ALAC Outreach & Engagement Subcommittee

ICANN63 | 20 October 2018

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BARCELONA

ALAC Outreach and Engagement SC Agenda

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2 Outreach at IGF 2018

3 At-Large use of CROP

4 O&E highlights :
* Community Onboarding documentation
* Highlights of ATLAS III with reference to O&E
* Stakeholder Tool

5 Any Other Business

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

Introduction to the Outreach & Engagement SC

The ALAC Subcommittee on Outreach and Engagement (O&E) 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. The wiki home page can be found at http://bitly.com/ICANNAtLargeOE

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 are welcome to join the O&E by emailing staff@atlarge.icann.org

O&E members

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

Europe
Olivier Crepin-Leblond, Matthias **(co-chair),** Wolf Ludwig, Yuliya Morenets, Mirjana Tasic, Yrjö Länsipuro

Asia Pacific
Ali AlMeshal **(co-chair)**, Maureen Hilyard , Cheryl Langdon-Orr, Aris Ignacio, Rao Naveed Bin Rais, Adeel Sadiq, Holly Raiche

Latin America / Caribbean
Jose Arce, Juan Manuel Rojas, Harold Arcos, Jason Hynds, Dev Anand Teelucksingh, Johnny Laureano, Vanda Scartezini, Antonio Medina Gomez, Lance Hinds, Raitme Citterio, Bartlett Morgan, Niran Beharry, Renata Aquino Ribeiro, Carlton Samuels, Jacqueline Morris, Maritza Y. Aguero **(Co-chair)**,

Africa
Pascal Bekeno, Beran Dondeh Gillen, Dave Kissoondoyal, Isaac Maposa, Remmy Nweke, Fatimata **(co-chair)**, Nkemdim Nweke, Tijani Ben Jemma, Akin-Awokoya Emmanuel, Seun Ojedeji, Lawrence Olawale-Roberts, Abdeldjalil Bachar Bong, Mwendwa Kivuva,

Relationship of At-Large review deliverables to Outreach and Engagement

8

Social media and other Internet-based tools could be used more effectively, and at minimal cost, to continuously survey and channel end-user input into ICANN policy making processes.

#10

There are a multitude of communications channels used by At Large

(sic). This has led to fractured and undocumented communications.

Maureen, Cheryl

Intro to Session (GSE Engagement)

Items #5 & #12 (related)
Uneven contribution of At-Large to a coordinated ICANN strategy for 'Outreach and Engagement'. Missed opportunities for coordination with other constituencies and ICANN staff.

7
Excessive amounts of At -Large Community time spent on process and procedure at expense of ALAC's mandated responsibilities to produce policy advice and coordinate outreach and engagement activities.
Too many internal working groups are a distraction.

#13
Need more systematic RALO participation in regional events

#15
Need to reinforce impact of outreach and engagement activities.

Dialoging with GSE

Dialoging with GSE

Dialoging with GSE:

Based on the fact that the Outreach and Engagement team never gets the opportunity to talk to GSE and give feedback to them – this is a session for dialogue. (20 minutes)

ICANN organized events which are CROP possible trips (GSE) – collaboration on outreach and engagement based on GSE (ICANN organized events)
(Probe: How can At-Large leverage on ICANN organised events to enhance ICANN At-Large engagement and PDPs)
Furthermore following the inadequate/lack of dialogue with GSE - suggestion 20-minute session face to face with their GSE in a Q&A.
Outcome: GSE giving a 2-minute report on what the key questions were from the RALO and what the answer was (for the others).

At-Large Outreach at IGF 2018

- The At-Large Outreach and Engagement SC submitted a [ICANN FY18 budget request for At-Large Outreach to be funded at IGF 201](#)8. This was not approved.
- Approved IGF Paris Village Booth for the ALS promotion
- Actions
  - Brochures requested
  - Banners requested
  - Swag-Pins and chocolate- Done
  - Signup sheet for volunteers-Done
  - Member speaker flyer created -Done

RALO Updates

AFRALO

- CROP Strategy : https://community.icann.org/display/CROP19/AFRALO+Outreach+Strategic+Plan

- Month AFRALO ALS report activities

- New ALS

- New individual members

- Attendance to regional ICANN related events

APRALO

- CROP & Outreach Strategy
- https://community.icann.org/display/CROP19/APRALO+Outreach+Strategic+Plan
- APRALO Newsletter
  - https://community.icann.org/display/APRALO/APRALO+Newsletter+2018

- APAC Hub activities
- Middle East Activity

REPORT

- Out-reach and In-reach
  - CROP's 2018
  - ALSes
  - Individual membership
  - MoU with RIPE NCC
- CROP Strategic Plan
  https://community.icann.org/display/CROP19/EURALO+Outreach+Strategic+Plan

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NARALO REPORT

- CROP Strategic Plan https://tinyurl.com/y9ocvels
- Discretionary Funds plan created
- Monthly NARALO newsletter- Call for volunteers and applications for CROP trips
- New ALS Alternatives(NA IGF Organizers)
- New Unaffiliated Members

# At-Large use of CROP (Community Regional Outreach Program)

- Each of the 3 RALOs may apply for CROP funding for up to 3 "regional" outreach trips (limited to four days; three nights) within a fiscal year (FY). FY18 is from July 1 2017 to 30 June 2018.

