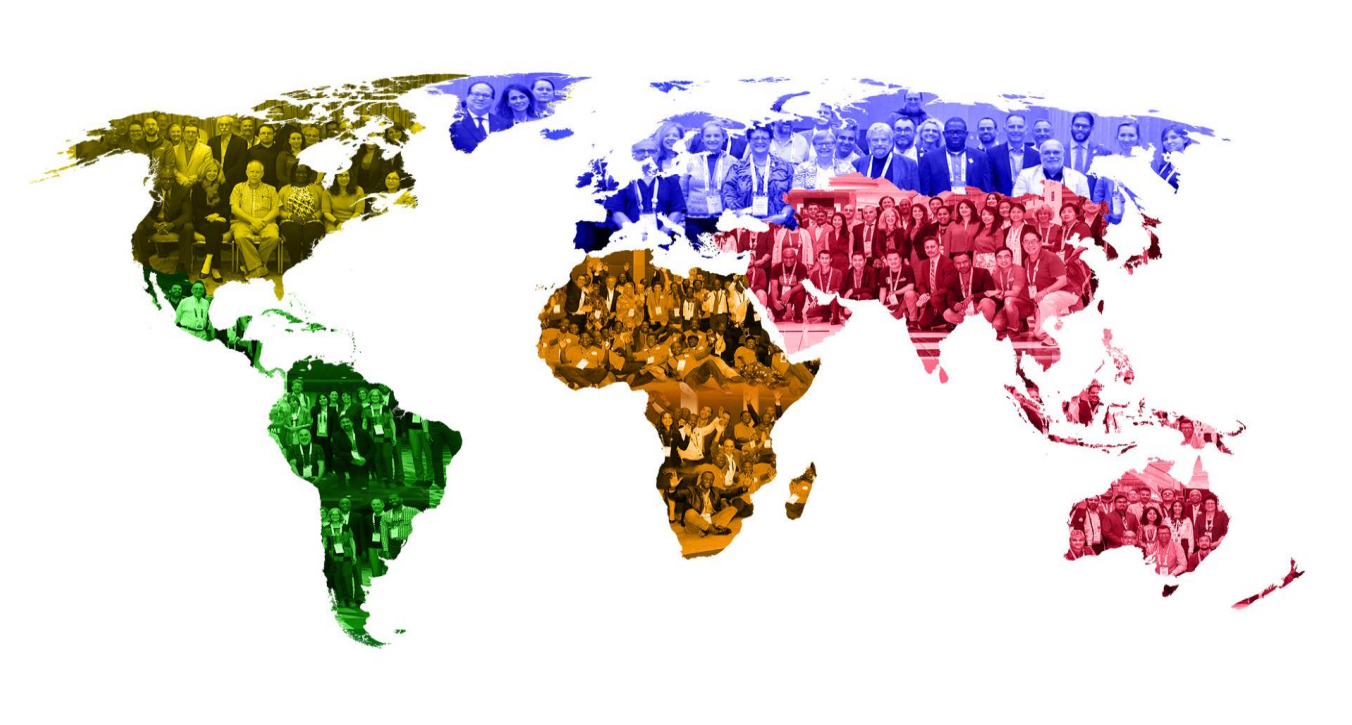
AT-LARGE OUTREACH AND ENGAGEMENT 2022/2023

A FRESH-START APPROACH TO POLICY OUTREACH INTO OUR COMMUNITIES



Maureen Hilyard - 2022

The role of the ALAC/At-Large wrt Outreach

ICANN BYLAWS

The ALAC is responsible, **working in conjunction with the RALOs**, for coordinating the following activities:

- **Keeping the community of individual Internet users informed** about the significant news from ICANN;
- **Distributing news about ICANN**, and information about items in the ICANN policy-development process;
- **Promoting outreach activities** in the community of individual Internet users;
- **Developing and maintaining on-going information and education programmes**, regarding ICANN and its work;
- **Establishing regional outreach strategies** about ICANN issues in each RALO's Geographic Region;
- **Participating in the ICANN policy development processes** and providing input and advice that accurately reflects the views of individual Internet users;
- **Making public, ICANN's proposed policies and its decisions** and their (potential) regional impact and (potential) effect on individuals in the region;
- Offering Internet-based **mechanisms that enable discussions among members**; and
- **Establishing mechanisms and processes that enable two-way communication** between At-Large members and those involved in ICANN decision-making, so interested individuals can share their views on pending ICANN issues.

