding sessions for new membership
- b. Sharing the following learning tools:
 - i. ICANN Learn
 - ii. Hot Topic summary notes on current issues ie graphic, etc.
 - iii. Mentorship of new members
- c. Mapping individuals skills to specific interests
- d. More use of At-Large pictures to share a story-humanize the experience
- e. Targeted outreach efforts to relevant organizations in the North American region as new ALS organizations with a modest target of one new ALS and more Individual members

1.3.2 - ENGAGEMENT PILLAR

Engagement will focus on strengthening engagement with NARALO members and providing meaningful engagement opportunities to its members and the community.

Goals of the engagement pillar include rejuvenation of interest among existing members, recruiting new members and utilizing or growing existing members.

The following activities will be used to focus on engagement:

- **NARALO General Assembly**

Hold a general assembly to engage with existing members and work on defining strategies and priorities for NARALO to focus on in FY'23.

- **ALS Mobilization**

Review existing ALS'es and create a plan to engage with under-engaged ALSes.

This work will also focus on the completion of the NARALO ROP to incorporate the ALS Mobilizations Recommendations and endorsement by the membership by the first quarter of FY 23.

Under the recommendations of the Working Party on Individual mobilization Implementation, individual members are encouraged to:

- Engage in and/or support the discussions of At - Large positions on policy development process, including participation in working groups or taking up a leadership position in them.
- Disseminate information about ICANN and At - Large in their networks as applicable.
- Keep their RALO informed and updated about their activities as well as their experience and expertise, according to procedures that will be decided by the

RALOs; provide advice to the RALO(s) and/or to ALAC in topics related to their area(s) of expertise.

- **ICANN Meetings Readout Sessions**

Organize ICANN readout sessions following each ICANN meetings to discuss updates and major takeaways.

1.3.3 - OUTREACH PILLAR

NARALO will work to identify outreach opportunities to encourage participation in NARALO and grow membership. The work will identify organizations with similar missions and vision ie. academic, technical etc groups (Inspiration from ISOC NY). This includes: Internet/ technology related Civil Society Groups, Digital Equity Groups, Professional groups and Consumer Rights groups.

The following activities will be used to focus on outreach:

- **NARALO Networking Event(s) during ICANN77**

Hold NARALO social event(s) during ICANN77 in Washington DC to invite community members to join NARALO to learn about its activities.

- **Newsletters and social media**

Provide relevant and short NARALO news (150 words) to staff for publication in the ICANN Newsletter for the North America region.

Explore the idea of a Blog with photojournalism and storytelling approach which humanizes the NARALO activities and makes NARALO activities relevant and current.

Use social media tools to further disseminate the information to wider audiences. Use NARALO representatives on the ALAC social media committee to create a social media strategy for NARALO.

Suggestions for building Awareness on social media and expanding online presence: LinkedIn, article in Circle-ID, assessment of the language used on Website and materials for clarity, update website with resources on NARALO website with language revisions on content and clarify, twitter posts, and post event notes - summaries of topics or updates and next steps this improves the flow of information to the membership and can be done effectively using social media channels.

- **Leverage CROP ² for the following events (Pending approval)**

- Net Inclusion/Digital Divide ³

² One of the three Crop trips need to be reserved for a ICANN meeting in our region, which is the case

³ Net Inclusion/Digital Divide: Annual conference in San Antonio, Texas on March 2, 2023

- Canada's Rural & Remote Broadband Community⁴
- ICANN77 Washington June 2023
- Leverage the Discretionary Fund spending to conduct outreach/engagement and to pay for registration fees for the conferences covered by CROP funding. (Pending approval)

- **Exploring Alternative Outreach Strategies**

As to a key outreach strategy, we will make active communication to the large vested interest Internet Community in the US and Canada to become active members in NARALO ie. IEEE, Security Associations, and others. This approach has been adopted by ISOC NY to reach out to their membership and build awareness.

The tactics will include use of CROP funding to attend the events, membership meetings and more. (Approval pending on CROP)

- **Targeted Marketing vs Mass Communication**

In concert with the comments by ALAC Chair John Zuck that we need to target the serious policy wonks that exist in the ICANN ecosystem. Anecdotal observation is that individual members like Jon Zuck, Alan Greenberg, Michael Palage and others are steeped into ICANN and came from other communities and now involved with NARALO and perhaps we could target those individuals directly in a campaign. Lots of these folks attend ICANN and see value in the balanced approach of ATLARGE and people like Jim Pendergrast, Fiona Alexander, Jon Frakes etc etc which are routine attendees at ICANN and could be recruited.

As to our communication style according to Jon Zuck “ we need clear messaging on the benefits for their involvement...”

1.3.4 - OPERATIONAL PILLAR

The operational pillar focuses on NARALO's day to day activities.

The following activities will be used to focus on the operational pillar:

- **Monthly NARALO meetings**

NARALO Monthly meetings will continue to have an educational focus on 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.

Changes in the Monthly meeting format - 10-15 minutes focused on the NARALO and At-Large business updates:

⁴ The Canada Rural and Remote Broadband Community event is May 9 and 10 <https://crrbc.ca/> in North Bay.

