

# FY20 BC 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: Chantelle Doerksen (on behalf of Marilyn Cade)

FY19 Outreach Strategy

Outreach  
Goals:

# INTRODUCTION AND BACKGROUND

The Commercial and Business Users' Constituency [also known as the ICANN GNSO Business Constituency (BC)] FY20 Outreach Strategy seeks to fulfill the BC's mission [1] as described in the BC's approved [Charter](#). The BC Outreach goals support the engagement of business users in gTLD policy development and in ICANN's overall governance.

Further, it also supports the ongoing enhancement of multi-stakeholder engagement in relevant activities to ensure ICANN's continued success as the coordinator of the unique indicators of the Internet as provided for in ICANN's bylaws. The BC Outreach Strategy aligns with ICANN strategic objectives, and includes collaborative efforts between the BC and ICANN's Engagement teams and ICANN org, effective use of CROP funds, as well as activities that are funded from the BC's membership fees.

Strategies:

## BC Outreach Strategy

The BC's broad Outreach Strategy is focused on growing the BC visibility and engagement in ICANN meetings and in selected and related events where business executives and others from the business user communities participate, as well as engaging with governments who may influence ICANN's stability.

The broad BC Outreach strategy is described in this document, with a specific reference on the use of ICANN's Community Regional Outreach Program (CROP) funds, and other special funds [some of which are supported by ICANN funding], as well as its own membership funds in collaboration with broader ICANN and BC supported activities to increase engagement of business user companies and business associations and to support the broader BC Outreach Strategy.

### The BC Outreach Strategy utilizes key approaches:

- Effective use of CROP to ensure outreach in least engaged regions;
- Use of BC funds plus partnering with ICANN staff for events both at ICANN and external to ICANN for outreach; and awareness, including as speakers and co-sponsors;
- Development and enhancement of BC materials, including the "meet the BC" and a member association analysis to promote the diversity of the BC's memberships;
- Participation in ICANN Newcomers events, including special sessions and Newcomers Booth;
- Continued support from both ICANN and BC for the BC's Leadership Initiative, which identifies and sponsors 1-2 executives/senior leaders from highly qualified potential members – companies and associations
- Engagement at external events, such as the WSIS Forum, IGF, and other directly related community events, such as regional and national IGFs, RIR regional summits, etc. based on member interest and availability to support as speakers and
- Enhancing the visibility of the BC at national and sub regional level IGF initiatives through distribution of BC Fact Sheets/Newsletters via members participation
- Encouraging speaker opportunities for BC members at the annual IGF in "flash sessions" that are relevant to BC, participation in ICANN's Open Forum, and any ICANN organized workshops
- Re-establishing at least one annual special lunch/breakfast/engagement with the ICANN GAC, and one special event with either the ccNSO or ALAC on an annual basis [co organized with the CSG constituencies and supported by ICANN at meeting 1 and 3 to strengthen cross community exchange on relevant topics of mutual interest

#### CROP: FY20 Activities

The BC Outreach activities will draw on ICANN FY20 CROP travel support for three travelers as defined in the ICANN CROP, overseen by the BC Outreach committee and approved by the BC ExCom [and consistent with CROP guidelines] and in keeping with the BC's regional and other focus priorities. CROP events will benefit from full support from the BC Outreach Committee and always include BC membership materials suited to the event. BC members are encouraged to submit proposals for events at a national or sub regional/regional level where the BC can broaden awareness of the BC's mission, and recruit new members.

For FY2020, the BC Outreach Committee has encouraged early submission of ideas for the full fiscal year. Proposals are preferred for external events but are also welcomed for maximizing outreach support during ICANN meetings. Reports are required, and those funded then write an article about their event/participation activities for the BC Newsletter.

**BC Senior Executive Leadership Focus:** One sponsored by ICANN/one sponsored by BC Funding.

- The BC supports a senior leadership Executive sponsorship from its own funds, in addition to a senior executive leader supported by Special Project Funds/ICANN.
- Bringing senior leaders into ICANN meetings is challenging in the time demands for their absence from daily work responsibilities, so the BC has a well-established informal coaching program, which includes pre event coaching/mentoring, onsite coaching, and a form of partnering with the VP of Operations and Finance and the BC Outreach Chair on site at ICANN meetings, including helping to develop a focused program for the senior leader to maximize engagement with BC members; relevant GAC members; introduction to Board and Senior staff informally, etc.

