SUMMARY POINTS FROM COMMUNITY OUTREACH DISCUSSION OUTREACH DISCUSSION
9 AUGUST 2012

An important goal or outcome of this group is to understand the best methods of collaboration for us going forward in order to deliver needed resources and results in the area of community building: in reach and outreach. Divide our work into three quadrants: what do we do to improve ICANN's outreach / building larger and stronger community and in-reach for enhancing the existing community; activities and materials from ICANN which help with both internal and external challenges; leverage the work we need to do.

How do we continue to move forward?

- This methodology of awareness, participation, and contribution, is the framework needed to find out from all of you what current outreach activities you're engaging in, or hoping to engage in, that help us as staff understand better what priorities are
- Build a database of current community in reach and outreach activities, whether funded this year or ongoing; identify some existing activities that are scheduled and how they fit into this idea of outreach (move in , up and elevate by building awareness, encouraging participation and enabling contributions). Such activities might be the FY13 pilot inter-sessional and other outreach and participation initiatives that are funded for the SOs and ACs
- Continue to narrow the focus and understand precisely what needs to be done; what each ICANN constituency or stakeholder group thinks is critical for themselves while maintaining a holistic view
- Define some concrete outcomes that will contribute to specific action items for staff and community
- Determine how to pitch an activity, get budget for the activity, monitor and measure, keep it running and energized
- Agreement on what the roles are for ICANN staff members and what the roles are for the community along with consensus on how to parse those things so together we can get as much done as possible
- Increase transparency, especially into staff-level activity, so it's clear what ICANN staff members are doing in support of the outreach efforts to make this a useful, ongoing process
- Develop materials to create awareness, promote participation and encourage contribution for individual/specific groups as well as for ICANN overall; share early on before calendared events to build awareness and knowledge ahead of time (makes it easier for future and current participants to get approval for travel)
- Communication processes identified: how to make people aware of what is going on, improve participation and contribution, make them feel "part of it"
- Engage ICANN community expertise as well as those trusted Internet communities outside of ICANN (technical community, NGO's) to provide fact based information to create a Common Library of Resources, a Knowledge Base and Culture Base; raise awareness about ICANN, document corporate memory, erase misconceptions and strengthen our own MS model
- Create reasonable way for staff and community to provide information, facts, history and awareness of the culture of ICANN so that new players can find actual facts and have a better understanding of ICANN and its mission; could be a community driven effort
- Staff members can develop ways of supporting very specific activities and also develop materials and communication
- Utilize our "in house" expertise for Strategic writing
- Develop Best Practices within our community; leverage a group who is already doing this well

Concept of In reach

- You lead where you are
- Support what can happen between Communities and between Communities and Staff for better collaboration and learning
- Create mentor program for those relatively new to ICANN or those within ICANN who may be thinking of participating or contributing in a certain way but not sure how to go about it
- Cross-constituency communication: example is the Registries and the Registrars Stakeholder Groups who have had regularly scheduled meetings between their executive committees and recently Registry Stakeholder Group has reached out to some other stakeholder groups and constituencies, executive committees, and having some valuable exchanges with the executive committees of some of the other stakeholder groups, specifically the BC and the IPC. Great exchange of information and chance to dispel misconceptions/miscommunications.
- Need to provide opportunities at F2F meetings such as ICANN, for cross constituency exchange
- Need to have better resource materials for increased learning
- Need to share best practices to increase participation within existing communities and re-energize others who are in but burnt out
- Need seminars, webinars to educate ahead of time, to better understand issues, policies, acronyms

Concept of Outreach

- Outreach at ICANN:
  - Need to use language that translates something into what new participant, real users and real government policymakers can understand
  - Need to utilize our website better; engage in all topics
  - Promotion of events, facilitation of events from early stages
  - Develop webinars, e-learning such as DNS101 or Root Server 101
  - "Templatize" community documents (including public comments) and reporting so that they are consistent across ICANN; newcomer knows how to read the document
  - Use a Summary format for many documents; be timely in their publication, highlight what is important to focus on

- Outreach at the Regional or Local level:
  - Briefings to the local community: on the mtg coming up, have the "experts" coming into town meet with local entrepreneurs and businesses to better connect with our ICANN community
  - Take advantage of the organizations and communities and sub-communities that we have within ICANN to do that outreach to the extent that we can, people who have contacts in that community, whether it be from a constituency, a stakeholder group, an advisory committee
  - Whenever there is a university, some key dignitaries from ICANN and other groups would meet with them, either at university or at the meeting to engage the university community in Informal outreach

- o Having someone on the ground in a region with local knowledge, able to respond and attend events and really be in touch with how the local community is working

- Global Outreach - outside of ICANN Meetings:
  - o Need to educate the Board and Sr Staff that the community needs to be supported in outreach efforts, including participation in meetings outside of ICANN; example is using the national and regional IGF as informational opportunities and strongly enhancing the support to those to this as well as to the IGF itself, not just by funding the travel for Board members, but doing significant sponsorship and funding for members of the community to come into those fora; another example is training opportunities, the MOG, the Anti-Phishing Working Group, where supporting the participants from developing countries will strengthen their ability to fully participate in the challenges and risks to the stability and resiliency of the DNS
  - o Outreach presentations should be about who we are, what we do, how the face of the Internet is changing; use existing data (13 root servers but x number of mirrored – get facts right)….ICANN should be a resource for what is going on in the Internet and the implications for the unique indicators the ICANN coordinates
  - o Form of existing outreach with the Registry SG: have reached out to allow current gTLD applicants the opportunity to be an observer to their process; currently have 46 observers
  - o Form of existing outreach within SSAC: outreach efforts to other communities that also have security-related issues, working with law enforcement agencies as well as internally with RSSAC