

## 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

- Increased participation of membership in policy comments
- Regular pre or post ICANN meeting readouts

## 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

<b>May 2018</b>	<b>Draft plan prepared and discussed at Outreach &amp; Engagement</b>
<b>August 2018</b>	<b>Plan Submitted to NARALO for Approval. Adoption of Plan</b>
<b>October 1, 2018</b>	<b>Earliest possible First CROP Trips</b> <ul style="list-style-type: none"> <li>• <b>ARIN Thursday, 4 October, 2018 to Friday, 5 October, 2018</b></li> <li>• <b>Digital Inclusion, April 2019</b></li> <li>• <b>ARIN 43 April 7 to April 10, 2019</b></li> </ul>
<b>June 30, 2019 funding events</b>	<b>Completion of the three CROP trips and various local discretionary</b>

## 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

## FY19 RALO Allocations

Each RALO is allocated up to three (3) individual regional trips (4 days and 3 nights maximum)

Allocations must be utilized for:

- Certain specific types of events occurring in that respective RALO's region in a financial year (FY); and
- In accordance with the goals, strategies, and expected activities and outcomes detailed in each RALO's Outreach Strategic Plan:

Types of events included:

- A. ICANN Public Meeting occurring in that RALO's region; or
- B. Official meeting organized by ICANN Org occurring in that RALO's region (e.g. GDD Summit); or
- C. If there is no Public Meeting or official ICANN meeting occurring in that RALO's region in that FY, a meeting in that region that is assessed by the relevant regional GSE VP as being:
  - i. Directly and demonstrably related to ongoing ICANN policy, advisory or technical activities (e.g. a Regional Internet Registry meeting), and
  - ii. Consistent with ICANN Org's outreach plan for that region.

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## FY19: Community Input & Updated Budget

**US\$50,000 was allocated to the final FY19 Budget for CROP:**

- Based on community consultations and public comments on Draft FY19 Operating Plan & Budget, and further consideration about how to provide support to community outreach efforts while remaining within appropriate budget limits.

**CROP allocations to be subject to new guidelines and additional, specific criteria, with a staff assessment at the end of FY19:**

- Staff was directed to review current guidelines and develop improved, additional criteria
- To ensure consistency with other community travel and outreach requests administered under all ICANN programs, the final criteria balances the program goals with the need to ensure cost effectiveness
- General principle – CROP may be used for FY19 outreach efforts that are **directly and demonstrably related to ongoing ICANN policy, technical and advisory activities.**

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At-Large Meeting

At-Large Workspa

Created by Heidi U...

Results:

FY19 SO/AC /

See all At-Lar

Approved

Number
FY19-12

### 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](#)

### List of ideas

Date	Location	Theme	Funds	Traveller
July 13	Montreal	ICANN DNS Symposium	\$500	Glenn
July 16	New York	ICANN Pre-Readout		Judith
July 27	Washington	IGF USA	0	Glenn, Judith, Dustin, John More, Susannah Grey
September	Ottawa	ICANN Pre-Readout		Marita
		ARIN on the Road Event		
		Community networking conf.		
October	DC	Plenipot pre-discussion of impact on domain names, GTLD, Internet Governance		Judith
December	DC	Plenipot/IGF readout		
		IETF? readout?		
		Indigenous outreach event		
	PR	ALS (ISOC) General Assembly	\$500	ICANN Staff TBD (funded by ICANN under a different budget)

**Date  
Submitted:**

12-Jun-2018