ALAC Outreach & Engagement SC

ICANN 54 Dublin | 13 April 2015

ALAC Outreach and Engagement SC Agenda

1 Introduction to the Outreach and Engagement SC

2 Implementation of At-Large Outreach Strategies for the 5 RALOs

3 Meeting with ICANN Staff on Nextgen, Fellowship Initiatives

4 Overcoming Engagement Challenges

5 Possible Outreach and Engagement Project Ideas for FY17

6 Any Other Business

Introduction to the ALAC Outreach and Engagement Subcommittee (O&E)

The ALAC Subcommittee on Outreach and Engagement develops strategies

- to reach out to new potential members of the At-Large Community **(Outreach)** and
- to engage new and existing members of the At-Large Community **(Engagement)**
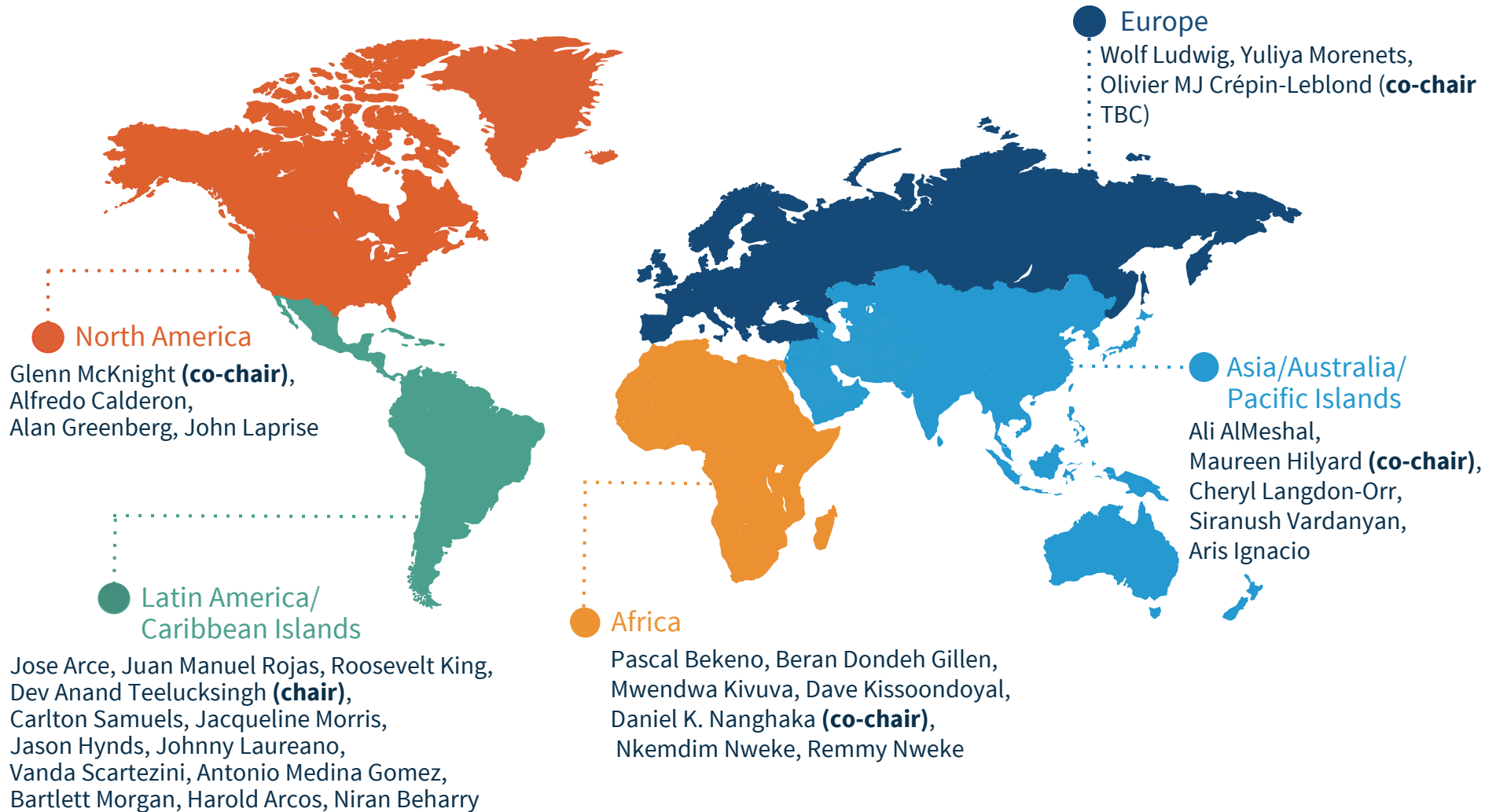
to continue to fulfill At-Large and ALAC's role in ICANN activities.

