



ALAC Outreach & Engagement Subcommittee

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ABU DHABI

28 October–3 November 2017



ALAC Outreach and Engagement SC Agenda

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Introduction to the
Outreach and
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O&E highlights :

- * Community Onboarding documentation
- * Outreach Calendars
- * Stakeholder Tool

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Any Other Business

Introduction to the ALAC Outreach and Engagement Subcommittee (O&E)

The ALAC Subcommittee on Outreach and Engagement (O&E) develops strategies

- to reach out to new potential members of the At-Large Community
(Outreach) and
- to engage new and existing members of the At-Large Community
(Engagement)

to continue to fulfill At-Large and ALAC's role in ICANN activities.

This Subcommittee works with the At-Large Community to ensure such strategies are implemented successfully. The wiki home page can be found at

<http://bitly.com/ICANNAtLargeOE>

Anyone interested in reaching out to persons to join the At-Large Community and getting existing At-Large Community members more engaged in At-Large activities are welcome to join the O&E by emailing

staff@atlarge.icann.org

O&E members

North America

Glenn McKnight (**co-chair**), Alfredo Calderon, Alan Greenberg, Yubelkys Montalvo Carrión, John Laprise

Europe

Olivier Crepin-Leblond (**co-chair**), Wolf Ludwig, Yuliya Morenets, Mirjana Tasic, Yrjö Länsipuro

Asia Pacific

Ali AlMeshal, Maureen Hilyard (**co-chair**), Cheryl Langdon-Orr, Aris Ignacio, Rao Naveed Bin Rais, Adeel Sadiq, Holly Raiche

Africa

Pascal Beken, Beran Dondoh Gillen, Dave Kisoondoyal, Isaac Maposa, Remmy Nweke, Daniel K. Nanghaka (**co-chair**), Nkemdim Nweke, Tijani Ben Jemma, Akin-Awokoya Emmanuel, Seun Ojedeji, Lawrence Olawale-Roberts, Abdeldjalil Bachar Bong, Mwendwa Kivuva,

Latin America / Caribbean

Jose Arce, Juan Manuel Rojas, Harold Arcos, Jason Hynds, Dev Anand Teelucksingh (**chair**), Johnny Laureano, Vanda Scartezini, Antonio Medina Gomez, Lance Hinds, Raitme Citterio, Bartlett Morgan, Niran Beharry, Renata Aquino Ribeiro, Carlton Samuels, Jacqueline Morris, Maritza Y. Aguero,

Outreach at IGF 2017

- The At-Large Outreach and Engagement SC submitted a [ICANN FY18 budget request for At-Large Outreach to be funded at IGF 2017](#). This was approved by ALAC and submitted to ICANN. ICANN approved this request, saying

"Two travelers approved (one Outreach Sub-Committee member and one ALAC Member) for travel support to the IGF 2017 Meeting. Granting of support is contingent on: (1) MAG approval of at least one At-Large RALO workshop; and (2) submission of a detailed report from each traveler within 30-days of the meeting that addresses each itemized metric as per request. The report is to be submitted to sbr-outcomes@icann.org and is a condition of future resource allocations. Approved travel includes assumption of economy airfare + four travel days and three hotel nights + per diems appropriate to region traveled."

- The ALAC Outreach and Engagement SC requested a booth for At-Large at the IGF 2017 from the IGF MAG. This was approved in August 2017.
- The O&E SC cochairs decided that Glenn McKnight will be the person from the O&E SC to go to the IGF 2017 as per the proposal

Next steps ...

- [At-Large Persons attending IGF2017](#) to coordinate volunteer time at At-Large Booth at IGF2017
- Obtain the various [At-Large outreach materials](#) and/or swag for the At-Large booth

At-Large use of CROP (Community Regional Outreach Program)