### • **The introductory coaching re engagement with the BC will also include any identified BC eligible Fellows and other ICANN participants identified in BC Outreach Events**

### Summary: Key objectives of the BC overall:

- Provide mentorship and informal support to business representatives attending ICANN or BC meetings as they learn about the BC and understand how to best participate.
- Present information about ICANN and the BC at ICT and Internet governance related events, particularly in regions where there is limited BC membership and/or at events where attendance by business entities that may qualify to join the BC participate.
- Hold special events both at ICANN and at other related events to inform the broader business user community about ICANN and the BC.
- Provide financial support for BC members with experience and expertise in the BC and in ICANN to attend outreach and recruitment events on behalf of the BC, specifically to do BC membership recruitment, using Community Regional Outreach Programmed (CROP) and other BC approved funding from BC budget.
- The priority for CROP will be to advance engagement in the least represented sub-regions/regions but, may, as exception, support travel to an ICANN meeting, if a specially organized outreach event justifies such engagement.

#### **Reporting:**

Continue and enhance the reporting of all BC funded travelers attending Outreach events relying on the required reporting of the CROP program as a role model for all BC funded engagements, but where needed, include additional BC requirements.

Enhanced visibility of BC's Outreach engagement via the BC Newsletter on an occasional basis – e.g. BC newsletter for ICANN64 focused on Outreach events from 2018-2019. Previous Newsletters have also included Outreach stories supported by CROP. Those funded to attend ICANN are required to submit reports, and encouraged to draft an article for the BC newsletter, and potentially, for their own community's newsletter or website upon their return from their participation.

## COMMUNITY REGIONAL OUTREACH PROGRAM (CROP) – THE BC'S USE OF CROP FUNDS

CROP funds will support travelers to events that are primarily focused on companies/associations that fit the definition of Business Users. The BC presence and participation at events will be further reinforced by materials and presentations developed within the BC's Outreach Committee and the designated CROP BC traveler. Such materials will be shared via the full BC list, as part of the Meeting Outcome Report required from all funded BC outreach events.[All materials must reflect the BC official policy positions, in discussions about ICANN policy topics/or other governance topics.]

Normally, CROP will primarily support the engagement in or be associated with external to ICANN events where business users can be easily reached, rather than creating unique events, in order to avoid additional organizing costs, other than those that CROP covers. In some occasion, CROP will support bringing members from the region of the ICANN meeting who can support uniquely the outreach efforts during the ICANN meeting. In FY2019, exceptionally, two CROP participants were selected to attend ICANN65, to advance engagement on site with potential members from Africa and the MENA region.

The Outreach Committee will evaluate funding requests from BC members to attend an event, and specifically evaluate the effectiveness of the use of CROP funds to augment BC participation, with any additional expenditures outside the CROP budget to receive final approval from the BC ExCom. Such expenditures may include printing of brochures or fact sheets for use, which will not be covered by CROP. Responsibility for making recommendations for use of funding lies with the BC Outreach Committee, with budgetary review by the BC Financial Committee and final approval resting with the BC ExCom. Selected events might require sponsorship or registration fees. Ultimately, approval is also required by the ICANN staff and support from the regional VP/business VP of ICANN.

For CROP and other BC supported funding, priority for funding will be given to BC experienced members who have a speaking role at an approved event, where the speaker has the ability to directly promote the work of the BC (versus speaking on another topic). Where a unique relationship exists between a BC member and an organization [including ICANN regional teams] organizing an outside event that has high visibility within a region/sub-region with low BC membership, CROP can be considered to bring a BC member as a special "recruiter". Given the limited funding from CROP, priority will be given to proposals that are well documented regarding high opportunity for new BC member(s) and enhancing ICANN visibility over the longer term.