This Subcommittee will work with the At-Large Community to ensure such strategies are implemented successfully.

Anyone interested in reaching out to persons to join the At-Large Community and getting existing At-Large Community members more engaged in At-Large activities is welcome to join and participate in this Outreach and Engagement SC by emailing At-Large Staff at staff@atlarge.icann.org

- Formerly the Outreach SC, a key activity for this committee from 2013 has been to coordinate and manage its efforts related to the [Community Regional Outreach Pilot Program (CROPP) for At-Large](#), in conjunction with the [ALAC Subcommittee on Finance and Budget](#).

- In 2015 at ICANN52, the ALAC voted to change the focus of the Outreach SC to also include engagement, hence the name change to the Outreach and Engagement SC.

- Reconstitution of this subcommittee was done soon after ICANN53 by asking RALOs whose members are interested in outreach and engagement activities for their RALO to be in this SC to better coordinate and collaborate with all of At-Large on Outreach and Engagement.

- The first Outreach and Engagement SC call was held on August 3 2015.

ALAC Outreach & Engagement SC members

Europe
Wolf Ludwig, Yuliya Morenets,
Olivier MJ Crépin-Leblond (**co-chair**
TBC)

North America
Glenn McKnight (**co-chair**),
Alfredo Calderon,
Alan Greenberg, John Laprise

**Asia/Australia/
Pacific Islands**
Ali AlMeshal,
Maureen Hilyard (**co-chair**),
Cheryl Langdon-Orr,
Siranush Vardanyan,
Aris Ignacio

**Latin America/
Caribbean Islands**
Jose Arce, Juan Manuel Rojas, Roosevelt King,
Dev Anand Teelucksingh (**chair**),
Carlton Samuels, Jacqueline Morris,
Jason Hynds, Johnny Laureano,
Vanda Scartezini, Antonio Medina Gomez,
Bartlett Morgan, Harold Arcos, Niran Beharry

Africa
Pascal Bekeno, Beran Dondeh Gillen,
Mwendwa Kivuva, Dave Kissoondoyal,
Daniel K. Nanghaka (**co-chair**),
 Nkemdim Nweke, Remmy Nweke

- The Outreach and Engagement SC has held 4 meetings since ICANN53.

- A key requirement for the Community Regional Outreach Pilot Program (CROPP)-FY16 is the development of an Outreach Strategic Plan for each RALO. Each RALO's Outreach Strategic Plan should explain its FY16 outreach goals and planned expectations so that any selected CROPP activities can be coordinated with the appropriate ICANN Global Stakeholder Engagement teams.

  The Outreach and Engagement SC has developed such strategic plans for each RALO:
  - AFRALO Outreach Strategic Plan
  - APRALO Outreach Strategic Plan
  - EURALO Outreach Strategic Plan
  - LACRALO Outreach Strategic Plan
  - NARALO Outreach Strategic Plan
-

- The RALO Strategic Plans includes:
    - identification of key outreach events in the region.
    - review/analysis of gaps in ALS regional representation.
    - specific, measurable outcomes.

- The ALAC Subcommittee on Outreach and Engagement created group calendars at Teamup.com to add and track regional outreach events for possible use by At-Large for the Community Regional Outreach Pilot Program (CROPP) to attend such events.
  You can view (and subscribe to) the regional outreach events for
    - Africa: http://bitly.com/Africa-Outreach-Calendar
    - Asia Pacific: http://bitly.com/AP-Outreach-Calendar
    - Europe: http://bitly.com/EU-Outreach-Calendar
    - Latin America & Caribbean: http://bitly.com/LAC-Outreach-Calendar
    - North America : http://bitly.com/NA-Outreach-Calendar
    - All regions : http://bitly.com/At-Large-Outreach

Screenshot of At-Large Outreach Events Calendar for all regions powered by Teamup.com http://bitly.com/At-Large-Outreach

Work done by Outreach & Engagement SC

- Commented on the ICANN Civil Society engagement in FY16 draft document (https://community.icann.org/x/-5FCAw). Our key points:

  - lack of sustained regular coordination between At-Large & Global Stakeholder Engagement (GSE)

  - Often, At-Large members discover by chance about an nearby IG/ICT event GSE is participating in that would have benefited with an At-Large Presence to assist with outreach.

