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NARALO Outreach and Engagement FY24 Plan



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1.1 - OVERALL NARALO STRATEGY

The Outreach and Engagement Plan for Fiscal year 2024 (FY24) will revitalize our strategies to reach a broader audience. The aim – Robust Outreach Heightened Engagement - is to continue to re-engage the community since FY23, the first “post-pandemic” plan, which set out fundamental plans and activities to re-engage in “human space,” while continuing to do so in “virtual space.” During FY24, our plan is to continue to rejuvenate interest and participation while continuing to target specific interested potential members that have a vested interest in the ICANN policy arena.

The overall NARALO goal is to continue our successful efforts to maintain and increase both our membership and our engagement within ICANN and our communities. For current members, this includes greater participation in the region's monthly calls, the At-Large Consolidated Policy Working Group (CPWG) and At-Large Operations, Finance & Budget Working Group (OFB-WG) meetings. We also will continue to work to increase our membership base of new At-Large Structures and Unaffiliated Individual members. We will seek to target and develop members who will be active in the policy arena at ICANN. We will continue to plan the monthly meetings and other programming to keep members informed of the business of NARALO, activities in the greater At-Large community, and substantive topics relating to outreach, engagement, capacity building and policy development.

This plan is developed in collaboration with ICANN staff in the North America Global Stakeholder Engagement (GSE) team and Policy staff in support of At-Large, and reflects the GSE team’s redefined role to support outreach and engagement efforts of NARALO. The GSE team will continue to 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 2023 to 30 June 2024.

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 SMCs (reposting, etc.)
- d. ICANN staff: Policy Staff in support of 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 Funds

1.3 - THE PLAN

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

1. ALAC/At-Large/RALO/ALS Pillar
2. Outreach Pillar
3. Engagement Pillar
4. Capacity Development Pillar
5. Operational Pillar

1.3.1 - ALAC-AT LARGE-RALO-ALS 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 NARALO's MOU with ICANN, which establishes the following Responsibilities of 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.

During FY24, the At-Large community is focusing on the development and implementation of the At-Large Loop. The At-Large Loop Project is intended to strengthen the At-Large community capacity for consensus building and message amplification. The At-Large Loop is Intended to strengthen the outbound communications channels of the At-Large community to establish feedback loops to broaden the base of opinions when forming policy as well as to broaden the reach of the At-Large community through educational or promotional campaigns.

The activities of the At-Large Loop will involve experimentation with various communication tools as well as procedural discussions for eventual compilation into the so-called At-Large Campaign Playbook, an approved FY24 Additional Budget Request (ABR).

To meet the requirements of the FY24 ABR for an At-Large Campaign Playbook, there are several activities that will need to be implemented. Related to Outreach and Engagement, a series of campaign experiments are being planned. The topic of the experiment, its purpose, model of implementation, and expected timeline are outlined in the table below.

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

NARALO commits to collaborating closely with the ALAC/At-Large and GSE and Policy teams as needed, in the development and implementation of these experiments. NARALO sees the benefit in an At-Large wide series of campaign experiments intended to increase identification and amplification of end user interests within the ICANN context.

1.3.2 - 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, e.g., 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 ICANN79**
 - Hold NARALO social event(s) during ICANN79 in San Juan, Puerto Rico to invite community members to learn about our activities and to join NARALO.
 - Work with Fellowship and Next Gen to target their fellows and introduce them to NARALO.
- **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. These short articles are succinct summaries of important events.

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 At-Large Social Media Working Group (SMWG) to create a social media strategy for NARALO. Currently, Denise Hochbaum is the NARALO lead for the SMWG.

Suggestions for building Awareness on social media and expanding online presence include: LinkedIn presence posts, articles in Circle-ID, reassess NARALO's web presence, including the language used on the current NARALO website and in our materials to improve clarity and appeal, updating and revising resources and content, X (formerly Twitter), Instagram and Facebook posting, and including "post-event notes" - summaries of topics or updates and next steps. The overall goal is to improve the flow of information to membership and beyond, using web and social media channels.

- **Leverage CROP for the three events**

The following CROP trips have been approved for FY24:

- Net Inclusion/Philadelphia, PA February 13-15, 2024 (Alfredo Calderon)
- 6th NASIG, Feb 28-March 1, 2024/ICANN79, March 2-7, 2024 San Juan, PR (Marita Moll)
- 6th NASIG, Feb 28-March 1, 2024/ICANN79, March 2-7, 2024 San Juan, PR (Judith Hellerstein)

- **Discretionary Funds**

Ensure that Discretionary Funds can be used for several outreach activities and should not be allocated to a single event. The 5th NASIG event saw 48 online participants from the Engineering community express interest in joining NARALO.

- **Exploring Alternative Outreach Strategies**

As a key outreach strategy, we will engage in active communications with the large vested interest Internet Community in the US and Canada to become active members in NARALO, e.g., IEEE, Internet security associations, and others. This approach has been adopted by ISOC-NY to reach out to their membership and build awareness.

