

# ICANN FY21 At-Large Virtual Outreach and Engagement Strategy Workspace

The FY21 At-Large Virtual Outreach and Engagement Strategy includes the main priorities and activities of the ALAC Sub-Committee on Outreach and Engagement.

The draft is now open for comment through Thursday, 30 April.

The draft strategy is available at:

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ICANN At-Large Virtual Outreach and Engagement Strategy v1.0

Introduction

Along with the world, At-Large is facing unprecedented challenges in the age of COVID-19. At-Large has identified its [2020 Priorities](#), which include activities being led by the Sub-Committee on Outreach and Engagement (SC on O/E). At the same time, the SC on O/E has identified a [set of proposed activities for the remainder of FY20 and for FY21](#).

Therefore, we need to look at ways and means of maintaining the goals of the SC on O/E, implementing the At-Large 2020 Priorities and SC on O/E proposed activities in order to ensure the continued interest and involvement of our community.

This includes our mandated work of engaging the wider community in At-Large Policy advice development and outreach to potential new At-Large members. A viable alternative approach is to create a **Virtual Outreach and Engagement Strategy** which supports At-Large efforts to engage the community to be more effective by supplementing face-to-face information sharing with technology. This document will detail the various elements of a strategy to achieve success in increasing engagement and expanding our community base despite the challenges facing us and without the benefit of face-to-face meetings.

Values and Past Activities

The word "Crisis" in Chinese characters means *Danger and Opportunity*. This is what summarizes our situation as we start exploring the tools that we can implement to create a viable Virtual outreach and engagement strategy.