**ALAC / At-Large Outreach and Engagement Strategy v2**

**Introduction**

This Outreach and Engagement Strategy isprepared by the Outreach and Engagement Subcommittee (O&E SC) with a purpose to enhance Outreach, communication and engagement in ICANN Policy Development Processes.

This Strategic plan has been developed with reference to [ICANN Strategic plan for fiscal years 2016 – 2020](https://www.icann.org/en/system/files/files/strategic-plan-2016-2020-10oct14-en.pdf)

This strategic plan was proposed before the ICANN 63 meeting in Barcelona and the first draft (<https://community.icann.org/x/MBlpBQ>) was made which attracted input and comments hence leading to Outreach and Engagement Strategy v1.1

The first draft was based on the [At-Large Review Implementation Overview Proposal](https://community.icann.org/display/ALRW/At-Large+Review+Implementation+Overview+Proposal?preview=/84214343/84216717/ALAC-Proposal_Approved-20180420.pdf)

there were items that affected directly the O&E SC which were resolved through the 2019 Strategy and after the ICANN 63 meeting which contributes directly to this strategy.

This strategy builds a benchmark with other working groups to enhance engagement and participation in ICANN Policy Development Processes.

**O&E Mission Statement**

To drive and better facilitate engagement of the At-Large Community in ICANN Activities and Policy Development Processes with effective Outreach and Engagement.

**STRATEGIC OBJECTIVES**

* Influence to the growth of the qualitative and quantitative composition of the community, through involvement into the work and participation of End-users (At-Large Structures (ALS and Individuals)).
* To facilitate and promote the knowledge participation in ICANN Policy Development Processes.
* Improve the shared collaboration between Working groups, Global Stakeholder Engagement Team (GSE), and At Large Staff on monthly events
* To build and share successful collaboration with other ICANN Constituencies with an aim of promoting the goals of ICANN Policies.
* To build the collaboration between RALOs and Regional Internet Registries (RIRs) and MOU-partners to enhance our community with the addition of the professional competence to Policy Development Processes
* To use relevant metrics and success indicators to enhance outreach and engagement and further produce an annual report with success indicators, challenges and recommendations

**KEY COMMUNICATION STRATEGIC OBJECTIVES**

* To facilitate support and development of strong communication both within the At-Large Member Community and the wider communities.
* To provide communication channels, tools and protocols, which promote effective and efficient exchange of information among stakeholders.
* To synchronize promotion of activities on the shared calendars, Wiki, Blog and newsletters
* To deliver a comprehensive communication and outreach action plan, in alignment with ICANN Strategic plan and other priorities identified by the Global Stakeholder Engagement Team (GSE).

Specifically, to:

* **Build awareness** of ICANN Policies, among a wide but defined group of audiences and user groups.
* **Communicate** ICANN Policies both in draft, approved and amended policies to strengthen the community Knowledge base through Capacity Building.
* **Inform and influence** specific policies and policymakers on the trending ICANN Policy Discussions.
* **Encourage** community participation in Policy Development Process.
* **Raise awareness** about and of ICANN Policy and End-user challenges with reference to Domain Names and Numbers; with the need for collaborative assessment.
* **Ensure** periodic progress reports to identified stakeholders to enhance dialogue and understanding about ICANN Policy issues.

In the need to enhance communication, the communication strategy with the collaboration of staff and the Social Media Working Group (SMWG) will identify the major stakeholders (target audiences); identify key messages and suitable communication channels; and propose specific communication and stakeholder participation activities to be implemented as part of the Outreach and Engagement activities. However, it is expected that the key focus will be to enhance communication and engagement of community and members through various outreach activities.

**COMMUNICATION CHANNELS**

This is based on collaboration/work/exchanging the information with the Social Media WG and enhance the way communication is made across At-Large

* Initiation the update **https://atlarge.icann.org/** and building the proposal to change the structure and visual presentation.

The aims are to have a single and maximum usability communication channel, which gives the general knowledge, news, informs and simplifies the application procedure, includes mandatory accessible introductory explanatory content for potential ALS and the format of light online training with access for registered and accredited ALS.

Very important is the site should be a single communication channel, which will also facilitate the collection of statistics for regular reports and opinions (accessibility the feedback form).

