1.0 NARALO CROPP PLAN FY'19 Overview

NARALO’s Outreach and Engagement Plan for FY 19 takes a four part approach:
1. Build on the ARIN RIR Relationship at ARIN on the Road and ARIN events
2. Leverage the relationship established for the Digital Inclusion Conference
3. Poll our community to help define what our priorities should be to encourage members to step forward to suggest viable trips.
4. Review and examine the GSE plans for FY 19 and looking for harmonization or synergy

Changes in approach for the FY 19

An important feature of the NARALO trip strategy is to encourage participation very early in the trip cycle which has resulted in adequate time allowances for ICANN staff to process the request.
- Trips reduced from Five to Three CROP funded trips
- Increase in the discretionary funding to $4,000
- Focus of trips on policy rather than outreach and engagement

1.1 Observations and Gap Analysis

Recruitment of unaffiliated was very successful with twelve new unaffiliated members and efforts need to taken for orientation and recruitment

- Strong encouragement for NARALO participation at the two yearly ARIN events in North America- 2 out of 5 trips
- Recruitment of new Youth ALS -Completed
- Application from the CNIB in Toronto-Pending
- Application for two new Unaffiliated members-pending
- Gaps- Membership Recruitment
  - No reps from Southern, and South Western states in the US (ALS in 7 locations: Mass, Cal. NC, NY, ILL, DC and CO).
  - No reps from Canadian Prairies (Two 4 locations)(ALS Ont, Quebec, BC, NS)
  - No Francophone ALS’s outside of ISOC Quebec
  - No reps in many of the Western and North Western states of the US, only 1 ALS in California
  - No Canadian First Nations group (E Manitoba decertified)
  - Only one Indigenous US group, (NPM) Seeking additional ones. No expressed interest from the Global Indigenous Fellow
  - Other Cities considering the acquisition of a TLD might be interested in forming an ALS
  - Gaps- Internal Capacity
    - Clear understanding of representative skills and contributions
1.2 NARALO Community Priorities Suggestions

Here is the list of priority areas where we hope to do outreach and also increase the engagement of current and new ALSes in NARALO as well as educating the populace about ICANN, At Large, and NARALO issues.

- Commitment to building a strong relationship with ARIN and their bi-annual events
- Participation in the Digital Inclusion conference put on by the National Digital Inclusion Alliance (attendance two years)
- Local small community events spearheaded by ALS’s ie ICANN Readouts etc
- Create a pilot NARALO on the Roadshow with FBSC proposal for next fiscal period

1.3 Clarity of Plan

To identify the opportunities to enable some of the NARALO members to outreach to a specific audiences to educate them on the value of ICANN, At Large, and specifically NARALO. In addition in underserved sectors we will deliberately do outreach for recruitment for new organizations to become new ALS’s.

1.4 Attributes of Participants

- Positive attitude to proactive marketing
- Confident and supported by RALO
- Focused and purposeful
- Proven track record
- Preparation of the target market to educate
- Awareness of the ICANN ecosystem
- Expertise in core NARALO/ICANN issues

1.5 Environmental Factors

- Research completed on existing ALS participation, absence and issues
- Event has opportunities to promote, speaking engagement and networking opportunities
- Match of NARALO goals and event’s mission
- Endorsement of NARALO of event schedule

1.6 Skills of Participants
• Assumption that the sponsored NARALO member is willing and able to present to an audience, conduct interviews, do radio interviews and more
• Understand importance of social media reporting
• Prompt reporting of event and follow up

1.7 Plan Implementation Timelines

May 2018  Draft plan prepared and discussed at Outreach & Engagement
August 2018 Plan Submitted to NARALO for Approval. Adoption of Plan
October 1, 2018 Earliest possible First CROP Trips
  • ARIN Thursday, 4 October, 2018 to Friday, 5 October, 2018
  • Digital Inclusion, April 2019
  • ARIN 43 April 7 to April 10, 2019
June 30, 2019 Completion of the three CROP trips and various local discretionary funding events

1.8 Proposed Trips

Our FY 19 Trips must abide to the ICANN guidelines as indicated in the two slides provided by staff. In the case of NARALO we don’t have a ICANN meeting in our region so we need to propose events that have merit. We will have a ICANN meeting in Montreal the following year in November 2019
List of proposed three trips (NO ICANN MEETINGS in Region)

- ARIN Vancouver, 
  Date October 4 and 5, 2019
- ARIN Bridgetown 
  Date April 7-10, 2019
2.0 Discretionary Funds Initiatives

According to the ICANN approved budget each RALO has $4,000 to be used for local community outreach events. Details Here

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<thead>
<tr>
<th>Date</th>
<th>Location</th>
<th>Theme</th>
<th>Funds</th>
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<td>Montreal</td>
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<td>Community networking conf.</td>
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<td>ALS (ISOC) General Assembly</td>
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