  - Suggestions:
    - GSE be added to O & E mailing lists
    - regular conference calls between the O&E and GSE to review outreach events that both GSE and At-Large can track using the shared calendars.

Work done by Outreach & Engagement SC

- Selected a member from this Outreach and Engagement SC to serve on the At-Large Community Regional Outreach Pilot Program Review Team (CROPP RT) for FY16 (from July 2015 to June 2016).

  The CROPP RT members from this Outreach and Engagement SC are:
  - Daniel Nanghaka (AFRALO)
  - Ali AlMeshal (APRALO)
  - Yuliya Morenets (EURALO)
  - Juan Manuel Rojas (LACRALO)
  - Glenn McKnight (NARALO)

- Developed a flyer for ALAC events at ICANN54 in Dublin

- Preliminary Analysis of the ICANN Fellowship Program for potential membership.

Ongoing Work being done by the O & E

- Begun review of the [Redline Version - Beginner's Guide to At-Large Structures (ALSes)](#) update being done by At-Large Staff

- Begun discussion on [Ideas for Engagement Strategies](#)

- Work with the [At-Large Ad-Hoc New Meeting Strategy Working Party](#) on possible outreach strategies that could take place with the new ICANN Meeting B in 2016 in Panama.

- Collaborate with the [At-Large Capacity Building Working Group](#) in order to ensure that future capacity building webinars are coordinated and complimentary to the outreach/engagement strategies.

For More information

- ALAC Subcommittee on Outreach and Engagement Wiki : http://bitly.com/Outreach-Engagement

- Work being done by the Outreach & Engagement SC : https://community.icann.org/x/dIzbAQ

- Outreach and Engagement Documents : https://community.icann.org/x/L61YAw

- Community Regional Outreach Pilot Program (CROPP) https://community.icann.org/display/croppfy16

Implementation of At-Large Outreach Strategies for the 5 RALOs

AFRALO Outreach Strategy

- AFRALO's outreach strategy focuses on getting ALSes from a certain number of territories without ALSes.
- The goal of the strategy is to get ALSes from 3 countries at least.
- Collaborate with the GSE for Capacity Building
  - Event calendar
- AFRALO, in coordination with GSE and ALSes will identify a university or Academic Institutions in two territories in Africa to:
  - seek to get persons and/or organisations at such Universities to be involved in At-Large
  - share and disseminate information about ICANN and ICANN At-Large to the student communities at such Universities. (ISOC Rwanda already conducting university activities)
- Target Non Profit/Civil Society
- Analysis of current participation rate in AFRALO calls and working groups
  - Rejuvenate absentee ALS's
  - Information Webinar sessions
  - Direct mail and phone calls to ALS's
              AFRALO Outreach Strategy : https://community.icann.org/x/B500Aw

APRALO Outreach Strategy

The APRALO leadership team has identified regional events in 2016 where APRALO members' involvement can expand our outreach into internet communities.

- Asia IGF meeting 2016.
- Armenian First National IGF, September 7-8, 2016.
- IGF 2015 in Brazil.
- APRICOT 2016.
- CommunicAsia 2016.

- Social Media Plan APRALO is committed to using the new ICANN website as well as LinkedIn and Facebook to outreach to potential new ALS'es. We can customize our search to look for internet user groups around the region and have a PDF about APRALO prepared to send to them once they make contact. It would be a cost effective way to reach out to those who indicate an interest in joining via social media.

- One of the potential outreach activities may be linking with schools and Universities around Asia Pacific for talks and lectures. Using current connections within the ALS'es to reach out to schools and get someone from APRALO leadership team to be there and make a quick presentation. Some limited funds may be needed for this activity, which will be identified based on the specific case and opportunity.

APRALO Outreach Strategy   https://community.icann.org/x/d500Aw

EURALO Outreach Strategy

- EURALO has concentrated on outreach activities on events like:
  - the annual EuroDIG events all over Europe since 2008 (incl. two EURALO GAs in 2011 and 2012);
  - the annual ICANN Studienkreis meetings in Europe
  - the European Summer School on Internet Governance (EuroSSIG) in Meissen/Germany where several members are involved;
  - some of our members are actively involved in national IGF initiatives (Germany, Switzerland, France, UK and Ukraine);
  - inviting and supporting up to 5 members or potential candidates to attend EuroDIG meetings (Berlin 2014 and Sofia 2015) via CROPP.