As an exception and due to the limitations of CROP funding for 2020, CROP funding could be used to support participation and the active engagement of an BC member who could not otherwise attend an ICANN meeting or another major ICANN-related event *where a BC Outreach event is organized, and a particular BC member brings unique contacts in that region. In these cases, the member's engagement must augment the legitimacy of the BC's role and effectiveness of BC outreach within that region. This would be an exception and would be assessed on a case-by-case basis, looking at the needs of the BC and the parameters of the CROP program.*

*Use of CROP would require a specially designated role for the funded BC member in BC outreach activities, noting that CROP guidelines must be adhered to. Any additional supporting funding from the BC for the Outreach activities will follow the usual Outreach Committee and ExCom approval processes.*

## Documentation:

A written proposal, and documented plans are required for consideration of CROP, as well as any BC funding for Outreach and Awareness/Recruitment. A written report that assesses the effectiveness of a particular event, direct and indirect outcomes is required.

## Continuing Outreach and Recruitment in the Sub-Regions/Regions with low BC membership:

The development of specific activities and events that utilize the BC's presence and membership within at least three (3) developing country regions will be a priority for CROP 2020 for the BC. At this point, continued outreach in Africa, Asia/Oceania; Caribbean Islands/Latin America, Middle East and Eastern Europe and Central Asia are under discussion, given the low BC membership in such regions and BC member interest in engagement. Given the limitations of CROP funding to only 3 slots, priority will be developed by the Outreach Committee, but take a holistic approach, rather than a first come basis.

However, other approaches that request special funding and reach an expanded audience will also be considered – e.g. funding/partial sponsorship of a regional event where multiple BC members and speakers can engage with others from business in the region. This may take the form of an event sponsorship, and will require similar procedures to the CROP funding request, as well as a written report. BC sponsorship in the past has supported outreach in Latin America, Africa, and Asia and Afghanistan based on documented and submitted proposals that describe the focus on ICANN and how ICANN/BC will be highlighted.

Extraordinary applications for sponsorship may benefit from the Outreach Committee but are in the oversight of the BC ExCom. However, to try to ensure consistency of reporting, where possible /feasible, approval of travel to these events is based on proposals submitted at least two (2) months prior to the event, as CROP deadlines require six weeks prior to an event, at minimum. The two-month requirement provides the BC Outreach committee/BC ExCom a two-week period to review a travel request and arrive at a decision.

In sponsorship of events, exceptions may occur, as sometimes venue/senior executive/government availability delays formal decisions, but every effort by those proposing a supported event to meet a two month deadline will be encouraged, and any late submissions must be justified in writing to the Outreach Committee and ExCom.

NOTE: this does not affect the CROP deadlines which must be adhered to.

### Extraordinary small grants to support Members:

Similar processes are required to apply for extraordinary budgetary support from the BC from its own financial resources and will be based on BC engagement supportive of the 2020 BC Outreach Strategy. An example is the BC's use of small grants to partially support engagement of 4 BC members in the IGF2017. This initiative required engagement in an event that was highly supported by ICANN, and also presented multiple opportunities for supported BC members to have high profile engagement, not only with businesses, but also governments and IGOs. Grants also supported unique outreach in Johannesburg in a special event organized by AfICTA; and in Afghanistan, organized by TechNation. Grants also supported speaking roles at Asocio and e-Instituto, in the past.

Small grants also supported engagement by BC members in the Tokyo Business Outreach event, where the BC presented strategic objectives to two very senior Japanese organizations: Keidenren and JATES, in two unique outreach events coordinated and organized by the ICANN team from the Region/Japan/Business Engagement. Tokyo outreach is seen as a potential role model for future engagement efforts for outreach efforts.

## ACTIVITIES SUPPORTING THE OVERALL BC OUTREACH STRATEGY

Update the two page "mini brief" on an annual basis describing the BC, its role at ICANN, and the benefits of membership, to be used at various events. The Fact Sheet is updated annually but also as needed, translated into relevant language for the ICANN event. Note: *All BC members are encouraged to use the Fact Sheet in any relevant events that they attend. All BC newsletters and fact sheets can be found at <http://www.bizconst.org/newsletter>.*

Completion and publication online of the "Meet the BC" document which provides short profiles of the BC members, and to include an analysis of association membership of BC member associations showcasing numbers/geo diversity and global/SME companies.

Development of "mini-testimonials" from BC members who volunteer to provide such statements – 100-150 words and head shots, to be posted on the BC website with permission of the BC member – goal 1-2 per ICANN Region.

## For 2020, a further enhancement of materials and distribution efforts are planned:

- Continue to translate BC materials into other languages where possible and appropriate, given the event location and dominant UN language in the region and translation services available from ICANN.
- Distribute a special 20th Anniversary of the BC in an updated Fact Sheet at the ICANN66 meeting in Montreal, and at IGF2019 in Paris; and any other ICT and Business events relevant to business – focused on the BC's history and contribution to the launch and success of ICANN.
- Focus on invitation to BC association members who have newsletters or websites, using AfICTA as role model to gain articles inserted in members newsletters/websites thus enhanced visibility for ICANN
- Improve the look and feel of the BC website, <http://www.bizconst.org/>, with continual updates as described, including testimonials and possible blogs.

Continued use of collaborative engagement with the VP of Business Engagement and per meeting, relevant ICANN regional VPs/staff for targeted outreach to registered attendees [and local associations/businesses] at ICANN meetings from the private sector who are not already members of the BC, through organizing occasional specialized events at ICANN meetings with a goal of holding or joining ICANN's Business Outreach Activities with a goal of at least 1-2 such events each year. [e.g. example of highly successful outreach during South Africa organized by AfICTA in collaboration with ICANN business Engagement VP and again at ICANN64 in Tokyo and then Kobe and planned for ICANN65/Morocco.

## Building on the ICANN Onboarding Pilot: Enhancing mentoring/coaching within the BC for new or potential members

The BC will continue to examine how to establish partners/mentors for new business user attendees within the BC that identify a topic they would be willing to "mentor" a new BC candidate/member on – still under development within the BC:

- Identify volunteers from current members [goal: to identify at least 3-4 BC members] who are willing to be matched with a newcomer who would shadow them during an ICANN meeting for just their topical area.
- Responsibilities for a "BC mentor" [still to be confirmed by the BC] for an identified "newcomer", whether brought in from ICANN registration, identification from ICANN or other BC contacts, could include an interactive review of the ICANN agenda ahead of time, but also identification of specific BC activities at an ICANN meeting as suggestions for any newcomers recruited by the BC to be involved in, engaging initially online, and then on site as appropriate – offer BC member introductions and "acting" as a coach for a specific session of mutual interest to a targeted potential BC member.
- Provide the BC newsletters/fact sheets, and special Meet the BC "card" for the ICANN Newcomers/Engagement booth. The card will advise anyone interested in scheduling a one-on-one meeting with BC members during an ICANN meeting to send an email to the BC Secretariat, who will contact the volunteers to "match-make" on site.
- Utilize Outreach Committee members to review the Fellowship program and full ICANN registered attendance list several weeks out to identify businesses attending and invite relevant newcomers to the BC open sessions or to a special BC meet and greet in the ICANN Newcomers/Engagement booth.
- Once prospective business candidates are identified, provide an individual invitation to any specially organized CSG and BC events [example: formerly the "Commercial Stakeholder Group (CSG) breakfast"] and any other social events organized by the CSG – BC with ICANN, including the Board/CSG session, with the BC providing a coach/mentor for that event to be a session "buddy", providing introductions informally, and helping to answer any questions the newcomer might have.
- Enhance BC materials including, but not limited to, BC Newsletters and Fact Sheets;
  - Enhance the "Meet the BC" document with continual updates and distribute to GAC and ICANN Board members at each ICANN meeting, using personal relationships with GAC, and a formal presentation at each Board/CSG meeting
  - Add the BC members "testimonials" on the BC website when available [volunteer basis but goal to have 3-4 per region.

**Enhancing how the Fellowship Program and NextGen can benefit the BC:**

Outreach Committee/+ interested BC members will examine how to further advance benefit of Fellowship and NextGen programs to the BC – 2020-2021 period to work with ICANN staff to increase recruitment from private sector into these programs, including members from small and mid-sized businesses and associations from developing countries, as well as academics focused on business management, etc.

## GENERAL OUTREACH ACTIVITIES DURING ICANN PUBLIC MEETINGS

Coordinate with ICANN on any event they are doing already to increase the visibility of the BC and make face to face contact with attending private sector members, while recognizing that the attendance of local businesses can be very challenging, due to their own business priorities that compete with a multi-day ICANN meeting.

Establish a standard invitation to be sent to the local business associations in the relevant country/region, at least two (2) months before an ICANN meeting, *when contacts are nominated by BC members*, and then followed up with a more detailed invitation, when the ICANN agenda is available, and social events are identified [last 3-4 weeks pre ICANN meeting] with follow up reminders one week before the meeting.

Engage with the ICANN Engagement VP for Business as a priority engagement and regional V.P. teams regarding any relevant business groups they are engaging with.

For ICANN meetings, where possible, the BC will include one to two new senior business leaders from the region/with regional affiliation as part of BC Senior Leadership Engagement [described above].

Review the Fellows who self-identify as businesses, to engage interest and inclusion in any relevant BC events/engage with Fellowship staff to determine how best to reach out to self-identified business attendees.

## GOVERNANCE FRAMEWORK:

BC Outreach strategy is developed and administered by the BC Outreach Committee with the support of the BC VP of Finance and Operations oversight, and review and approval of the BC Executive Committee and support of the ICANN staff.

The Outreach Committee meets virtually at least once or twice between each ICANN Meeting, and strives to meet face-to-face during ICANN meetings and presents a full review/report at the AGM to the BC membership. In addition, updates are provided to the full BC membership via the virtual BC working calls.

Events and travel support requests are considered, and recommendations made by the Outreach Committee and then approved by the VP. Finance and Operations and then the full ExCom. Reports of all activities are provided to the full BC membership.

The Outreach Committee will notify the BC Executive Committee of any requested additional expenditures, whether from BC or ICANN funding sources, at least four weeks prior to the disbursement date. These planned expenditures are deemed as approved unless the ExCom raises questions or objections within one week of notification.

**Expected Activities and Outcomes:**

Through our outreach efforts, the BC expects to:

- Reach an in-person audience of qualified 20-25 potential members through attending and speaking at various events and conferences, with a hard goal of 8-10 new recruits from the least represented organizations but establishing relationships for follow up with the full group.
- The total reach for awareness is approximately 1000 during 2020 but this is for awareness; only a small number of these contacts will meet membership criteria, yet, there is benefit from awareness about why ICANN matters to the business user community and such businesses/associations can be encouraged to engage with ICANN at the regional level, or via the National IGF events where ICANN is typically a speaker/supporter.
- The BC's focus is quality, versus quantity of candidate members, as experience has shown that associations and industry groups can more consistently maintain attendance and contribute to policy development than individual small companies from developing countries, but need to have a reason to participate in ICANN – e.g. a policy issue of concern.
- Attract 8-10 new members by the end of FY20. The BC recruited 9 new members in FY17. The Outreach Committee and other BC members, especially officers will be encouraged to engage in member retention and re-recruitment of former members.

**Goals:**

- Distribute 800 BC newsletters, 350 BC business cards, and target of 500 factsheets with a goal of 50 percent being external to ICANN meetings. For example, the BC will seek to distribute 500 from all three published items at the ICANN AGM and another 200 at the IGF2019 in Berlin using the ICANN booth as a distribution mechanism. All BC members are encouraged to distribute Fact Sheets and Newsletters at external events. The additional distribution opportunities will be developed by the events organized for CROP outreach events, and at the ICANN meetings.
- Invite all Association members of the BC to post a story about the BC's focus on a particular policy area that their members care about in their newsletters or official publications. The topics should focus on those areas where there is strong consensus within the BC. Such story could be provided to any BC association members who might be willing to publish it, with a personal introduction, in their association newsletters.
- Attract more than 200 webpage views through social media enhanced engagement – to be developed further, including encouraging all BC member to *like* the BC Facebook page and to send at least three (3) tweets a year about their engagement with the BC activities which must be consistent with BC policy positions or activities if the BC is referenced in the tweet/post.
- Improve the ICANN Board's understanding of the BC, specifically in regard to the BC's views and perspectives, and the engagement of Business Users at ICANN, e.g. explore a BC breakfast with full Board and CSG as a special event for the BC's 20th anniversary during Montreal/ICANN66, as a celebration event and provide BC sponsorship with support from other CSG constituencies. This will strengthen direct and positive engagement of business users with the full board. [Note: this can also be a one- time event that is based on historical engagement of the BC with the Board in keeping with the 20th BC Anniversary Celebration.]

**Special enhancement of engagement of BC members within the BC to strengthen their visibility and engagement:**

In FY2018-2019, the BC commissioned a special study for the Latin American region, funding a \$25,000 study to better understand what and why Latin American businesses/ associations might increase their engagement in ICANN. While the study is specific to the Latin American region, the BC believes that it has relevance to other regions' as a general reference document. Relevant recommendations from that study included ways to further develop the BC's own awareness about the challenges and interests at the sub regional and regional level, via inclusion of mini sessions at BC virtual calls; and other suggestions still under consideration by the BC's ExCom and full membership.

The BC FY20 Strategy will seek to incorporate relevant recommendations from the Study throughout the year.

Other Details:	Sn	Objectives	Outputs	Expected Results	Key Performance Indicators
	1	To create awareness about BC, its works and ICANN in low membership regions.	Conduct of Outreach events in collaboration with stakeholders in Africa, Asia & Latin America. Continuous improvement of URL ( <a href="http://bizconst.org">bizconst.org</a> ).  Factsheets	Increased awareness of BC & ICANN.  Increased interest in the DNS industry's role in SSR – a key concern of business users.	Speaking opportunities for BC officials @ (Business) events Improved website completed.  Completion of one or two pages/ "mini brief", to be available at Regional and National Internet Governance Forums in appropriate languages and at IGF and ICANN booths. Increased BC membership from developing countries that lack BC presence. Retain recently recruited members via the Outreach Program activities.  Advance further outreach in WEOG countries to different sectors companies /associations.
	2	To realize BC's mission by diversifying and growing its membership base thereby enriching its long-term policy development efforts and engagement in ICANN governance activities and at the same time addressing volunteer burn-out phenomenon.	Outreach activities organized by BC/other organizations, or ICANN or special inclusion of participants during ICANN and directly related events in collaboration with stakeholders in Africa, Asia/Oceania and Central Asia/South Asia/MENA/Caribbean/Latin America. Individual member one-on-one outreach with business associates.	More members of BC from the target regions	Growth of BC membership by 7-10 members.  Effective BC participation in all relevant activities at ICANN, including policy and ICANN governance activities Number of business stakeholders reached.
	3	To advance the bottom-up multi-stakeholder model of ICANN.	Occasional working calls of the Outreach Committee and identification of relevant events for Outreach Effective participation in ICANN policy development process and ICANN governance discussions, including Budget, ICANN Strategic Plan, etc. Publication of policy positions via URL.  Presentations at key Trade /Professional Association events provided by BC Outreach Committee Members and other BC members willing to engage with their trade associations. Submission of blogs about ICANN by BC Members /regarding relevant issues/topics that matter to business users.	Increased uptake of the M/S model across entities.	Awareness of BC members of various events related to ICANN's MS model  Growth in membership. Effective BC participation in relevant WGs. New members involvement in BC meetings and broader ICANN governance activities.
	<p><b>[1] The mission of the Business Constituency is to ensure that ICANN policy positions are consistent with the development of an Internet that:</b></p> <ul style="list-style-type: none"> <li>• Is committed to a multi-stakeholder, bottom-up, consensus-driven model of engagement;</li> <li>• Is technically stable, secure, and interoperable;</li> <li>• Promotes user confidence in online communications and business interactions; and Offers choice in the supply of registry, registrar, and domain name-related services and such services are offered in a reasonable and pro-competitive manner for the benefit of the business community and users.</li> </ul> <p><b>[2] Evolve and further globalize ICANN</b></p>				
Date Submitted:	13-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	Marilyn Cade	10-Jun-2019	submitted by Chantelle Doerksen, on behalf of Marilyn
<i>The ICANN Organization / Structure's leadership has authorized this Outreach Strategic Plan.</i>	Yes	Marilyn Cade	10-Jun-2019	submitted by Chantelle Doerksen, on behalf of Marilyn
<i>The Outreach Strategic Plan has been concurred by the Stakeholder Engagement V.P.</i>	Yes	Maryam Bakoshi	19-Aug-2019	Confirmed from Chantelle that this has been concurred by GSE VPs.
		=====	=====	=====