ALAC Outreach & Engagement SC

ICANN 55 Marrakesh | March 2016

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

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

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 works 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
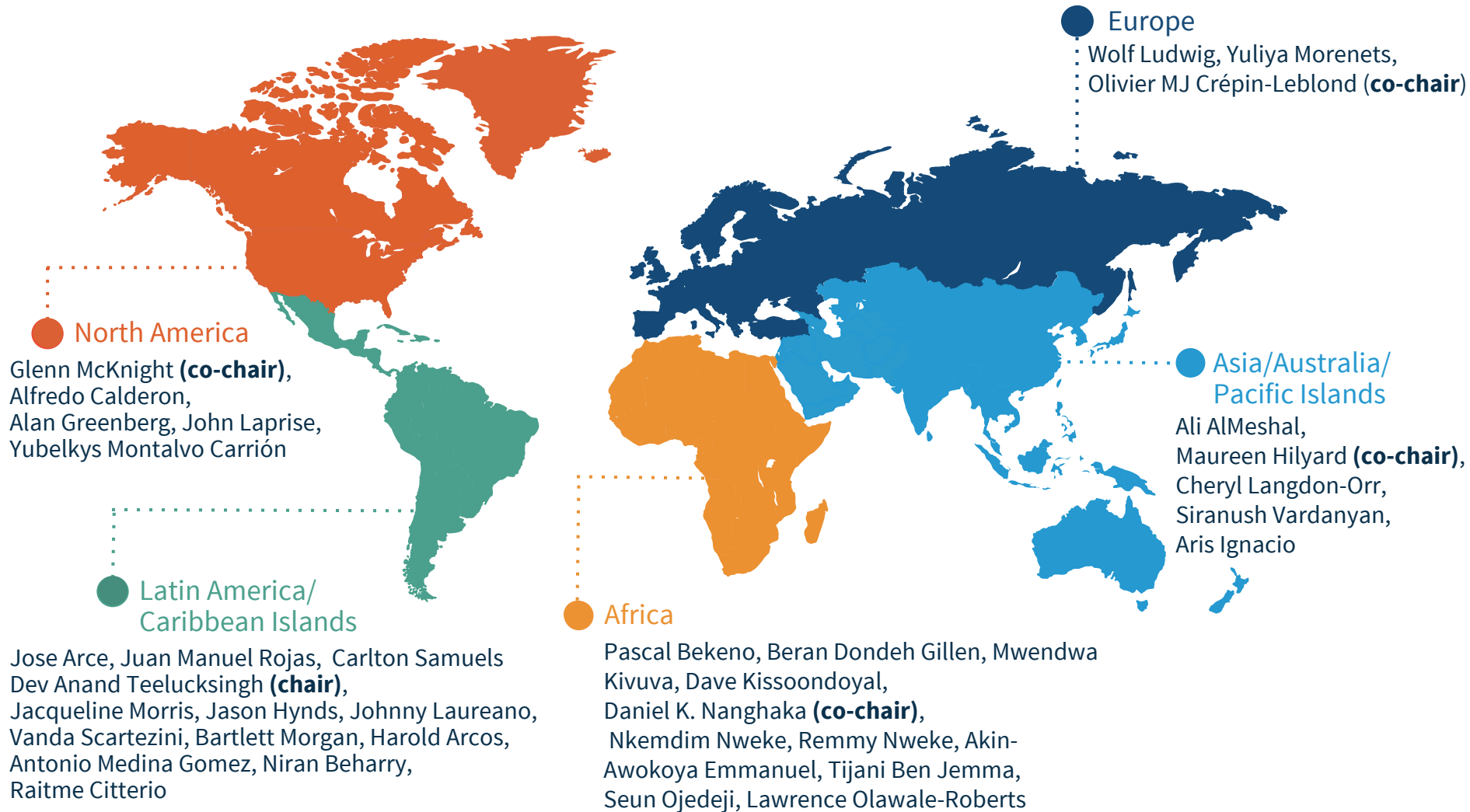in At-Large activities is welcome to join and participate in this
Outreach and Engagement SC by emailing At-Large Staff at staff@atlarge.icann.org

Introduction to the Outreach & Engagement SC

- 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**)

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

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, Carlton Samuels
Dev Anand Teelucksingh (**chair**),
Jacqueline Morris, Jason Hynds, Johnny Laureano,
Vanda Scartezini, Bartlett Morgan, Harold Arcos,
Antonio Medina Gomez, Niran Beharry,
Raitme Citterio

Africa
Pascal Bekeno, Beran Dondeh Gillen, Mwendwa
Kivuva, Dave Kissoondoyal,
Daniel K. Nanghaka (**co-chair**),
Nkemdim Nweke, Remmy Nweke, Akin-
Awokoya Emmanuel, Tijani Ben Jemma,
Seun Ojedeji, Lawrence Olawale-Roberts

Work done by Outreach & Engagement SC

- Since ICANN54, the Outreach and Engagement SC has held 9 meetings.

