

Hello all! We have began receiving concurrence on NPOC Outreach Strategic Plan from the VPs. Please see below for your action:

Hi Maryam,

Thanks for sharing the NPOC strategy. It look fine to me.

One comment / ask I'd like to relay to the NPOC folks is that the Middle East is one of the regions that are considered "under-represented" in ICANN. Part of our engagement effort as GSE team focuses on NGOs and not-for-profits. By way of example, during the first week of July we'll be meeting with a group of NGOs in Istanbul, Turkey to talk to them about ICANN and how to get involved. NPOC is one area we intend to cover. If there are talking points or a slide deck that we can use, that would be helpful.

Slides were sent to staff for the meeting in Kobe

Best
Baher

Hi all. Another concurrence with a question. Please see below:

Maryam,

Thank you. I've read the OSP and no issues from my side, so will support this.

For the membership they have in Oceania (or APAC) – who would they categorize as an active member that may want to work with other members in the region?

Answer: I believe by 'they' Save means NPOC.

The strategy is have a call for participation and invite members by asking a series of questions to submit a proposal/LOI by identifying their interest in with to collaborate with organizations within their region.

Regards,
Save

Maryam,

Overall the approach proposed is ok; however I think it is important that the strategy implementation gets further detailed soon, to address in particular the following:

They are ambitious plans – a 10% rise in members, but the proposed approach is too short to understand how they can be confident of achieving that number, or how they estimated that number.

Answer: The NPOC EC believes that a 10% increase is achievable, that's 10 organizations.

Coordination with GSE needs to happen: in Kobe, GSE took part in NPOC discussions. Org was criticized for not providing adequate support to NPOC. Yet even though we agreed then that we would have a strategic planning call soon after, this never materialized. That needs to be scheduled asap so that we can help with their proposed plans for FY20. The comments below by Baher and Save go in that sense, where we could help NPOC get more specific and have impact. As I said in Kobe, I'd be happy to have that call, then liaise with GSE colleagues across regions as appropriate.

Answer: A call was suggested by Joan Kerr, Chair and it was scheduled. We have agreed on the strategies.

The plans would need to be more specific as currently they mainly list high-level actions and activities to cover. It would be important to add detail to their plans such as:

- Who would be their particular targets:

Answer: Inreach to build capacity and outreach to invite and inform not for profits about NPOC

- or how will they target specific groups within the wider NGO community? (both functionally and geographically, as per Save's remarks for example)

Answer: Save could have provided some suggestions for best practices that GSE has supported.

Once particular target groups are identified, look into the best ways to engage with them, such as : do they have a mailing list; a newsletter; a website; webinars; members' conference, etc. where NPOC brochures / blogs / articles etc. could be shared; or can we identify key people to engage with that can help relay the message within those target groups.

In developing specific content for educational materials and webinars, ICANN Org / GSE can help a lot as we have plenty of existing material that covers operational DNS aspects of interest to NPOC and the wider non profit community such as on renewal and recovery of domains for example (and Adam has already looked into this) but it would be very helpful to have direct interaction with NPOC to understand exactly which topic they think useful to cover.

We have discussed these plans on the call and they are outlined in the notes which NPOC will proceed to develop.

Thanks,
Jean-Jacques