

FY20 NARALO Outreach Strategic Plan




Instructions:

1. You must be logged in to the Community Wiki with a valid Username and Password in order to complete forms within CROP.

2. Your organization must first complete and get approval for the Outreach Strategic Plan before any CROP trip could be processed.




3. To fill out the the form, click  (top of the screen).

4. Answer each of the questions that appears within the form. Use the scroll bar (right) to reveal all contents. [Click here to read the full instructions >>](#)

5. Some information fields are 'richtext' so that they can accommodate tables, links, images, attachments, and other formatting capabilities that may be useful in explaining/describing this proposal.


6. CROP forms must be completed in English. For those who do not speak English, all of the pages within this Wiki may be translated using the "Translate" option located at the end of the status line just below the page title. (Disclaimer: These translations are computer-generated and, as such, may not be technically correct in all instances).




7. When you are finished answering the questions, remember to  the page (bottom right of the screen).

8. This form may be edited/saved as many times as needed. If you need to amend any information/contents

subsequently, you simply click on the appropriate form and then click  on the top

menu bar. Don't forget to  any changes you make. All prior versions are automatically archived.

9. Once any form has been completed, please notify your Program Coordinator (PC) for further processing. The designated PC is responsible for (a) reviewing each form for completeness, (b) coordinating within the ICANN structure and with the Stakeholder Engagement VPs to determine whether the Outreach Strategic Plan will be approved, and (c) communicating form dispositions to the CROP Administrators (Staff) for further processing.

10. Once any form is fully approved and has received concurrence from the designated Regional VP, Program Administrators (Staff) will mark  in the status section and lock the forms to prevent further changes by you. It will receive continued management, processing, and tracking by Staff.

11. Have questions? Check out the [Frequently Asked Questions page](#), and reach out to your designated [Program Coordinator \(PC\)](#).

STAFF USE ONLY

Strategy Status

APPROVED

Person Completing Form:

Ozan Sahin (copied from <https://community.icann.org/x/S4ijBg>)

FY20 Outreach Strategy

Outreach Goals:

1.0 NARALO CROP PLAN FY'20 Overview

NARALO's Outreach and Engagement Plan for FY 20 takes a five part approach:

- Build on the ARIN RIR Relationship at ARIN on the Road and ARIN events
- Leverage the relationship established for the Digital Inclusion Conference and the NonProfit Technology Conference (NTCP)
- Poll our community to help define what our priorities should be to encourage members to step forward to suggest viable trips.
- Review and examine the GSE plans for FY 20 and looking for harmonization or synergy
- Encourage local Readouts(How to do readouts APPENDIX A)

Strategies:

1.1 Observations and Gap Analysis

Recruitment of unaffiliated was very successful with twelve new unaffiliated members and efforts need to taken for orientation and recruitment

- Strong encouragement for NARALO participation at the two yearly ARIN events in North America- 2 out of 5 trips
- Recruitment of new Youth ALS -Completed
- Gaps- Membership Recruitment
 - No reps from Southern, and South Western states in the US (ALS in 7 locations: Mass, Cal, NC, NY, ILL, DC and CO).
 - No reps from Canadian Prairies (Two 4 locations)(ALS Ont, Quebec, BC, NS)
 - No Francophone ALS's outside of ISOC Quebec
 - No reps in many of the Western and North Western states of the US, only 1 ALS in California
 - No Canadian First Nations group (E Manitoba decertified)
 - Only one Indigenous US group, (NPM) Seeking additional ones. No expressed interest from the Global Indigenous Fellow
 - Other Cities considering the acquisition of a TLD might be interested in forming an ALS
- Gaps- Internal Capacity
- Clear understanding of representative skills and contributions
- Increased participation of membership in policy comments
- Regular pre or post ICANN meeting readouts

1.2 NARALO Community Priorities Suggestions

Here is the list of priority areas where we hope to do outreach and also increase the engagement of current and new ALSes in NARALO as well as educating the populace about ICANN, At Large, and NARALO issues.

- Commitment to building a strong relationship with ARIN and their bi-annual events
- Participation in the Digital Inclusion conference put on by the National Digital Inclusion Alliance (attendance three years) and the NonProfit Technology Conference (NTCP)
- Local small community events spearheaded by ALS's i.e. ICANN Readouts etc
- Create a pilot NARALO on the Roadshow with FBSC proposal for next fiscal period
- Enhance communication and engagement via NARALO INSIGHTS Video Series on North American Hot Topics and Issues
- Youtube Playlist <https://www.youtube.com/playlist?list=PLHeYfhcpf4QQapmbiqkHZEP6BVmq0jVmz>

1.3 Clarity of Plan

To identify the opportunities to enable some of the NARALO members to outreach to a specific audiences to educate them on the value of ICANN, At Large, and specifically NARALO. In addition in underserved sectors we will deliberately do outreach for recruitment for new organizations to become new ALS's.