- a. Operational Updates and Announcements
- b. Spotlight ALS or Individual members and their activities
- c. Showcase the ‘Hot’ issue currently discussed by ALAC
- d. Information capacity building session (as before)
- e. Monthly reports that were usually given during NARALO calls will continue to be published in the NARALO monthly newsletter and/or NARALO email list.
- f. Bring some of the CPWG/OFBWG discussions into the NARALO Monthly calls to motivate the participation of our membership in those working groups.

- **Annual NARALO elections**

NARALO will conduct its elections during March-May 2023.

1.3.5 - ALAC AT-LARGE COMMUNITY PILLAR

This area describes the work NARALO does as part of the larger ALAC At-Large community.

The primary purposes of NARALO are to promote and assure participation by North American users in the ICANN policy development process and to channel and facilitate recommendations and advice to ICANN and its constituent bodies, in accordance with

The NARALO’s MOU with ICANN. Establishes the following Responsibilities of the NARALO. To work in conjunction with ICANN to support At-Large activities within the North American Region, including:

- a) Helping to inform individual Internet users in the North American Region about ICANN news, meetings, policy development activities, and opportunities for ICANN participation;
- b) Helping to promote outreach activities in the community of individual Internet users in the North American Region to advance understanding of, and participation in, issues addressed by ICANN that affect individual Internet users
- c) Offering mechanisms that enable discussions among members of At-Large structures in the Region and with those involved in ICANN decision-making, and encouraging interested individuals to share their views on pending ICANN issues;

1.4 - IMPLEMENTATION

The following section includes details about specific activities to implement the goals identified in the above plan:

Pillars	July 2022	Status
Capacity Development		
Engagement		

Outreach	IGF-USA	Completed
Operational	NARALO Monthly Call	Completed
ALAC		
	August 2022	
Capacity Development		
Engagement	Newsletter Story (NARALO GA in October)	Completed
Outreach		
Operational	NARALO Monthly Call	Completed
ALAC		
	September 2022	
Capacity Development		
Engagement	Newsletter story (Meet the Community - Greg Shatan)	Completed
Outreach		
Operational	NARALO Monthly Call	Completed
ALAC		
	October 2022	
Capacity Development		
Engagement	NARALO General Assembly NARALO ICANN 75 Readout	Completed Completed
Outreach	Attend the IEEE AGM	Completed
Operational	NARALO Monthly Call	Completed
ALAC		
	November 2022	

Capacity Development		
Engagement	Newsletter story (NARALO GA)	Completed
	ICANN75 Readout Session	Completed
Outreach		
Operational	NARALO Monthly Call	Completed
ALAC		
	December 2022	
Capacity Development		
Engagement	Newsletter story (John More)	Completed
Outreach		
Operational	NARALO Monthly Call	Completed
ALAC		
	January 2023	
Capacity Development		
Engagement		
Outreach		
Operational	NARALO Monthly Call	
ALAC		
	February 2023	
Capacity Development		
Engagement	Newsletter story	
Outreach	CROP Trip # 1 Net Inclusion in Texas	
Operational	NARALO Monthly Call	

ALAC		
	March 2023	
Capacity Development		
Engagement		
Outreach	Present during NA Space Session at ICANN76 Net Inclusion/Digital Divide	
Operational	NARALO Monthly Call NARALO elections (March-May 2023)	
ALAC		
	April 2023	
Capacity Development		
Engagement	ICANN76 Readout Newsletter Story	
Outreach		
Operational	NARALO Monthly Call	
ALAC		
	May 2023	
Capacity Development		
Engagement	Newsletter Story	
Outreach	CROP # 2 Trip to CRRC on May 10-11 https://crrbc.ca/ The Canada Rural and Remote Broadband Community	
Operational	NARALO Monthly Call	
ALAC		

	June 2023	
Capacity Development	NARALO event during ICANN 77 (Washington DC)	
Engagement	CROP # 3 Trip To ICANN 77	
Outreach	NARALO social event during ICANN 77 NASIG Event on June 10th and June 11 Present during NA Space Session at ICANN 77	
Operational	NARALO Monthly Meeting at ICANN77	
ALAC		

1.5 - METRICS

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

Total NARALO membership, ALSes plus Individual members, on 30 June 2022 will be compared to 30 June 2021⁵ numbers.

A goal of expanding the ALS membership by 5% and the Unaffiliated membership by 10%. Identify particular skill sets and organization types to engage.

1.6 - TRANSMISSION

- Draft created: June 3rd, 2022
- Draft Ver 1.0 sent to the region for comments: 17 July 2022
- Draft Ver 2.0 sent to region for approval: 25 July 2022
- Final document approved: 30 July 2022
- Discussion of RALO strategies on 18 September 2022 at ICANN 75
- Several drafts exchanged between NARALO and ICANN staff between September - November 2022
- Draft Ver 3.0 shared on 7 December 2022

⁵ As of this date, the total membership was 54.