* Build and propose single interesting format of promo-materials in SM for using during each event. The creation and sharing the patterns for easy application with aim to public the attractive and informative quick posts.  
  It also concern all of RALO presentation - build and share into the each RALO the pattern for unified and vivid PP (Power Point) presentations with goal to use at ICANN and other events and for learning aims.
* One of the most effective ways to engage with the community is through face to face meetings. Therefore, a centralized repository of local, regional and global events identified by our leaders can aid in selecting key communication strategies.

Activity of community`s opinion leaders in general and in the regions (authorized consultants and ambassadors, with mandatory active participation in domestic IG events and meetings of our MOU partners and RIRs, speech).

With the goal to make it on the regular base - to create the calendar of events (as part of the matrix of activities)

**PROMOTIONAL MATERIAL**

With the enhancement of the Discretionary funds to intensify outreach and engagement, RALO banners, tabletop banners, tablecloths, etc. have been impactful in promotional of ICANN At-Large. Apart from brochures, posters etc. there may be an occasion where the offer of small promotional gifts would be beneficial (power converters, pins, pen, pencils etc.). These takeaways should be small-colorful things with goal that all visitors will want to get the same (bracelet, neckerchief, mini flashlight and etc - with interesting tagline and logo if possible. It is desirable that they were possible display the logo of ICANN or ICANN At-Large.

**Details and Promotional Material Suggestions:**

* create a functional mix (minimum POSm and maximum Digital promo)
  + Booth branding and banner with Logo, all of our addresses in social media resources. Banners must be very attractive and eye catching and can be used for example to induce visitors to ‘take a selfie’ and to help us create and post (permissions required) content for our social media (use perhaps a funny mini set of hand-poster with hashtags #Iloveatlarge and name of each RALO for photos.-)
* Ideas such as:
  + - a flash-card with LOGO on it and presentation about At-Large in it.
    - a big bar-code on the booth/on the banner - this should directly access a web page or site (such as to facilitate follow up - the button on the home page 'join us")
    - give guests of event the "promo-code" to access to our library (+for example with all of presentations of the event from the holder) on the site.
    - have (instead all of papers and brochures) a screen (laptop, tablet..) with our site and people (we are-) as navigators-to involve visitors to dialog and the same time to show info about us.
* It can be useful at each event to announce and make use of an interaction by form, or small event. This can be used as a tool to induce a return to the booth at appointed time where a short speech from our leaders, question-answers with the visitors, refreshments etc., can be offered.

All of this aims to give us the opportunity to be more attractive and have a direct and positive communications with interested persons as well as to provide useful information and a basis for future involvement in ICANN At-Large.

**METRICS and PROGRAM EVALUATION**The work closely with the Metrics WG for the evaluation the efficiency and providing the reports of the Sub-Committee`s activities.

Some Key Data Elements for Capture:

* Activity Matrix, as detailed below
* Total Number of events per Financial Year and by Quarter.
* Regional and Sub Regional Distribution of Events
* Number of Continuing or Regularized activities (the 'we always attend xxxx event...')
* Number of new events/projects/launches
* Lead generation/ Follow up interaction register / New membership / Activity conversion
* Social Media publication metrics (in collaboration with the Social Media Working Group)

**MATRIX OF ACTIVITIES**The Detailisation of the overall strategy and the activity calendar of the Sub-Committee on O&E (to locate on the **https://community.icann.org/display**)

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Date | Event/Action | Participants | Details | Affiliated RALO | Collaboration with ICANN structures | Comments |
|  |  |  |  |  |  |  |

## Conclusions

The evaluation process allows for a better understanding of how key stakeholders—both internal and external to ICANN AtLarge —view the effectiveness of outreach and engagement initiatives and activities between April 1, 2019 and March 31, 2020, and for practical reasons, during the 12 months (and longer) since that fiscal year end concluded.

More specifically, the evaluation will reveal the following:

1. The level of awareness about the ICANN AtLarge and various policies, and considerable effort directed towards an effective communication system toward improving the effectiveness of targeted outreaches and operational achievements specifically.
2. With few exceptions, initiatives and activities identified in the Outreach and Engagement Strategy that will be pursued and continually improved upon.
3. With an effective communication system; checklists, task lists, inventory lists and spreadsheets to systematically measure multiple outreach and engagement activities. These documents were regularly updated to indicate when activities were scheduled and completed as outlined in the matrix of activities.
4. Significant progress will be made to reach a greater variety of key stakeholders, particularly through a revamp of the website, frequent use of a branded exhibit, and introduction of more and better promotional materials as will be outlined in the communication strategy
5. The commitment to post and share results such as case reports and referrals through various platforms which include and not limited to blogs, wiki, social media tools.