1.4 Attributes of Participants

- Positive attitude to proactive marketing
- Confident and supported by RALO
- Focused and purposeful
- Proven track record
- Preparation of the target market to educate
- Awareness of the ICANN ecosystem
- Expertise in core NARALO/ICANN issues

1.5 Environmental Factors

- Research completed on existing ALS participation, absence and issues
- Event has opportunities to promote, speaking engagement and networking opportunities
- Match of NARALO goals and event's mission
- Endorsement of NARALO of event schedule

1.6 Skills of Participants

- Assumption that the sponsored NARALO member is willing and able to present to an audience, conduct interviews, do radio interviews and more
- Understand importance of social media reporting
- Prompt reporting of event and follow up

1.7 Plan Implementation Timelines

April 2019 Call for CROP selection committee, Google form
May 2019 Draft plan prepared and discussed at Outreach & Engagement
June 2019 Plan Submitted to NARALO for Approval. Adoption of Plan
September 1 Creation of Google forms
October 1 Earliest possible First CROP Trips

Three CROP Trips

- ICANN 66 Montreal November 2019
- Digital Inclusion, April 2020 Portland, Oregon
- ARIN October 2019 Seattle April 2020 in Kentucky

June 30, 2020 Completion of the three CROP trips and various local discretionary funding events

Expected Activities and Outcomes:

1.8 Proposed Trips

Our FY 20 Trips must abide to the ICANN guidelines as indicated in the two slides provided by staff. In the case of NARALO we don't have a ICANN meeting in our region so we need to propose events that have merit.

2.0 Discretionary Funds Initiatives

According to the ICANN approved budget each RALO has \$4,000 to be used for local community outreach events. Details Here

List of ideas

Date	Location	Theme	Status	Traveller
July 2019	Puerto Rico	ICANN 65 Read-Out (Spanish)	Not Started	None
August 2019	Puerto Rico	IPv6 Course	Not Started	None
October 2019	Puerto Rico	InternetDay 2019	Not Started	None
November 2019	Germany	IGF 2019	Not Started	Eduardo Diaz
November 2019	Puerto Rico	ICANN 66 Read-Out (Spanish)	Not Started	None
December 2019	Puerto Rico	ISOC PR AGM	Not Started	None
February 2020	Puerto Rico	In Love with Internet	Not Started	None
March 2020	Puerto Rico	ICANN 67 Read-Out (Spanish)	Not Started	None
June 2020	Puerto Rico	ICANN 68 Read-Out (Spanish)	Not Started	None
July 26	Washington	IGF USA		
Nov 2	ICANN 66	ICANN		Alan Greenberg
Nov-June	ICANN READOUTS			ALL
Nov-June	Local IG Events			ALL

Conclusion

Our plan identifies the gaps in our NARALO membership and we intend to use CROP and the Discretionary Funds to do outreach for membership recruitment and general engagement

Other Details:

APPENDIX A

How to organize ICANN readouts

Glenn McKnight and Marita Moll

Rationale

We are creating this document as a to-do list for ourselves and others when organizing an ICANN readout. Every context will be different but the process will generally follow a similar pattern. We are currently organizing our third ICANN readout/briefing in Ottawa Canada and our processes are still evolving. So, this document is presented in that context.

We would like to emphasize that our events so far have been a team effort. This is a lot of work for one person. So, from the very beginning, find a partner or partners to share the load.

Step One: Decide on a Date

Choose a date for the readout -- in cooperation with the key people who will be involved in realizing the event -- speakers, technical support, etc. Note: this should well in advance of the preparation to make sure the date isn't clashing with holidays and other dates impacting the speakers. Doodle polls are useful in this regard.

Perhaps pencil in two optional dates for planning purposes!

NB: In order to access ICANN discretionary funds, this date needs to be at least three weeks after the application for funds.

This can be pre- or -post an ICANN meeting. If it is a pre- meeting we have called it a briefing rather than a readout -- i.e. pre-ICANN65 Marrakesh Briefing.

Look for dates that do not conflict with other Internet events in your region. It is often the case that there is a limited audience on the ground for these events and many events will draw the same public.

Step Two: Find A Suitable Location

The location should be central -- easy for people to get to. It is sometimes a good idea to rotate locations. Different locations will draw different audiences. E.g. Holding the readout in a community space /hub vs. the offices of a local ISP can extend the reach

Make sure people can get in the building if your event is after 6 pm -- some buildings are closed for security purposes.

Be prepared to have signs at the site on the day of the meeting guiding people to the right floor or area of the building.