- **Targeted Marketing vs Mass Communication**

In concert with comments by ALAC Chair Jonathan Zuck (JZ) encouraging NARALO to target the "serious policy wonks" in North America who exist in the ICANN ecosystem. Anecdotal observation is that current individual members like Jonathan Zuck, Alan Greenberg, Michael Palage and others are steeped in ICANN, came from other communities and are now involved with NARALO. This can be replicated; we must consider targeting such individuals directly in a campaign.

Many of these folks attend ICANN public meetings regularly and we believe they see the value in the balanced approach of At-Large. Examples include Jothan Frakes, Fiona Alexander and Jim Pendergast, among others. As to our approach, according to JZ, "we need clear messaging on the benefits for their involvement...."

1.3.3 - 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:

- **ALS Mobilization**

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

- **Individual Mobilization**

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 their RALO, other RALOs and/or to ALAC on topics related to their area(s) of expertise.

- **At-Large Loop Experiments**

NARALO will actively participate in ALAC initiated global engagement experiments that fall under the rubric of the At-Large Loop. These experiments fall into multiple issue areas and multiple functional areas. The functional areas include direct mail, phone campaigns, webinars and facilitated local live seminars. NARALO plans to set aside funding for ALS run local seminars. The issue areas include phishing, DNSSEC, Universal Acceptance and issues related to the next round of gTLD applications.

- **ICANN Meeting Readout Sessions**

Continue to organize ICANN readout sessions following each ICANN public meeting to discuss updates and major takeaways. Consider partnering with one or more ALSes or other organizations to increase reach.

1.3.4 - CAPACITY DEVELOPMENT PILLAR

Capacity development is focused on skill-building and knowledge 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'24.

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 Webinars¹**

Ongoing continuation of the NARALO Monthly Webinars 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.

- **Retention of NARALO members**

Key success tools to recruit and retain volunteers:

- 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 (using catchy graphics)
 - iii. Mentorship of new members
- c. Mapping individuals skills to specific interests
- d. Explaining the different listservs and how to learn which ICANN info is important and relevant to them and their expressed interests.
- e. More use of At-Large pictures² to share a story-humanize the experience
- f. 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 These Webinars are single issue topics 30-60 minutes long on average.

² Pictures, videos, and images should employ ALT Text to ensure accessibility for persons with disabilities.

1.3.5 - 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.

We will aim to have 10-15 minutes focused on NARALO and At-Large business and operational updates:

- 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 2024.

1.4 - IMPLEMENTATION

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

Pillars	July 2023	Status
Capacity Development	Mentoring of incoming Secretariat	Current
Engagement	NARALO Roundtable-Post ICANN 77 NA GSE monthly article	Completed
Outreach	IETF 117 San Francisco July	

Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	August 2023	
Capacity Development	Mentoring of incoming Secretariat	Current
Engagement	NA GSE monthly article	
Outreach	NTTA Tribal Broadband Summit Arizona Aug 22-26	
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	September 2023	
Capacity Development	Mentoring of Incoming Secretariat Plan for Onboarding session with new members	
Engagement	NA GSE monthly article	
Outreach	IEEE Cybersecurity Conference Toronto, Sept 12 GSMA Mobile Conference, Las Vegas Sept 26-28	
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	October 2023	
Capacity Development		
Engagement	NA GSE monthly article ARIN 52, San Diego, Oct 2-4	
Outreach		

	Internet Governance Forum Japan, Oct 22 ICANN 78, Hamburg Oct 21-26 ARIN 54, Toronto, Oct 22	
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	November 2023	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach	Canada's Rural & Remote Broadband Conference	
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	December 2023	
Capacity Development	Coordinate Onboarding for new members	
Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	January 2024	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	

	February 2024	
Capacity Development		
Engagement	Net Inclusion/Philadelphia, PA February 13-15 2024 6th NASIG ICANN 79 NA GSE monthly article	
Outreach	Net Inclusion/Philadelphia, PA February 13-15 2024 NASIG	
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	March 2024	
Capacity Development		
Engagement	Universal Acceptance Day March 31st x 2 NA GSE monthly article	
Outreach	ICANN 79	
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	
	April 2024	
Capacity Development	Onboarding sessions for new members	
Engagement	NA GSE monthly article	
Outreach	ARIN 53 Barbados April 14-17	
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	

	May 2024	
Capacity Development		
Engagement	NA GSE monthly article	
Outreach		
Operational	NARALO Monthly meeting NARALO Election	
ALAC	CPWG and OFB-WG weekly calls	
	June 2024	
Capacity Development	Onboarding session for new members	
Engagement	NA GSE monthly article ICANN 80 (Kigali, Rwanda)	
Outreach	Promotion at ICANN booth at ICANN 80 (Kigali, Rwanda)	
Operational	NARALO Monthly meeting	
ALAC	CPWG and OFB-WG weekly calls	

1.5 - METRICS

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

Total NARALO membership (ALSes plus Individual members) on 1 September 2024 will be compared to 1 September 2023³ numbers.

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

³ As of this date, the total membership was 23 ALSes and 46 individuals .

1.6 - TRANSMISSION

- Draft revised: September 22, 2023
- Draft Ver 1.0 sent to region for approval: September 22, 2023
- Final document approved: