ICANN

North America
Engagement
Strategy
FY2019–2020

Draft for Public Comment

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This year we revisit ICANN's North America Engagement Strategy for FY2019 and FY2020. This report summarizes the evolution of the ICANN North America Engagement Strategy over the past two years and provides a look at what comes next. Community participation played a key role in setting the direction for the next phase of our regional engagement efforts. I am grateful for the collaboration of diverse representatives from across the ICANN community.

ICANN plays an important role, not only in the administration of the Internet's system of unique identifiers, but in convening the community that sets policy and determines the evolution of the Domain Name System. Bottom-up and diverse community participation is enshrined in the ICANN commitments and core values, as well as in the overall strategic and operating plans of the organization. Based on my recent experience convening stakeholders to address our regional engagement challenges, I am certain North American stakeholders will continue to play an important role in assuring the sustainability and effectiveness of the ICANN model.

As for implementation, help from ICANN stakeholders will continue to be key to our success. Specific focus areas – such as forming organizational partnerships, producing compelling content, and onboarding participants – will require combined efforts between the ICANN organization and regional community. This partnership will also be essential to tracking the metrics that will inform our progress and outcomes.

I look forward to sharing the next stage of our engagement journey with you.

Why Engagement?
ICANN's Mission and
Strategic Plan

"ENGAGEMENT" DEFINED

"The process by which an organization *involves people* who may be affected by the decisions it makes or can influence the implementation of its decisions."

FROM ICANN'S MISSION, COMMITMENTS AND CORE VALUES

ICANN's action must *employ open, transparent, and bottom-up* multistakeholder policy development processes, led by the private sector, including business stakeholders, civil society, the technical community, academia, and end users while duly taking into account the public policy advice of governments and public authorities, that (i) *seek input from the public*, for whose benefit ICANN shall in all events act, (ii) promote well-informed decisions based on expert advice, and (iii) *ensure that those entities most affected can assist in the policy development process.*

FROM THE ICANN STRATEGIC PLAN

Strategic Objective
Bring ICANN to the world by creating *a balanced and proactive approach to regional engagement* with stakeholders.

Key Success Factors

- *Broad and effective participation* from around the world in ICANN's programs and initiatives demonstrated by an increase in engagement of countries and stakeholder groups worldwide.

- Successful implementation of, and reporting on, regional engagement strategies across all relevant ICANN regions.

- More geographic diversity of accredited registries and registrars.

How North America Differs from Other Regions

RELATIVE TO OTHER REGIONS:

- North America has a larger proportion of well-informed, active, and outspoken ICANN stakeholders.

- ICANN Global Domains Division (GDD), technical staff, and support functions are largely based in North America and have direct links to stakeholders.

- Government stakeholders in North America are strong supporters of ICANN and the multistakeholder model.

- Language and culture barriers are somewhat lower.

# Current State of Engagement: NARALO ALSes and ISOC Chapters

This map shows the locations where the North American Regional At-Large Association (NARALO) At-Large Structures (ALSes) and Internet Society (ISOC) have a presence.

Chicago, IL
Durham, NC
Philadelphia, PA
Santa Fe, NM

Highlands Ranch, CO
New York, NY
Ottawa, ON
San Francisco, CA
San Juan, PR
St-Pierre, Ile d'Orleans
Washington, D.C.

BC/Yukon, Canada
Brookline, MA
Des Plaines, IL
Flagstaff, AZ

Halifax, Nova Scotia
Honolulu, HI
Jackson Heights, NY
Montreal, QC
North York, ON
Oshawa, ON
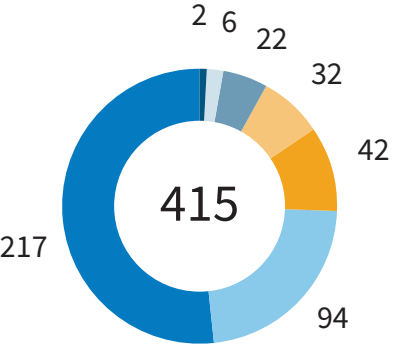Ottawa, ON
San Juan, PR
Toronto, ON (2)
Washington, D.C

ISOC   ISOC & NARALO ALS   NARALO ALS
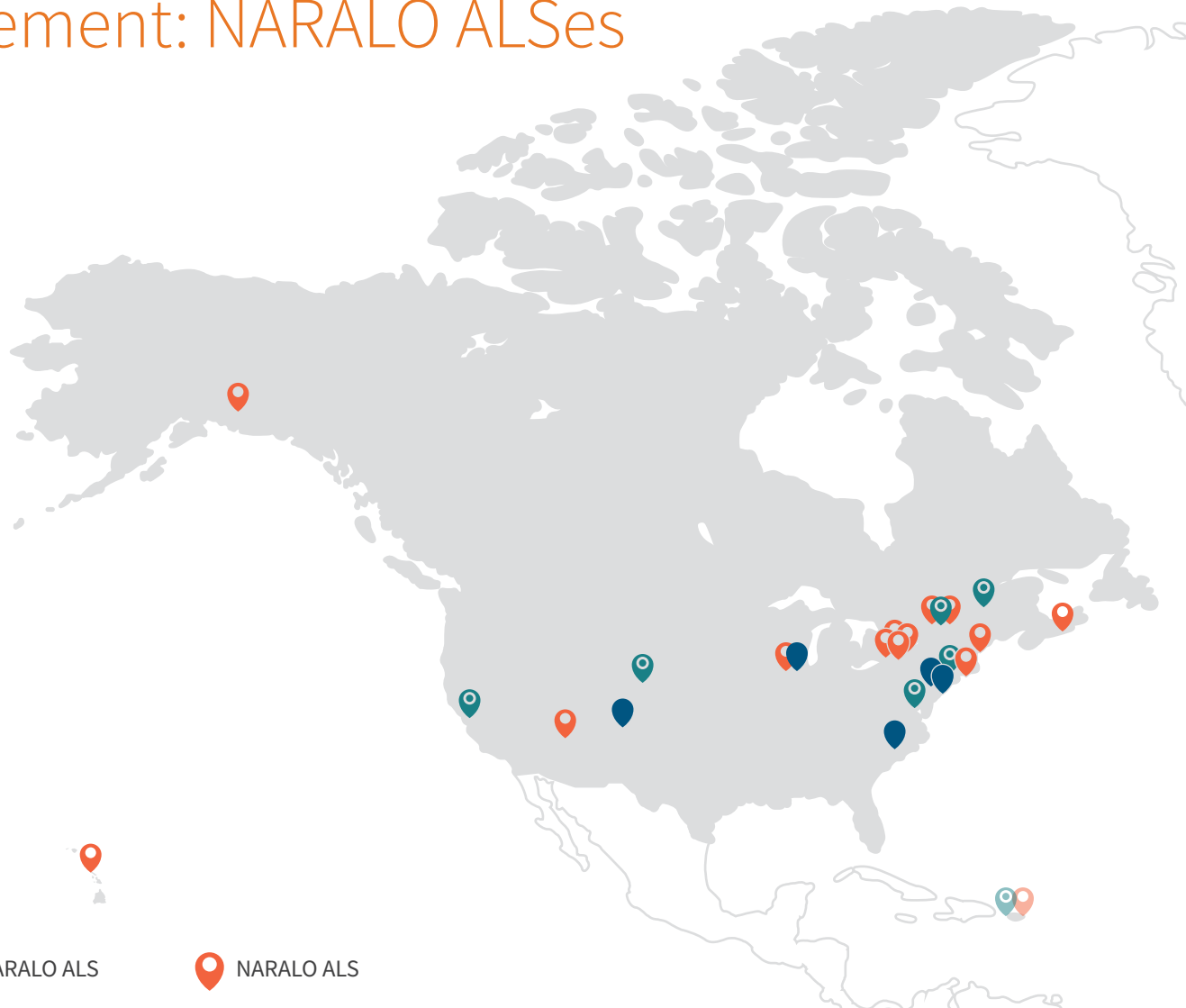
North American Contacts by Sector (FY2016–FY2018)

CONTACTS BY SECTOR FY2016

415

2 6 22 32 42 94 217

CONTACTS BY SECTOR FY2017

908

7 35 59 77 115 146 469

CONTACTS BY SECTOR FY2018

1,219

7 58 101 159 160 185 549
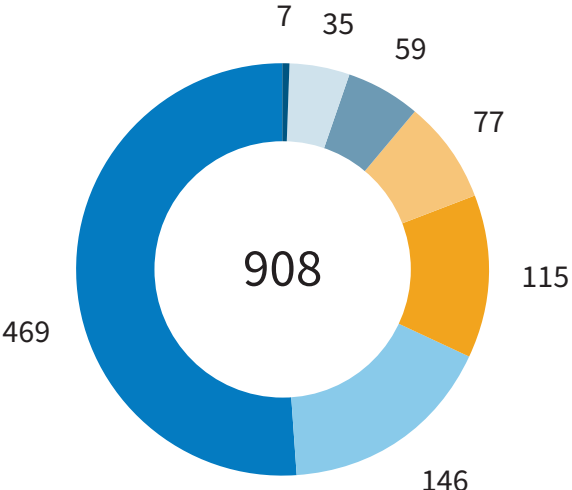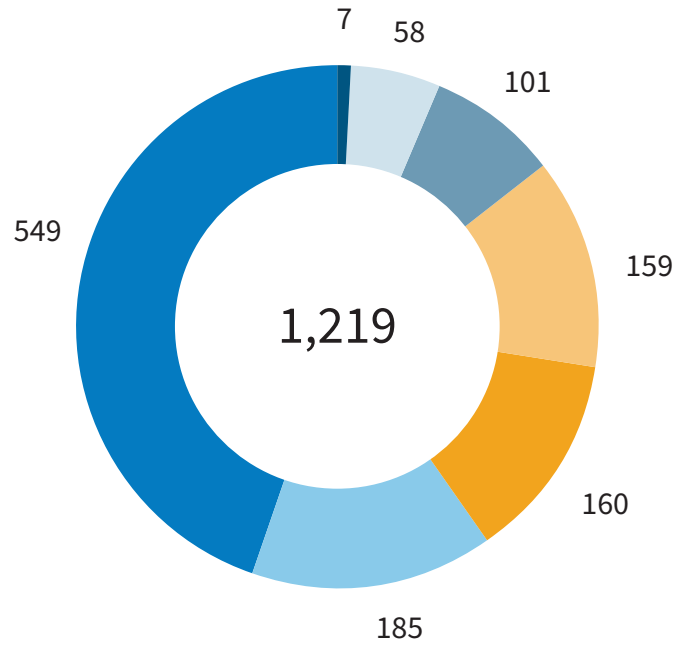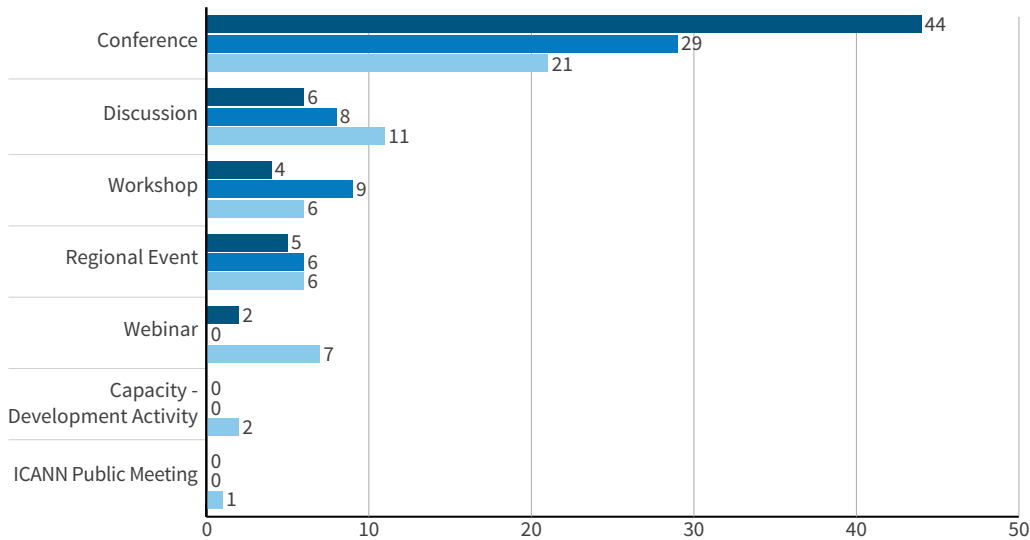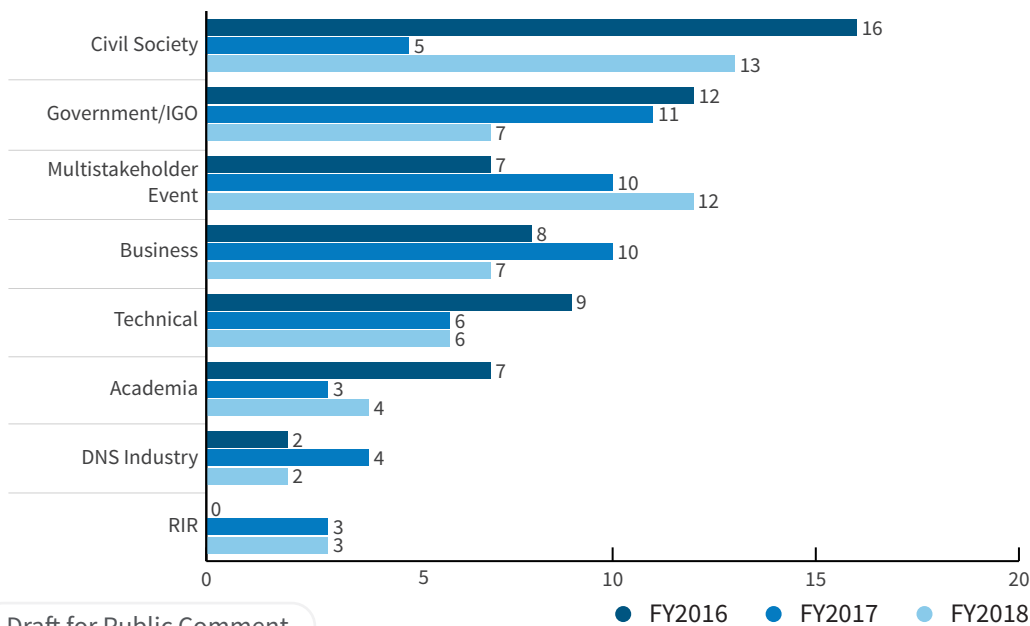
- Academic Community
- Civil Society
- Domain Name Industry
- Government / IGO
- International Organization
- Private Sector
- Technical Community

North American Events by Type and Stakeholder Category (FY2016 – FY2018)

## NORTH AMERICA EVENTS BY TYPE (Events are shown by fiscal year)

Event Type	FY2016	FY2017	FY2018
Conference	44	29	21
Discussion	6	8	11
Workshop	4	9	6
Regional Event	5	6	6
Webinar	2	0	7
Capacity - Development Activity	0	0	2
ICANN Public Meeting	0	0	1

NORTH AMERICA EVENTS BY STAKEHOLDER CATEGORY (Events are shown by fiscal year)

Stakeholder Category	FY2016	FY2017	FY2018
Civil Society	16	5	13
Government/IGO	12	11	7
Multistakeholder Event	7	10	12
Business	8	10	7
Technical	9	6	6
Academia	7	3	4
DNS Industry	2	4	2
RIR	0	3	3

North America Newsletter Statistics (FY2016 – FY2018)

NORTH AMERICA NEWSLETTER SUBSCRIBERS

	FY2016	FY2017	FY2018
Subscribers	1,032	1,305	1,194
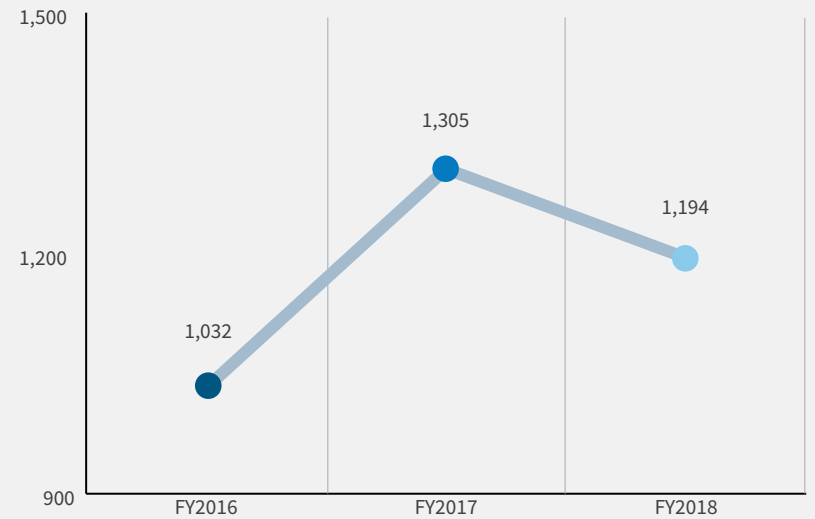
NORTH AMERICA NEWSLETTER CLICK-THROUGH RATE

	FY2016	FY2017	FY2018
Click-Through Rate	6.5%	9.4%	8.0%

Legend: ● FY2016 ● FY2017 ● FY2018
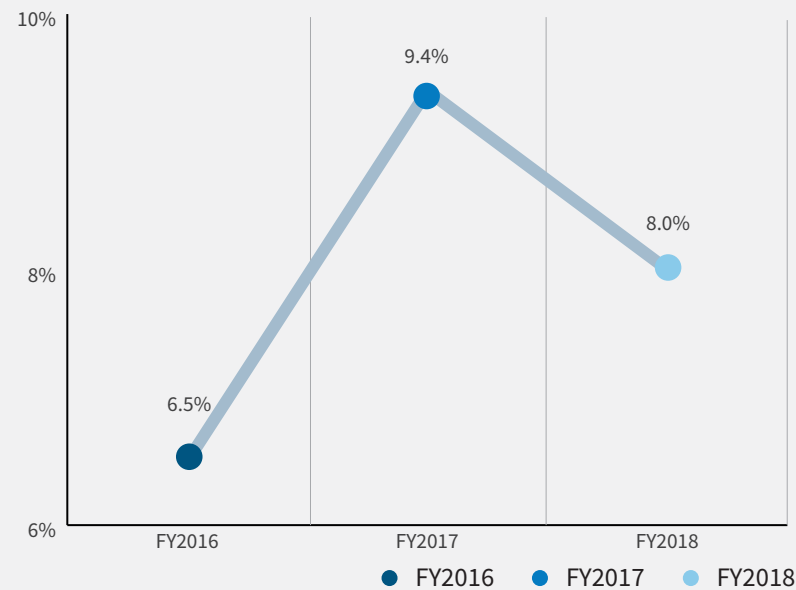
Recent Activities and Engagement Examples (FY2018 Areas of Focus)

POST-ICANN MEETING READOUTS

Teaming with Internet Society (ISOC) Chapters and At-Large Structures around the region – ICANN organization and community members relay highlights of ICANN Public Meetings and conduct Q&A with small audiences.

TECHNICAL CONTENT

Working with the Office of the Chief Technology Officer (OCTO) – creating fact sheets, presentations, and information sources on topics in ICANN's technical remit, for engagement with business, technical, and other stakeholder groups.

PARTNERSHIP WITH UNIVERSITIES

Along with our ICANN's Public Responsibility Support team – approaching institutions with strong technology policy programs to create course content and recruit students and graduates for active ICANN participation.

