The At-Large Loop: An Update
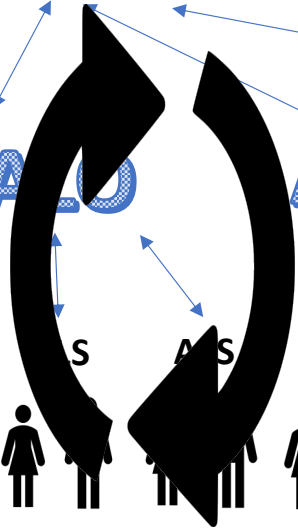
Jonathan Zuck

At-Large LOOP

End User

INerests

Identify

Amplify

Identify

- Think real hard
- Debate, reach consensus
- Regional Feedback
- Community Feedback
- End User Feedback

Amplify

- Global Webinars
- Regional Webinars
- Local Webinars
- Local Seminars
- Mail/Email Campaigns
- Phone Campaigns
- Social Media Campaigns

Amplify

- Global Webinars
- Regional Webinars
- Local Webinars
- **Local Seminars – UA Day success story!**
- Mail/Email Campaigns
- Phone Campaigns
- Social Media Campaigns

Developing a "Campaign Playbook"

- Series of Experiments/Refinements
- Infrastructure Investment (ITI)
- Incentive Development
  - $$ for event hosting and participation
  - Visibility
  - Capacity building

- Formalize/Document Development Processes
- Get outside help to refine
  - Grassroots specialist
  - Channel Marketing specialist

Experiment: Phishing, Awareness and Reporting

- Type: Amplification
- Shepherd: Eduardo Diaz
- Model(s)
  - "Alert"
  - Seminar
  - Standing Resource

Phishing Alert

- Email through communications channels
  - Brief problem statement
  - Tools video links
    - Google Phishing Quiz
    - ACID
    - NetBeacon
  - Call to action

- Measure reach and reaction

"Gone Phishing"

- Develop Seminar "Kit"
  - Presentation
  - Sample Delivery Video
  - Customizable Promotional Video
- Recruit Organizers (RALOs and ALSs)
- Identify funding for catering, etc.
- Q&A or Training Webinar?
- Execute during specified date range
- Measure Reach and reaction

Future Experiment: Position Development

- Identify a "broad appeal" topic
- Build discussion parameters in CPWG
- Push Discussion to ALS level
  - Webinar?
  - Survey?
  - Seminars, ALS level focus groups?

Future Experiment: New Round

- Type: Amplification
- Shepherd: ???
- Identify End User Messaging with GSE
- Develop Alerts, Webinars and Seminars

Rough Schedule

Experiment	Purpose	Model	Timeframe
Phishing	Education	Email Alert	Fall '23
Phishing	Education	Seminar	Winter '23-4
DNSSEC	Advocacy	Webinar	Spring '24
UA	Advocacy	Seminar	???
New gTLD Program	Education	Seminar	Spring '24

Long Term Goals

- And Engagement Engine
- Presentation Library
  - Multiple Languages
  - Demonstration videos
- Funding for Opportunistic Amplification

Long Term Goals – Engagement Engine
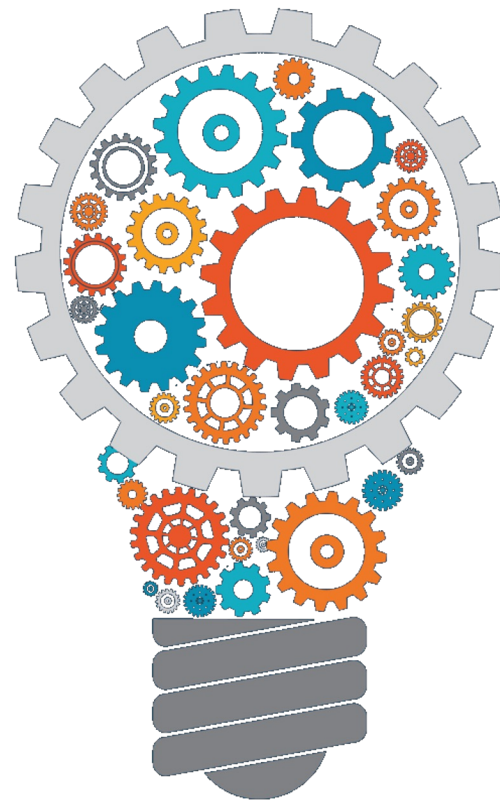
Outreach vs Engagement

- Outreach is recruiting
- Engagement is mobilization, activation

Long Term Goal – Engagement Engine

- Multiple "clients"
    - ALAC for Message Amplification
    - CPWG for Consensus Development
    - GSE for Message Amplification