This file is for illustration of a possible inventory for various outreach activities and a draft of how they fit into our framework of Outreach.

Types of Outreach Activities:

* Training/Educational Program: Used for structured programs where training is provided. Workshops are also considered under this category.
* Publication: Printed materials, brochures, fact sheets, webpage and website information, blogs, podcasts, videos
* Online engagement Tools and Fora: Public Forum, mailing lists, social media
* Direct Engagement and Networking: Face to Face Meetings, Conference calls, briefings, attendance to panels and industry meetings, public speaking in these events

| **Activity** | **Type** | **Target Audience** | **Expected Outcome** | **Timing** | **Awareness** | **Participate** | **Contribute** | **Driver**  **Facilitators** |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| ICANN Meetings | Direct Engagement and Networking - F2F mtg | All ICANN Community | Better engagement and facilitation for ICANN Community to meet | 3 times per year | X | X | X | ICANN Staff: Driver  Community: Share Agenda Bldg |
| Monthly Policy Updates | Publication – Webpage articles | All ICANN Community | Updating community with recent developments | Monthly |  | X | X | ICANN Staff:  Community: |
| Monthly Updates/Briefings | Direct Engagement and Networking- Conf calls | Community, board, constituencies | Better understanding and communication on activities | Monthly |  |  | X | ICANN Staff:  Community: |
| Pre-ICANN meeting Policy Team webinar | Training and Direct Engagement and Networking – Adobe Connect conference | Community and Staff | Preparation for the upcoming ICANN Meeting for better engagement | 2-3 wks prior to Mtg |  |  | X | ICANN Staff:  Community: |
| Liaisons to Community Groups and Soliciting Working Group Members | Direct Engagement and Networking – via Conf calls and ICANN Meetings | Community | Better communication and engagement | On demand | X | X | X | ICANN Staff:  Community: |
| Public Comment Periods | Online engagement Tools and Fora – via Public Comments | Community | Engagement | On demand and as necessary |  | X | X | ICANN Staff:  Community: |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Community wikis | Online engagement Tools and Fora | Community | Better communication and engagement |  | X | X | X | ICANN Staff:  Community: |
| Mailing lists | Online engagement Tools and Fora | Community | Better communication and engagement |  |  | X | X | ICANN Staff:  Community: |
| Translations | Publication | Community | Better communication and engagement | On demand and as necessary | X | X | X | ICANN Staff:  Community: |
| Brochures, Factsheets | Publication | Various Community Groups | Better communication, recruitment and engagement, Increased awareness of ICANN’s mission and the MSM; increased participation in ICANN process; better policy and technical understanding | On demand and as necessary | X | X |  | ICANN Staff:  Community: |
| At-Large Beginners Guides | Publication | At-Large Community | Recruitment and engagement | On demand and as necessary | X |  |  | ICANN Staff:  Community: |
| At-Large Podcasts | Publication | At-Large Community | Better communication, and engagement | Monthly, ICANN Meetings |  | X | X | ICANN Staff:  Community: |
| CC NSO Training and workshops | Training/Educational Program | ccTLD Community | Better communication, and engagement | On demand and as necessary |  | X | X | ICANN Staff:  Community: |
| At Large General Assemblies | Direct Engagement and Networking – Via Conf Call | At-Large Community | Better communication, and engagement |  |  | X | X | ICANN Staff:  Community: |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Social Media | Online engagement Tools and Fora | Various ICANN Groups | Better communication, recruitment and engagement | On demand and as necessary | X | X | X | ICANN Staff:  Community: |
| Fellowship Program | Training/Educational Program | Individuals from developing and least developed nations with interest in internet | Recruitment of new participants, increased participation and knowledge of ICANN structures and processes | During ICANN Meetings | X | X | X | ICANN Staff:  Community: |
| Public Speaking and Attendance at Various events | Direct Engagement and Networking | Type of stakeholder represented by the industry event | Increased awareness of ICANN’s mission and the MSM; increased participation in ICANN processes | On demand and as necessary | X | X | X | ICANN Staff:  Community: |
| One on one briefings: government, regional, organizations | Direct Engagement and Networking | Ministers, technical, security and policy minded individuals and groups | Better understanding of ICANN’s role and the technical aspects of the work. Support for the MSM, Signed agreement as appropriate with ICANN | On demand and as necessary | X | X | X | ICANN Staff:  Community: |
| Participation in IGF | Direct Engagement and Networking | Organizations outside of ICANN | For FY13, ICANN will establish a fund for IGF‐Baku participation.  Expenses would include staff coordination time, reception and travel support to the IGF for  Agreed upon ICANN travellers | FY13 | X | X |  | ICANN Staff:  Community: |