Current Regional Outreach initiatives

Regional Newsletters

*distribute news

*inform communities of ICANN events & meetings

*promote outreach activities

O&E WG

***Capacity Building WG**
- policy webinars
- The Art of .. Webinars

***Social Media WG**
- promoting ICANN events & meetings

*Regional outreach leadership?
*Outreach strategy implementation?
*Policy outreach into communities?

Outreach Strategies

*focus on membership growth

*involvement of GSE team

*capacity building webinars

*regional policy development

*Monthly regional meetings – informing regional members

Introduction to a Fresh Start for Outreach and Engagement in At-Large

- **Sally Costerton**
- Senior Vice-President, Global Stakeholder Engagement

Outreach and Engagement 2022/2023

- A fresh start
- Enhanced coordination between the different groups within the Outreach brief – CBWG, SMWG, small resource development groups
- Focus on regional outreach leadership – Outreach Liaisons
- Focus on more active implementation of regional strategic plans and feedback to the O&EWG
- Development of policy resources that can be used during outreach in regional communities
- Introduction of the Policy Ambassadors Programme to build regional policy leaders who can disseminate policy news from ICANN

Outreach and Engagement 2022/2023

The Regional Outreach Liaisons have the following responsibilities: (2019)

- Represent their region in the Outreach and Engagement Working Group (O&EWG) and provide updates on regional activities during the monthly O&EWG call
- Represent the O&EWG in their regions and update their region on outcomes from the monthly O&EWG call
- Develop the regional Strategies in collaboration with the Regional Leadership and the Global Stakeholder Engagement Team
- Lead outreach activities in their region in collaboration with the O&EWG
- Collaborate with the Capacity Building and Social Media Working Groups in the development of engagement activities
- Participate actively in established O&EWG communication channels

Outreach and Engagement 2022/2023

Co-Chair: Daniel Nanghaka
Meeting coordinator

Oversight and support for the:
*Capacity Building Working Group (CBWG)
*Social Media Working Group (SMWG)

Include into meeting agenda:
Feedback from the
*O&EWG co-Chair
*Chair of the CBWG
*Chair of the SMWG
*Regional Outreach Liaisons
*Ambassador Programme
*Small groups working on policy outreach activities and resources

Co-Chair: Natalia Filina
Regional Outreach Liaison Support and Trainer

*additional monthly call

*building relationships with their GSE partners – understanding their respective roles to enhance regional events and activities

*enhancing personal skills in order to be more effective implementers and coordinators of their regional outreach strategies

*enhancing knowledge of policy issues to support the work of the O&EWG small groups

Maureen Hilyard/Joanna Kulesza
Policy Ambassador Programme

2 representatives and a mentor from each region (for 6 months)

Comprehensive ICANN Learn programme

Regular attendance and participation in CPWG meetings

Regular meetings with regional mentors

Group discussions on policy issues & the policy development process

Regular evaluations and assessments

Outreach and Engagement 2022/2023

Sample O&EWG meeting (1 hour zoom call)

1. Welcome and brief remarks by Daniel and Natalia (4 mins)
2. Reports from Capacity Building and Social Media WG Chairs (10 mins)
3. Updates from Outreach Liaisons about their regional activities (10mins)
4. Report from two participants on the PA programme (6 mins)
5. Discussions/brainstorming/small group feedback about how to incorporate ICANN policy into meaningful and useful outreach resources (25mins)
6. Closure, AOB and next meeting (5 mins)