- RALO Members of the Outreach and Engagement SC provided updates to their Outreach Strategic Plans developed as a requirement for the [Community Regional Outreach Pilot Program (CROPP)-FY16](#) .

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

  RALO Outreach Strategic Plans : https://community.icann.org/x/C6o0Aw

Work done by Outreach & Engagement SC

- The ALAC Subcommittee on Outreach and Engagement continues to track regional outreach events for possible use by At-Large
  - for the Community Regional Outreach Pilot Program (CROPP) to attend such events,
  - online research can still be done to find suitable candidates from the attendees to such events, and
  - events may be of importance to other communities such as Nomcom, NCSG and ICANN's GSE.

  Regional outreach events calendars : https://community.icann.org/display/atlarge/Outreach+Calendars

At-Large Outreach Events Calendar

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

- A number of Outreach and Engagement calls focused on the outreach events for ICANN 55 Marrakech, in coordination with AFRALO leadership.

  - University Students from the city of Rabat will be staying near the ICANN venue and will attend the ICANN meeting from late Sunday to Tuesday. These students will be getting various outreach materials on USB drives (see https://community.icann.org/x/8QF1Aw)

  - On Tuesday afternoon, a group of persons from ICANN At-Large and ICANN At-Large Staff and GSE will be going to the Université Cadi Ayyad of Marrakech nearby for a panel discussion with students there.

  - Also, AFRALO will be having daily sessions with several NGOs attending the conference.

See AFRALO Outreach Event Workspace: https://community.icann.org/x/jLdYAw

- Submitted a [proposal to the At-Large Finance and Budget SC for access by RALOs for funding of local engagement activities](#):

"Opportunities exist for At-Large members to do local outreach and engagement about ICANN and ICANN policy related issues. The local activities can include local presentations, brown bag lunch topics, local business persons presentations i.e., Kiwanais, Rotary, Professional Women's University Groups, Chamber of Commerce and more. These local groups at the grassroots are looking for professional speakers on a weekly basis and rely on local experts on various topics. They open up opportunities for speaking engagements at minimum cost.

The ALAC requests that each of the five At-large Regional At-Large Organizations (RALO's) are given access up to $2,000 each for targeted local discretionary funds to permit the local travel, luncheons, displays, graphic and promotional Facebook/Twitter graphics.

For complete transparency and proper oversight, all RALO budget requests will be reviewed through a process defined once funding is approved."

Work done by Outreach & Engagement SC

- Submitted a [proposal to the At-Large Finance and Budget SC for ALAC discretion to use allocated travel slots to support active volunteer leaders within At-Large to travel to and attend ICANN meetings](#)

  "The ALAC has been allocated travel slots specifically for GNSO and ccNSO liaisons to attend ICANN meetings. Currently these positions have been filled by persons who are already entitled to travel to ICANN Meetings.

  The ALAC notes that since this request involves no additional budget allocation, it might be considered one which should be resolved purely within the Constituency Travel processes, and the ALAC agrees. However, since that process has not provided the needed flexibility, the ALAC is following this unusual process."

Work done by Outreach & Engagement SC

- Continue to consult with ICANN GSE staff in charge of the ICANN Civil Society engagement efforts. https://community.icann.org/x/-5FCAw). Our key concerns continue to be:

  - ensuring that the messaging/marketing towards civil society is inclusive towards civil society becoming a member of At-Large, as well as the NCSG

  - coordination with GSE on possible IG/ICT events that would benefit with an At-Large Presence to assist with outreach.

Work done by Outreach & Engagement SC

- Updated the analysis of the Fellowship programme https://community.icann.org/x/W61YAw to improve on searching/drilldown capabilities and to document the discrepencies in geographic names between ICANN, ISO and various communities in ICANN.