- Regular consultations with Jean-Jacques Sahel, ICANN VP Stakeholder Engagement for Europe at ICANN meetings (London, LA, Singapore, Buenos Aires) and EuroDIG events.

- A next opportunity or challenge for coordinated efforts ahead may be re:publica 2016 in early summer in Berlin/Germany what became the biggest conference and fair on Internet politics in Europe with over 7'000 participants -- see: https://re-publica.de/en/about-republica

EURALO Outreach Strategy https://community.icann.org/x/4Z00Aw

LACRALO Outreach Strategy

- From our LACRALO Dashboard (http://bit.ly/lacralo-dashboard), there are 13 countries out of 33 countries without At-Large Structures (ALSes). An aim will be to attempt to get 3 new ALSes from three territories without ALSes for FY16.

- We will be maintaining an outreach calendar at http://bitly.com/LAC-Outreach-Calendar to track possible regional ICT and IG events where persons and/or possible ALSes from those territories are likely to attend.

- Conduct a survey of possible individuals and/or organisations that would be At-Large candidates in those countries without ALSes. Other ICANN stakeholders (GAC, ccNSO, Fellows) in territories without ALSes would also be identified and consulted.

- Once a sufficient number of individuals/groups are identified, attempts would be made to contact such individuals to invite them on a series of conference calls introducing them to DNS basics, ICANN and ICANN At-Large so that such individuals/groups can join At-Large.

- If there are no particular outreach events in a country without ALSes and no formal organisations that could be ALSes, but there are a sufficient number of individuals present, then efforts would be made to organise a F2F event to bring such individuals togethe. Funding would be sought by LACRALO. See https://community.icann.org/x/Aa7hAg for ideas for planning F2F events.

LACRALO Outreach Strategy https://community.icann.org/x/6500Aw

LACRALO Outreach Strategy

Screenshot of Spreadsheet used by LACRALO members of the O&E to survey possible At-Large candidates in the 13 countries without ALSes

NARALO Outreach Strategy

- Collaborate with the North American GSE for Capacity Building
  - Event calendar

- Ongoing relationship building with ARIN(RIR)
  - Goal for a NARALO rep to attend every ARIN meeting
  - Promote the ARIN Fellowship to members

- Target Non Profit/Civil Society at specific trade shows
  - NTEN

- Identify the underrepresented communities.
  - South West US
  - American Territories in South Pacific

- Analysis of current participation rate in NARALO calls and working groups
  - Rejuvenate absentee ALS's
  - Information Webinar sessions
  - Direct mail and phone calls to ALS's

Meeting with ICANN Staff on the Nextgen and Fellowship Initiatives

Fellowship and Outreach

Fellowship
- APRALO, AFRALO and LACRALO are eligible
- No age restrictions
- Analysis of Fellowship
  - 477 separate Fellowships
  - 754 fellowships awarded
  - Full list at on Analysis of ICANN Fellowship Programme page at https://community.icann.org/x/W61YAw

Fellowship Analysis by Region

Fellowship
- AFRALO 128
- APRALO 159 (1 under the mentorship program from AU)
- EURALO 33 (Eastern Europe only)
- LACRALO 126
- NARALO 1 under the mentorship program
- No country identified- 28 names

Questions:

How many are aware of ALAC after a single or multiple fellowships?
How many have been recruited into the ALAC as ALS?
How many have moved into leadership roles?

NextGen Program

NextGen (https://www.icann.org/development-and-public-responsibility/nextgen)
- Open to all regions
- Analysis of NexGen
  - Age restricted 18 to 30 yrs old
- AFRALO-
- APRALO-
- EURALO-
- LACRALO -
- NARALO -

Questions:

How many are aware of ALAC/At-Large after a single or multiple fellowships?
How many have been recruited into the ALAC as ALS?
How many have moved into leadership roles?

Overcoming Engagement Challenges

Overcoming Engagement Challenges

Some of the suggestions posted at https://community.icann.org/display/atlarge/Ideas+for+Engagement+Strategies :

- New At-Large Structures (ALSes) have no idea what they are getting themselves into. Potential ALS applicants should undergo an orientation programme (that could be an online training programme) BEFORE they finally submit their applications to become members.

  Orientation programme
  - should be clear about time commitments and expectations.
  - include one on one introduction to the tools.

