FY20 NPOC 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 [Edit Contents] *(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 [Save] *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 [Edit Contents] *on the top menu bar. Don't forget to* [Save] *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 [APPROVED] *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:	Maryam Bakoshi

FY19 Outreach Strategy

Outreach Goals:	NPOC, is the constituency responsible of educating and engaging not-for-profit and non-governmental organizations to participate in ICANN's policy making processes, how ICANN operates, and how policies can affect how they deliver their mission related services. Specific operational concerns include the ability to register and maintain domain names, protect against fraud and abuse, and to ensure security and privacy whilst using the Domain Name System (DNS) to serve members and communities. Many not-for-profits are unaware of the risk that they face in the domain names system and the lack of protection under the existing Registrar Accredited Agreement. NPOC's role is to provide the information on how not for profits can become involved by learning about the ICANN ecosystem and NPOC to be able to contribute their knowledge and participate in the policy development process. NPOC, in its representation as the voice of this Constituency will encourage new and existing members to become a valued participant in the ICANN ecosystem to build a strong voice together. The Not for Profit Operational Concerns Constituency and its members have identify the following goals and strategies to increase members' engagement. Outreach Goals: The FY20 NPOC strategy for Outreach and Engagement goals are to: 1. Promote NPOC as the voice of not for profit organizations with a focus on under-represented areas; 2. Educate respondees about NPOC's role within ICANN, and build capacity for participation in the Policy Development Process (PDPs) 3. Increase the membership; and 4. Engage member organizations to participate in the NPOC Policy Committee and relevant PDPs and Working Groups.
Strategies:	Strategies: NPOC will take the following steps to achieve the goals: 1. Create events, educational materials, and identify the operational issues that NPOC and its members need to address and provide comments; 2. Engage active members to assist with under-represented areas and work together to contact, educate and engage them; 3. Work in collaboration with ICANN's staff and Global Stakeholder Engagement team to identify potential events to target outreach and engagement activities. 4. Update/develop promotional materials; 5. Increase communications with members by posting on website, social media communications, NPOC Discuss.
Expected Activities and Outcomes:	Expected Activities and Outcomes: 1. Host monthly Membership Calls to inform members about policy issues, and encourage them to comment on the current statements, or initiate one 2. Host webinars on 1) defining operational issues; 2) how to write public comments; how to engage in PDP and Working Groups; and 4) capacity development 3. Increase membership by 10%; and 4. Have representatives participate in a minimum of 3 working groups

Other Details:	Outreach Events targeted include:
	LAC-IGF – 5 to 9 August 2019 – La Paz Bolivia
	NASIT - October 2019
	IGF Global - 25 to 29 November 2019.
	EURODIG - TBD
	RightsCon - TBD
	NTEN-March 24th to 26th, 2020
	South School of Internet Governance (SSIG) - To be Defined
	ICANN Meeting 67.March 7 - 12 2020 - Cancún, Mexico
	African School of Internet Governance - TBD
	Digital Rights & Inclusion Forum - April 2020
	Africa DNS forum (Organized by ICANN Africa GSE) - TBD
	African Internet Summit - TBD
	AFRINIC 31 Meeting - TBD
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
The detailed Outreach Strategic Plan has been properly completed per CROP requirements.	Yes	Maryam Bakoshi	11-Jun-2019	
The ICANN Organization / Structure's leadership has authorized this Outreach Strategic Plan.	Yes	Maryam Bakoshi	11-Jun-2019	On behalf of NPOC ExCom
The Outreach Strategic Plan has been concurred by the Stakeholder Engagement V.P.	Yes	Maryam Bakoshi	19-Aug-2019	Concurred by GSE VPs. NPOC has answered questions that were asked when plan was submitted.
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CROP Outreach Strategic Plan Template (June 2018)