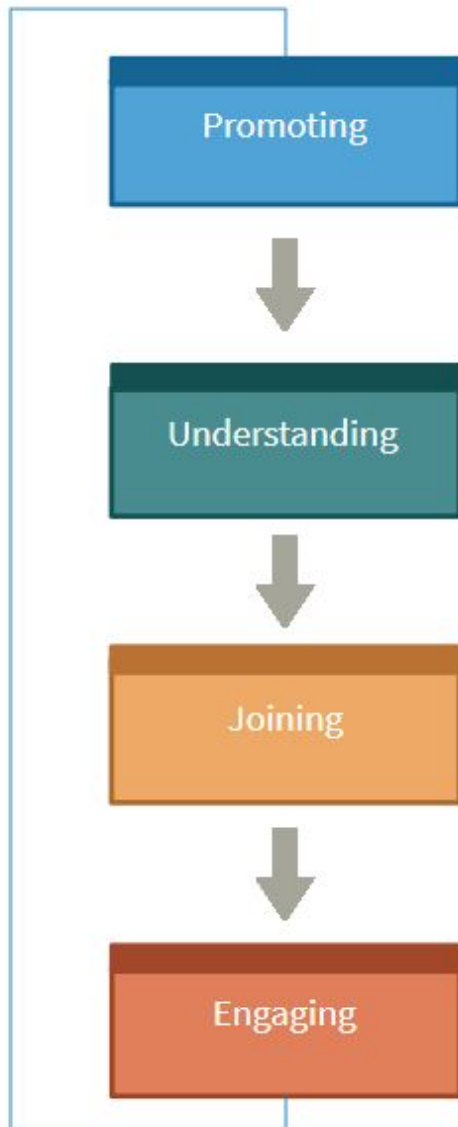
- Each of the 5 RALOs may apply for CROP funding for up to 5 "regional" outreach trips (limited to four days; three nights) within a fiscal year (FY). FY18 is from July 1 2017 to 30 June 2018.

Learn more at At-Large CROP at <https://community.icann.org/x/5xyfAg> ;

ICANN CROP page at <https://community.icann.org/x/NSCAAw>

Outreach and Engagement Highlights

- Community Onboarding documentation
- Outreach Calendars
- Stakeholder Tool



Promoting At- Large

- Target participants for At Large
- How each type of participant can be involved in At Large
- What should draw them to this unique and diverse community

Understanding At- Large

- How the community operates
- Information on community activities
- Community organisational structure

Joining At- Large

- Various ways to join the At-Large community through various mediums

Engaging in At-Large

- Active participation & involvement stage leading to further involvement such as leadership positions.

We saw the need to develop a series of ordered lessons/presentations that:

- can form a toolkit for At-Large Community members in educating the wider public
- At-Large Structure (ALS) representatives can use to educate members in their organisations in getting persons in their organisation to care about ICANN issues and become more involved in the At-Large Community.
- can be available online and offline for ease of use and access.

We've worked with members of the At-Large Outreach and Engagement SC to develop a series of ordered lessons/presentations on:

- [Start here](#) - presents tailored set of topics/slides depending on the audience
- [What is the DNS and who coordinates all of this stuff?](#) - Introduce the concepts of the DNS and introduce entities like ICANN the corporation, and ICANN the community.
- [Policy challenges/issues in the DNS](#) - slidedeck to help new or potential At-Large Community members to learn about the various ICANN policy issues of interest to end users, why end users should care about these issues, and how as part of the ICANN At-Large Community they can become involved on these issues.
- [Introduction to the ICANN At-Large Community](#) - slidedeck about the At-Large Community, its key activities, and how to engage with the At-Large Community
- **Navigating At-Large** - for existing At-Large Community members, how to find relevant information and participate in At-Large activities

- The ALAC Subcommittee on Outreach and Engagement have created group calendars at Teamup.com to track regional outreach events for possible use by At-Large for the Community Regional Outreach Pilot Program (CROPP) to attend such events.

You can view the calendars for all the regions at <http://bitly.com/At-Large-Outreach>.

You can also view events for all regions as a list (as done on this wiki page) and subscribe to any calendar using your calendaring app.

List of Outreach Calendars, by region

- Africa: <http://bitly.com/Africa-Outreach-Calendar>
- Asia Pacific: <http://bitly.com/AP-Outreach-Calendar>
- Europe : <http://bitly.com/Europe-Outreach-Calendar>
- Latin America & Caribbean: <http://bitly.com/LAC-Outreach-Calendar>
- North America : <http://bitly.com/NA-Outreach-Calendar>
- All regions : <http://bitly.com/At-Large-Outreach>

Learn more (including how to edit/add entries to the calendar) at

<https://community.icann.org/x/yaxYAw>

ICANN Stakeholder Analysis Tool

- The Stakeholder Tool tracks the Fellowship, GAC, At-Large and ccNSO by country or by region

See <https://community.icann.org/x/W61YAw>

United Arab Emirates				
Fellowships		ccNSO	GAC Representative	At-Large
2		YES	YES	1

ICANN Meeting	Names	Fellowship Type
ICANN60 Abu Dhabi Oct-Nov 2017	Rao Naveed Bin Rais	Security
ICANN59 Johannesburg June 2017	Rao Naveed Bin Rais	Academic

At-Large Structures in United Arab Emirates
Emirates Internet Group

Any other business?

ALAC Subcommittee on Outreach and Engagement Wiki :
<http://bitly.com/ICANNAtLargeOE>

To join the Outreach and Engagement SC, email At-Large Staff
at staff@atlarge.icann.org