- Asking non-participating ALSes why they no longer participate is a great idea. This shouldn't be done via a form to fill out or email but one done with phone interviews or voice/video chat that will make it more personal and easier to get good responses.
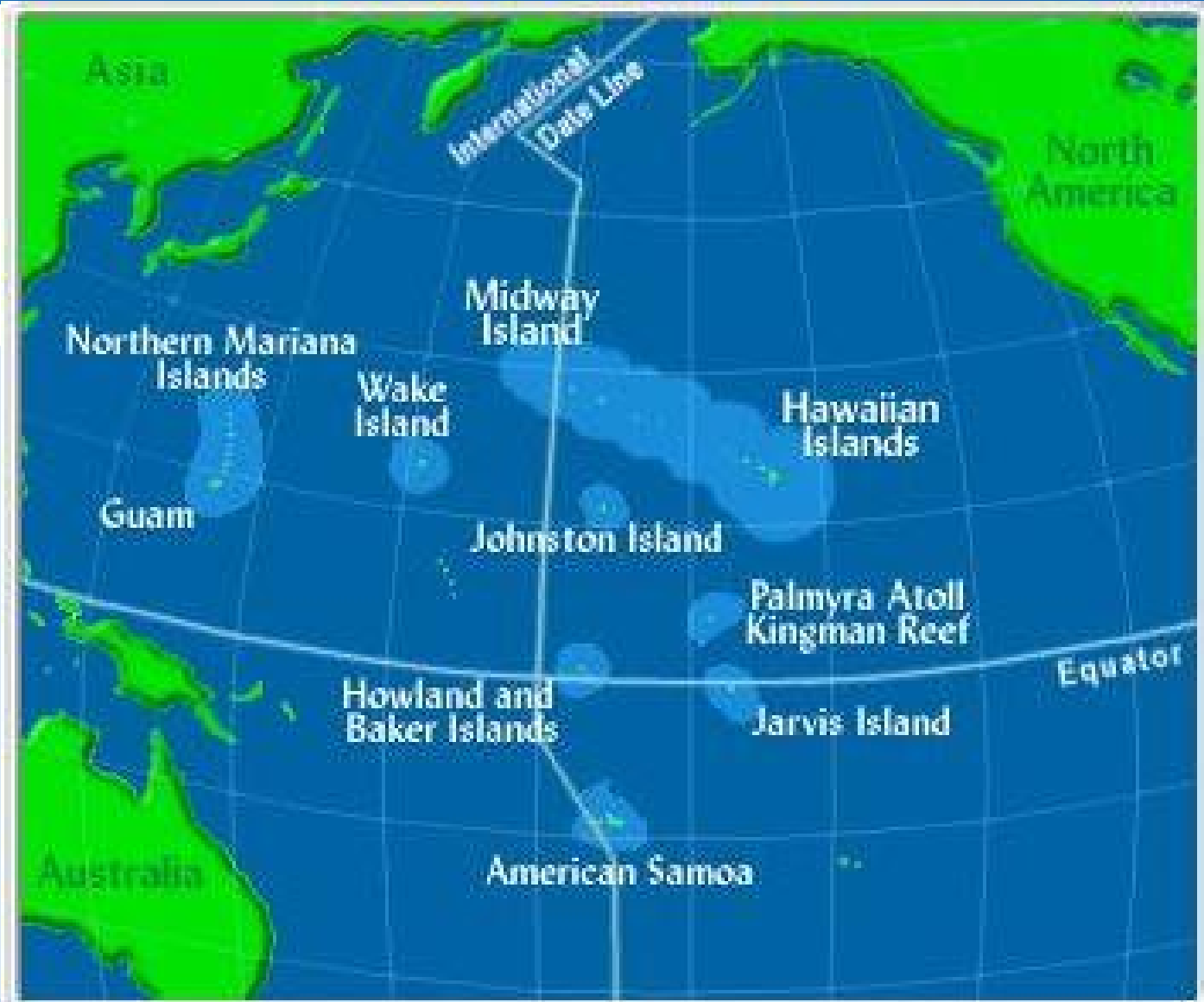
Overcoming Engagement Challenges

Some of the suggestions posted at https://community.icann.org/display/atlarge/Ideas+for+Engagement+Strategies

Discussion :

What do you think are the key Engagement Challenges
in your RALO, or in At-Large?