Step Three: Apply for Discretionary Funding

Estimate the cost of your event and submit an application for discretionary funds to ICANN

NB: See note above re: lead time

Discretionary fund guidelines and application form available here: <https://community.icann.org/download/attachments/64071154/FY19%20RALO%20DISCRETIONARY%20FUNDING%20REQUEST%20FORM%20-%20ICANN%20Studienkreis.docx?version=1&modificationDate=1533754342000&api=v2>

Step Four: Create an Agenda

In choosing a date you have probably already connected with some of speakers and have an agenda in mind. In creating the formal agenda, use a google doc so that other team members can contribute and various parts of the agenda can be excerpted for various promo purposes. Keeping a central accessible space for this information is important as it serves as a version control. Elements of an agenda can change --- speakers drop out, new speakers sign on, etc. -- and a master version is essential.

In the process of creating the agenda, it is important to pay particular attention to the expected audience. Are you attracting people who are new to ICANN or those who are already comfortable with ICANN processes and acronyms. Readouts/briefings can be a way to spread interest about ICANN's multistakeholder model and the kinds of policy work that goes on in the ICANN ecosystem. But bridging the knowledge gap between ICANN insiders and new audiences can be a real challenge. It will be necessary to introduce basic but critical information such as how the multistakeholder system works before diving into some of complex policy issues, So, a well constructed agenda has to keep these issues in mind. The goal is to keep people coming back.

Read-out funding will normally not be enough to bring in speakers from afar. So, you will probably be relying on a set of local players to speak to your agenda topics. You will also usually be able to have a member of ICANN GSE in person or remotely to speak to participants on the multistakeholder system

Example: Agenda for May 30 Pre-ICANN65 briefing

<http://online.fliphtml5.com/gnel/mjs/>

Step Five Promotion

Create an eventbrite invitation

Example:

Create materials to promote the event on social media and traditional media. Promote the event at any related conferences in your area. Use local online event listings, traditional media event listings, invite people you know who might be interested. Cast a wide net: ISPs, elected officials, advocacy organizations, academia, etc...

Example: Pre- meeting handout for conferences, etc:

If appropriate and desired, reserve on the ISOC livestream channel. If you can find someone with the equipment and technical expertise, livestreaming is an asset. It extends your audience as the sessions are promoted to ISOC members around the world. ISOC livestreams are also archived, so potential audiences can view them at their convenience.

If desired, ask ICANN staff to set up a Zoom room for the event and invite NARALO members to attend through Zoom which is more interactive than Livestream

ICreate a TWITTER HASHTAG e. #ICANN65BRIEFING

At the meeting try to have some take away handouts available at the event, for example:

-- NARALO (or any other RALO) pamphlets and publications,

-- items from ICANN (a paper version of the multuser graphic is useful -- ICANN can print and send if you give them enough advance notice

-- printed agendas

-- any other promo swag from ISPs, ccNSOs, etc. -- buttons, candies, etc.

Also at the meeting, keep track of your participants with a sign up sheet. You will be wanting to e-mail these people when you organize your next event.

Step Six Logistics

Order/buy refreshments

Equipment

- a. Mics
- b. Whiteboard
- c. Projector

Ask speakers to arrive early and log into the Zoom Room and test their microphones

Arrive at the site early enough to set up and test equipment

Prepare promotional photos for NARALO newsletter and social media

<https://www.flickr.com/photos/glenmcknight/albums/72157673971536467>

Step Seven Reporting

Submit a report to ICANN

- a. Number of in room attendees
- b. Number of registered attendees
- c. Number on Livestream
- d. Number on ZOOM
- e. Agenda
- f. Brief description of discussions
- g. Observations
- h. Recommendations/suggestions

Submit an invoice to ICANN for expenses incurred

Step Eight Repeat

Start thinking about how you can improve your process. A one shot event is marginally useful so occasional events (2-3) in a year should be your goal. There are no easy ways to build a community -- it is just one step at a time. Be creative about how or where you might hold these and who you might. And don't be discouraged by small attendance figures at the beginning.

Date Submitted:

10-Jun-2019

Acknowledgements Section

Note: To be completed by a Program Coordinator (PC) designated by this organization/structure.

Acknowledgements	Confirmed?	Who Confirmed?	Date of Confirmation	Notes
<i>The detailed Outreach Strategic Plan has been properly completed per CROP requirements.</i>	Yes	Glenn McKnight	10-Jun-2019	Entered by O.S
<i>The ICANN Organization / Structure's leadership has authorized this Outreach Strategic Plan.</i>	Yes	Glenn McKnight	10-Jun-2019	Entered by O.S
<i>The Outreach Strategic Plan has been concurred by the Stakeholder Engagement V.P.</i>	Yes	Chris Mondini	17-Jun-2019	Entered by O.S
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