  Learn more at At-Large CROP at https://community.icann.org/x/5xyfAg ;

  ICANN CROP page at https://community.icann.org/x/NSCAAw

Outreach and Engagement Highlights

- **Community Onboarding documentation**
- **Outreach Calendars**
- **Stakeholder Tool**

At-Large Community Onboarding Program
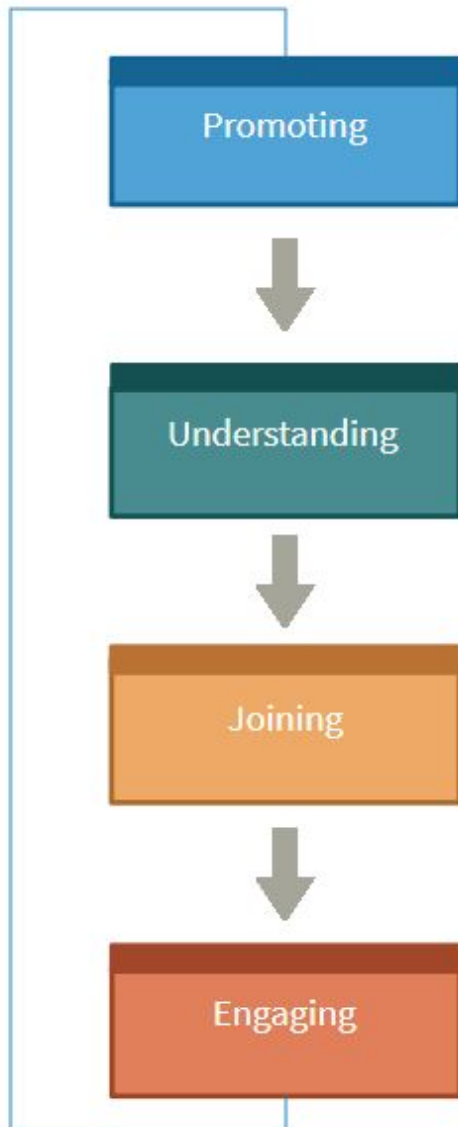
Promoting At- Large
- ○ Target participants for At Large
- ○ How each type of participant can be involved in At Large
- ○ What should draw them to this unique and diverse community

Understanding At- Large
- ○ How the community operates
- ○ Information on community activities
- ○ Community organisational structure

Joining At- Large
- ○ Various ways to join the At-Large community through various mediums

Engaging in At-Large
- ○ Active participation & involvement stage leading to further involvement such as leadership positions.

At-Large Community Onboarding

We saw the need to develop a series of ordered lessons/presentations that:

- can form a toolkit for At-Large Community members in educating the wider public

- At-Large Structure (ALS) representatives can use to educate members in their organisations in getting persons in their organisation to care about ICANN issues and become more involved in the At-Large Community.

- can be available online and offline for ease of use and access.

At-Large Community Onboarding

We've worked with members of the At-Large Outreach and Engagement SC to develop a series of ordered lessons/presentations on:

- **Start here** - presents tailored set of topics/slides depending on the audience

- **What is the DNS and who coordinates all of this stuff** ? - Introduce the concepts of the DNS and introduce entities like ICANN the corporation, and ICANN the community.

- **Policy challenges/issues in the DNS -** slidedeck to help new or potential At-Large Community members to learn about the various ICANN policy issues of interest to end users, why end users should care about these issues, and how as part of the ICANN At-Large Community they can become involved on these issues.

- **Introduction to the ICANN At-Large Community -** slidedeck about the At-Large Community, its key activities, and how to engage with the At-Large Community

- **Navigating At-Large** - for existing At-Large Community members, how to find relevant information and participate in At-Large activities

#11
While broadly popular, Global ATLAS meetings every 5 years have been difficult to organize and short on effective results. More frequent regional meetings would be more effective in encouraging both policy input and outreach while familiarizing more of At Large with workings of ICANN.

Outreach and Engagement Plan for ATLAS III

ICANN Stakeholder Analysis Tool

- The Stakeholder Tool tracks the Fellowship, GAC, At-Large and ccNSO by country or by region

See https://community.icann.org/x/W61YAw

United Arab Emirates

Fellowships	ccNSO	GAC Representative	At-Large
2	YES	YES	1

ICANN Meeting	Names	Fellowship Type		At-Large Structures in United Arab Emirates
ICANN60 Abu Dhabi Oct-Nov 2017	Rao Naveed Bin Rais	Security		Emirates Internet Group
ICANN59 Johannesburg June 2017	Rao Naveed Bin Rais	Academic		

Any other business?

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

To join the Outreach and Engagement SC, email At-Large Staff at staff@atlarge.icann.org