NARALO Engagement Challenge

US territories in the South Pacific
- America Samoa
- Guam
- Northern Marianas Islands

Issues
- Not eligible for the Fellowship program
- Per capita income similar to neighbouring states
- One of the highest Internet rates in the world

Outreach
- Communication to civil society and government - No response
- Request for names to APRALO via Maureen- No response from contacts

Our suggestion due to location, time zone and cultural proximity, they should be treated as APRALO candidates.
No plans to outreach

Possible
Outreach and Engagement
Project Ideas for FY17

	Specific (Activity)	Measurable (Outcomes)	Achievable	Results	Tactics/Technique	Costs
Improve community communication	Shared Calendars	Shared ICANN-related events; At-Large contributions	Ability to track outreach events for At-Large in coordination with GSE and Nomcom	All five RALOs participating - many shared outreach events	O&E members from RALOs and GSE keeps calendar updated	$8/mth or $96/year
Industry Trade Show booths (OUTREACH/ENGAGEMENT)	NTEN	# of booths & sponsors Contacts made; followups required;	Participation (information to share about ICANN/RALO with others)	Raised awareness of RALO/ICANN; increased networks; relationship building with sponsors	RALO/ICANN business cards; RALO brochures	$5 to $10K
ICANN Village (OUTREACH/ENGAGEMENT)	At Large Booth at ICANN Village	Contacts made for Information, Advice, Directions. - Q and A - Find the solution	Community involvement in booth management ; Build community	Inreach as well as outreach; information dissemination	Participation roster; brochures, cards, sponsor giveaways	Gratis unless ICANN will charge for this

FY 17 Budget Ideas https://community.icann.org/x/_qxYAw

	Specific (Activity)	Measurable (Outcomes)	Achievable	Results	Tactics/Technique	Costs
	MUNZEE Barcode gamification	Make fun in mobile gaming	Build community	make learning fun	Munzee scavenger hunt	Low cost ie. Norwich Tourism example prizes
Lecture series Brown bag speaker series	Universities, Journalists, Geopolitical etc Library Sciences, Privacy Advocates, Civil Society	* Attendees * Number of sessions * Underserved areas				
Group chat service such as Slack https://slack.com	At-Large community to better communicate and collaborate	Reduce email overload ; better engagement as persons can join conversations/groups of interest	Better communication and engagement with all ALSes			$6.67 /mth/user So 200 users
Augmented Reality Comic Book	Creation in Spanish and English of AR comic book on Internet issues	* Youth Oriented content * Interactive		Distribution of comic book to youth		$10K

FY 17 Budget Ideas   https://community.icann.org/x/_qxYAw

	Specific (Activity)	Measurable (Outcomes)	Achievable	Results	Tactics/Technique	Costs
Hacker Events (eg http://hackpr.io/ ; http://techsummitpr.com/ ; http://hackathon.includegirls.com/	Presentation at Re-Publica	* Youth Oriented	* Multiple locations * New members	* Meet hundreds of attendees * Establish school connection		$2,000
Wordpress Camp	Presentation	* Tech & Youth Oriented	* Multiple locations * New members	* Meet hundreds of attendees * Establish school connection		$2000
Maker-Faires	Booth	Tech and Youth oriented Open Source	Multiple locations New members	* Meet hundreds of attendees * Establish school connection	* Attend event * Interactive booth * Youth focused	Travel, hotel and booth $5,000

FY 17 Budget Ideas   https://community.icann.org/x/_qxYAw

	Specific (Activity)	Measurable (Outcomes)	Achievable	Results	Tactics/Technique	Costs
IGF, Eurodig, Apricot, ARIN, LACNIC, IETF Security Conferences	Booth Speakers Brochures Networking	International audience number of calendar events				
Canadian Associations of Municipalities	Presentations to Mayors on City TLD's	Booth and presentation on City LTD	* Multiple locations * New members	* Meet hundreds of attendees * Establish school connection		$2000
Maker-Faires	Booth	Tech and Youth oriented Open Source	Once a year Sector focused	* Once a year * Hundreds of mayors * City managers	* Presentation on City TLDs	$2,000

Any Other Business

Engage with ICANN

Thank You and Questions

Reach us at:
Email: engagement@icann.org
Website: icann.org

twitter.com/icannatlarge	gplus.to/icann
facebook.com/icannatlarge	weibo.com/ICANNorg
linkedin.com/group/icann-atlarge-2238621	flickr.com/photos/icann
youtube.com/user/icannatlarge	slideshare.net/icannpresentations