

FY20 LACRALO 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).

Save

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

Save

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 **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:

Juan Manuel
Rojas

FY20 Outreach Strategy

Outreach Goals:	<ul style="list-style-type: none"> • Our goal is to increase the engagement of Latin American and Caribbean Island Internet End Users in the ICANN Policy Development Processes (PDPs). • Promoting the ICANN multi-stakeholder model and its bottom-up decision-making process through awareness raising and skill development. • Explaining how an Internet organization / association may become an LACRALO At-Large Structure (ALS) as well as how an individual can become an LACRALO member, especially in non-represented Latin American and Caribbean countries. • Promote spaces of interaction with the LAC community to promote knowledge and participation within the ICANN ecosystem especially in LACRALO
Strategies:	<ul style="list-style-type: none"> • Participate in, or hold, events across Latin America and the Caribbean Islands, focusing specifically on countries without ALSes, using the following strategies: • Work in collaboration with ICANN's At-Large staff and Global Stakeholder Engagement team on identifying potential events to target outreach and engagement activities. This includes universities and other institutions. • Work with ICANN staff to effectively use the sources of funding available for outreach and engagement activities including RALO Discretionary Funding, the Community Regional Outreach Program (CROP) and ICANN Learn online learning tools.
Expected Activities and Outcomes:	<ul style="list-style-type: none"> • Ensure that at least 6 members of LACRALO are deeply engaged in the ICANN PDPs through either direct participation in GNSO PDPs or through active participation in the At-Large Consolidated Policy Working Group. • Develop outreach and engagement materials as well as work with the At-Large Sub-committee on Outreach and Engagement and At-Large Capacity Building Working Group to produce promotional and educational materials for use within LACRALO. And with this material develop dissemination strategies within the different participation spaces that the region offers • Encourage current ALSes to hold Read Out Sessions after ICANN public meetings to explain the key achievements of At-Large and ICANN. • Develop effective processes to follow up with potential ALSes and individuals. • Promote the empowerment of Internet end users throughout the Latin American and Caribbean Islands regions to encourage greater user participation in ICANN-related issues. • Promote in these spaces of participation the involvement within icann and the culture of minorities such as Afro-Americans, indigenous people, women, youth and diverse population.
Other Details:	<p>Initial List of Potential Events to Target:</p> <p>Secure Summit LATAM - septiembre 25 - 26 de 2019 - Ciudad de México, México</p> <p>LACNIC 32-LAGNOC 2019. Octubre 7 - 11 de 2019 Ciudad de Panamá, Panamá</p> <p>Lac - iRoad Show - TBA</p> <p>ICANN Meeting 67.March 7 - 12 2020 - Cancún, Mexico</p> <p>Caribbean Internet Governance Forum - May 2020</p> <p>South School of Internet Governance (SSIG) - TBD</p> <p>LACNIC 33 - TBD</p> <p>Celebración Día del Internet - Mayo 17</p>

Date Submitted:	06-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	Juan Manuel Rojas	11-Jun-2019	
<i>The ICANN Organization / Structure's leadership has authorized this Outreach Strategic Plan.</i>	Yes	Juan Manuel Rojas	17-Jun-2019	LACRALO Leadership has been concurred with this Strategic Plan
<i>The Outreach Strategic Plan has been concurred by the Stakeholder Engagement V.P.</i>	Yes	Rodrigo de le Parra	26-Jun-2019	Maryam Bakoshi on behalf of Rodrigo de le Parra
		=====	=====	=====
		=====		

CROP Outreach Strategic Plan Template (June 2018)