



ICANN

- **North America
Engagement
Strategy
FY2019–2020**

Draft for Public Comment

FY2019 Global Engagement Goals

Build awareness to grow and diversify ICANN multistakeholder base (and pipeline).



Grow the knowledgebase of current and potential ICANN stakeholders.



Grow stakeholder support of, and active participation in, ICANN.

FY2019 North America Engagement Goals

Strengthen Partnerships
to Expand Outreach



Support Enhanced
Mentorship and
Onboarding



Focus on Issue-Based
Engagement, with
Improved Content and
Messaging

Engagement Tactics

1. Strengthen Partnerships

Engage with technical and professional associations to share knowledge, diversify stakeholder base, and co-host events – especially reaching geographically diverse areas – to create “local” communities.



2. Support Enhanced Mentorship

Work with Policy and Public Responsibility Support teams to strengthen onboarding processes and trainings.

Encourage joining as observers for those who are just starting out.



3. Focus on Issue-Based Engagement

Begin outreach with issues that potential stakeholders are interested in, then steer them toward the appropriate working groups and policy development processes (PDPs).

Develop more issue-based content.

Partnering with the Community

1. Strengthen Partnerships

Engage with technical and professional associations to share knowledge, diversify stakeholder base, and co-host events – especially reaching geographically diverse areas – to create “local” communities.



2. Support Enhanced Mentorship

Co-create trainings with SOs/ACs and partner organizations.

Start program of “adoption” of Fellows and other newcomers by SO/AC structures.



3. Focus on Issue-Based Engagement

Convert spoken content to written and online content.

Co-create messaging and content with Supporting Organizations (SOs)/ Advisory Committees (ACs) and partner organizations.

North America Engagement Tactics

Measurement

1. Strengthen Partnerships

Number of partnerships.

Number of events hosted, audience size, follow-up activities.



2. Support Enhanced Mentorship

Number of trainings held.

Number of North American newcomers who “graduate” to active membership or participation.



3. Focus on Issue-Based Engagement

Number of North American stakeholders who join working groups, PDPs, Reviews.

Number of communications documents (or other content) produced.

Focusing on Measuring Outcomes

Given the stated objectives and tactics of this strategy, choose metrics that will be helpful to track progress. Potential metrics include:



New At-Large Structures



Newsletter readership statistics



Social media engagement statistics



Growth in new ICANN contacts



Public Comments submitted from North America



Online courses taken



Memorandums of Understanding (MOUs) signed



Keynote speaking engagements



Others?



Partners in Strategic Success

Successful execution of the 2018 North America Engagement Strategy depends in part on the work and collaboration of the following groups:



TEAMS IN THE ICANN ORG – GLOBAL STAKEHOLDER ENGAGEMENT, GOVERNMENT ENGAGEMENT, PUBLIC RESPONSIBILITY SUPPORT, OFFICE OF THE CTO, COMMUNICATIONS, AND GLOBAL DOMAINS DIVISION:

- ⦿ Create content.
- ⦿ Plan and co-host events.
- ⦿ Help identify potential stakeholders.
- ⦿ Strengthen onboarding processes and mentorship.
- ⦿ Strengthen messaging.



SO/AC/CONSTITUENCY LEADS, STAKEHOLDER GROUPS, CONSTITUENCIES, NORTH AMERICAN REGIONAL AT-LARGE ORGANIZATION (NARALO), AT-LARGE STRUCTURES, ETC.:

- ⦿ Help track newcomers who participate in working groups and PDPs.
- ⦿ Help create content and communicate value of participation.
- ⦿ Complete the recruitment process to attract members.
- ⦿ Inform and advise of ICANN org efforts.



BROADER ICANN AND INTERNET COMMUNITIES BASED IN NORTH AMERICA:

- ⦿ Support identification of potential partnership organizations.
- ⦿ Help develop trainings and conduct joint outreach.
- ⦿ Identify potential stakeholders.

Seeking Public Comments



To provide feedback, please email your comments to:
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