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| **Activity** | **Type** | **Target Audience** | **Expected Outcome** | **Timing** | **Awareness** | **Participate** | **Contribute** | **Driver**  **Facilitators** |
| Leadership Travel Support | F2F and Direct Engagement and Networking | Community Leaders and Delegates | ICANN has granted the travel support of 3 officers of the NCSG  Executive committee to participate in the FY13 ICANN meetings. Also given that there are only two ICANN meetings in FY13, ICANN commits 3 travels slots per each non-contracted GNSO Constituency to fund Constituency leadership or their designates' travel to ICANN Public Meetings. Additionally, SSAC request of 5 additional travel support slots has been approved. It is hoped that the funding of additional leadership participation will help promote local outreach where the ICANN meetings are being held | Each ICANN Meeting |  | X | X | ICANN Staff:  Community: |
| Outreach Materials | Factsheets, Brochures | Community Groups Future Participants, Organizations outside of ICANN | ICANN recognizes the need for outreach.  Core resources have been added for publications assistance to the PDS budget for  Five (5) constituencies. These funds will be available for ICANN to arrange printing,  translation (up to 2 languages) and shipping of publications to ICANN Public  meetings (not content production). | As needed within funding | X | X |  | ICANN Staff:  Community: |
| Capacity Building | F2F and Workshops | Community Members and Potential Participants | ICANN recognizes the need for capacity building for the SO/AC, to that effect ICANN  will provide funds to support various face to face meetings and workshops at ICANN meetings, or where appropriate other Internet Community Conferences. The SSAC annual intercessional will also be funded in FY13 to enable in depth collaboration and in person meetings to develop SSAC annual workplan. | FY13 | X | X | X | ICANN Staff:  Community: |

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| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Teaching and Training workshops | Direct Engagement and Networking | Depends on setting, may be graduate students in policy training, government ministers getting certification, managers implementing DNSSEC, etc. | Better understanding of best practices and the security, stability and interoperability of the Internet | On demand and as necessary | X | X | X | ICANN Staff:  Community: |
| ICANN website updates, Announcements, News releases, Blog postings, Media Services, Press events, Social Media | Publication and Online Engagement Tools | Community | Better communication, and engagement | On demand and as necessary | X | X | X | ICANN Staff:  Community: |
| Annual Report | Publication | Community | Better communication, and engagement | Annual | X | X | X | ICANN Staff:  Community: |
| Newcomers Program | Training/Educational Program | Mainly Newcomers but open to all | Better communication, recruitment and engagement, Increased awareness of ICANN’s mission and the MSM; increased participation in ICANN process; better policy and technical understanding | At ICANN meetings | X | X | X | ICANN Staff:  Community: |
| Remote Participation Services | Online Engagement Tools and Fora | Community | Better communication, and engagement | Mainly at ICANN meetings as well as on demand and as necessary |  | X | X | ICANN Staff:  Community: |
| Leadership Training Program | Training/Educational Program | Newly elected SO/AC Chairs | Better communication, and engagement | Annual |  | X | X | ICANN Staff:  Community: |
| Mgmt of Public Comment processes | Online Engagement Tools and Fora | Community | Better communication, and engagement | Always on | X | X | X | ICANN Staff:  Community: |
| Surveys | Online Engagement Tools and Fora | Various Community Groups | Better communication, understanding and engagement | on demand and as necessary |  |  | X | ICANN Staff:  Community: |
| Regional Registry/Registrar Meetings | Training/Educational Program, Direct Engagement and Networking | Regional Communities | Better communication, recruitment, and engagement | Annual | X | X | X | ICANN Staff:  Community: |
| Registrar Onboarding | Training/Educational Program | Registrars | Better communication, understanding and engagement | on demand and as necessary |  | X | X | ICANN Staff:  Community: |
| Partnerships with outside entities | Open Forum | IGF Participants | Better communication, understanding and engagement | At this event yearly and others like it | X | X | X | ICANN Staff:  Community: |