CAPACITY BUILDING

Conducting hands-on policy training for stakeholder groups, while improving ICANN Learn training curriculum.
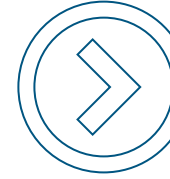
Supporting efforts such as North American School of Internet Governance (NASIG) and Internet Governance Forum USA (IGF-USA).

FY2019 Global Engagement Goals

Build awareness to grow and diversify ICANN multistakeholder base (and pipeline).
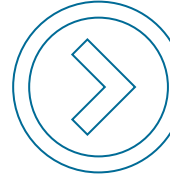
Grow the knowledgebase of current and potential ICANN stakeholders.

Grow stakeholder support of, and active participation in, ICANN.

FY2019 North America Engagement Goals

Strengthen Partnerships to Expand Outreach

Support Enhanced Mentorship and Onboarding

Focus on Issue-Based Engagement, with Improved Content and Messaging

North America Engagement Tactics

	1. Strengthen Partnerships	2. Support Enhanced Mentorship	3. Focus on Issue-Based Engagement
Engagement Tactics	Engage with technical and professional associations to share knowledge, diversify stakeholder base, and co-host events – especially reaching geographically diverse areas – to create "local" communities.	Work with Policy and Public Responsibility Support teams to strengthen onboarding processes and trainings. Encourage joining as observers for those who are just starting out.	Begin outreach with issues that potential stakeholders are interested in, then steer them toward the appropriate working groups and policy development processes (PDPs). Develop more issue-based content.
Partnering with the Community	Identify partner organizations Explain partner responsibilities. Team with At Large Structures, "I-star" organizations, and others (universities, business organizations, etc.).	Co-create trainings with SOs/ACs and partner organizations. Start program of "adoption'" of Fellows and other newcomers by SO/AC structures.	Convert spoken content to written and online content. Co-create messaging and content with Supporting Organizations (SOs)/ Advisory Committees (ACs) and partner organizations.
Measurement	Number of partnerships. Number of events hosted, audience size, follow-up activities.	Number of trainings held. Number of North American newcomers who "graduate" to active membership or participation.	Number of North American stakeholders who join working groups, PDPs, Reviews. Number of communications documents (or other content) produced.

Focusing on Measuring Outcomes

Given the stated objectives and tactics of this strategy, choose metrics that will be helpful to track progress. Potential metrics include:

New At-Large Structures

Newsletter readership statistics

Social media engagement statistics

Growth in new ICANN contacts

Public Comments submitted from North America

Online courses taken

Memorandums of Understanding (MOUs) signed

Keynote speaking engagements

Others?

Partners in Strategic Success

Successful execution of the 2018 North America Engagement Strategy depends in part on the work and collaboration of the following groups:

TEAMS IN THE ICANN ORG – GLOBAL STAKEHOLDER ENGAGEMENT, GOVERNMENT ENGAGEMENT, PUBLIC RESPONSIBILITY SUPPORT, OFFICE OF THE CTO, COMMUNICATIONS, AND GLOBAL DOMAINS DIVISION:

- Create content.
- Plan and co-host events.
- Help identify potential stakeholders.
- Strengthen onboarding processes and mentorship.
- Strengthen messaging.

SO/AC/CONSTITUENCY LEADS, STAKEHOLDER GROUPS, CONSTITUENCIES, NORTH AMERICAN REGIONAL AT-LARGE ORGANIZATION (NARALO), AT-LARGE STRUCTURES, ETC.:

- Help track newcomers who participate in working groups and PDPs.
- Help create content and communicate value of participation.
- Complete the recruitment process to attract members.
- Inform and advise of ICANN org efforts.

BROADER ICANN AND INTERNET COMMUNITIES BASED IN NORTH AMERICA:

- Support identification of potential partnership organizations.
- Help develop trainings and conduct joint outreach.
- Identify potential stakeholders.

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Engagement Center for North America – Washington, D.C., USA

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