At-Large Fellowship Analysis

	A	B	C	D	E	F	G	H
1	**_ICANN Meetings in LAC region_**	**_Name of Fellows_**	**_Country_**	**_Type_**		Select region to find Fellowship Applicants	**LAC**	
2	ICANN55 Marrakech March 2016	Aubrey Pennyman	Bahamas	ccTLD Operations			LAC	
3	ICANN55 Marrakech March 2016	Carlos Eduardo Rodriguez Aviles	Nicaragua	Civil			AF	
4	ICANN55 Marrakech March 2016	Fabricio Valmorbida Marçal Pessôa	Brazil	Security			AP	
5	ICANN55 Marrakech March 2016	Jose Carlos Solares	Guatemala	Gov't / GAC			EUR	
6	ICANN55 Marrakech March 2016	Maritza Yesenia Aguero Minano	Peru	Civil			NA	
7	ICANN55 Marrakech March 2016	Mark William Datysgeld	Brazil	Academic				
8	ICANN54 Dublin October 2015	Jason Hynds	Barbados	Technical / At Large				
9	ICANN54 Dublin October 2015	Jose Raul Solares	Guatemala	Government				
10	ICANN54 Dublin October 2015	Julian Esteban Lescano Cameriere	Argentina	Business / NCUC				
11	ICANN54 Dublin October 2015	Karel Douglas	Trinidad and Tobago	Government / NCSG&NCUC				
12	ICANN54 Dublin October 2015	Manuel Haces-Aviña	Mexico	ccTLD Operations / ccNSO				
13	ICANN54 Dublin October 2015	Martin Pablo Silva Valent	Argentina	Academic / NCSG&NCUC				
14	ICANN54 Dublin October 2015	Neil Checo	Dominican Republic	Government				
15	ICANN54 Dublin October 2015	Rogerio Mariano de Souza	Brazil	Technical / NCSG				
16	ICANN54 Dublin October 2015	Wanda Miguelina Pérez Peña	Dominican Republic	Academic / (ISPCPC Fellow)				
17	ICANN53 Argentina June 2015	Adela Goberna	Argentina	End User				
18	ICANN53 Argentina June 2015	Alyne Bezerra	Brazil	End User / At Large				
19	ICANN53 Argentina June 2015	Antonio Alberti	Brazil	Academic				
20	ICANN53 Argentina June 2015	Aubry Pennyman	Bahamas	ccTLD Operations / GAC				
21	ICANN53 Argentina June 2015	Carlos Rivers	Argentina	Honorary Fellow				
22	ICANN53 Argentina June 2015	Christelle Vaval	Haiti	Civil Society				
23	ICANN53 Argentina June 2015	Emir Sosa	Belize	Gov't				
24	ICANN53 Argentina June 2015	Fabricio Valmorbida Marçal Pessôa	Brazil	Security				
25	ICANN53 Argentina June 2015	Ian Mitchell	Saint Lucia	Technical				
26	ICANN53 Argentina June 2015	Israel Rosas	Mexico	Gov't				

Screenshot of Analysis of Fellowship Programme by Region

Work done by Outreach & Engagement SC

- Ongoing discussion with ICANN staff on ICANN Learn, Fellowship and Nextgen programs and GSE staff on a proposal to enhance the stakeholder's journey.

- created the Documents for At-Large Outreach Events page for Staff to track outreach document requests made for travellers going to outreach events via CROPP.

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

Outreach & Engagement AFRALO Report

- **Outreach Efforts**
- AFRALO Represented in AFRINIC Meeting in Congo
- Outreach to University in Marrakech

- **Engagement Efforts**
- Outreach to University in Marrakech
- AFRALO at a high level of consideration in the AFRICAN Numbering Community
- Plenary Session at AFRINIC 23 with Mwenda who presented on CRISP and Tijani presenting on "IANA functions and the ICANN Accountability"
- Full session to be held with students from 3 universities at the Université Cadi Ayyad of Marrakech
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Outreach & Engagement APRALO Report

- Outreach Efforts (Event and activity Participation)

2015 (Aug) - Initial production of eBooks based on Capacity Building webinars (AP&NA)
2015 (Sept) - First Armenian IGF (ALT x3)
2015 (Nov)) - IGF Brazil (ALS and ALT x2)
2015 (Dec) - ALT Review of the APRALO Brochure and Business Cards
2016 (Feb) - APRICOT & APTLD meeting, Auckland (ALSes & ALT x5 - F17 Strategic Plan)
2016 (July) - Asia Pacific Regional IGF - APILP Programme - Taipei (APAC Hub & ALT x2)
2016 (Aug) - First Palestinian IGF (ICANN Workshop) (ALS & ALT x1)
2016 (Oct) - APNIC42, Dhaka (1) AP* meeting (2) ISOC Dhaka Workshop (ALS & ALT x2)

- Engagement Efforts

2015 (Apr) - APRALO ALS survey (and 2015 website)
2016 (Feb) - APRICOT & APTLD meeting, Auckland (MOU partners, ALT x5 & ALSes)
2016 (Mar) - Initial contact with Chinese ALS (Internet Society of China) (ALT@ICANN55)
2016 (Aug) - Proposed contact visit with ISC - Beijing (AL

*ALT=APRALO Leadership Team   *AP= APRALO   *NA= NARALO   *ALS=At-Large Structure

- Outreach Efforts

  - EURALO is a Founder member of EuroDIG, the European Dialogue in Internet Governance, effectively the European IGF. EURALO uses this as a major outreach effort:
  - EURALO outreach material available for participants
  - CROPP funding for potential new ALSes being targeted (5 slots)

- Engagement Efforts

  - Creation of an ALS Engagement Task Force

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- Outreach Efforts
- CROPP TRIPP
  - NTEN- Organizations focused on People with Disabilities
  - Global Summit
  - M-Enabling- Organizations focused on people with Disabilities
  - OAS- Internet Governance and Security
  - Personal Democracy- Pending
- Cancelled
  - ARIN- Out of Region
  - IGF USA- Cancelled July Event- Out of timelines

- Engagement Efforts
  - Contact all 33 ALS
  - Decertification of seven ALS
  - Recruitment of 1 ALS ISOC Washington DC

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

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- 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