

Engaging the Global Community: an Interactive Approach to Outreach



Recap Goals and Principles

Goals

- Operational goal to include Outreach in budget process with a clear tool that community and staff “buy in to “ on how to assess
- Strategic Goal to better allocate investments, opportunities, keep community more involved in decisions and execution; and make the current model more robust (participation matrix)

Recap Goals and Principles

Principles

- Outreach should be global in nature, encourage and increase all types of participation; capacity building with eye to geographic and sector diversity; make new and existing participation more effective with training and development including leadership development; should allow for changing environment
- Future of Outreach: look at as an integrated process, a joint community and staff exercise utilizing current menu of internal activities along with existing and new community initiatives; work together to determine who best to facilitate and/or implement

Strategies Going Forward

Establish solid collaboration and reciprocity between staff and community

Make sure outreach activities and resources serve ICANN's overall strategy

Maintain some autonomy for community groups while keeping linked into ICANN's overall strategy

GROUP 1

Framework around how to coordinate the work of Regional Strategic Engagement Working Groups looking at a variety of capacity building and regional needs and the to drive Outreach and Engagement focused on recruitment of volunteers

- What kind of resources will we need
- How do we attract the right type of participants; Who do we need?
- How will volunteers work alongside staff
- What do we do regionally and what do we do globally

Staff Leads: Sally Costerton, Regional Vice Presidents

GROUP 2

How can we use a prototype engagement platform to create relevant, coherent content that helps ICANN participants navigate our world and educate themselves as they go along

- How can we make sure content is accurate, easy to understand, accessible and up to date?
- How can we encourage our users to tell us what they need so that we can better address them?
- How can we encourage contributors from all over the community?
- What is the role of social media?

GROUP 3

Widen Outreach through use of a Master calendar to share all IG and other relevant events

- What resources do we need
- How can we make the best use of the Speaker Bureau across the wider community
- How can we make sure we prioritize events for speakers, including geographic priorities/developing countries
- Who speaks for ICANN and how are they trained
- Who prepares content
- How do we ensure we are addressing “new” audiences as well as traditional IG ones

Staff leads: Mandy Carver, Chris Mondini, Xavier Calvez, and Jim Trengrove