

An Approach to Outreach

13 December 2011

Outreach Fundamentals

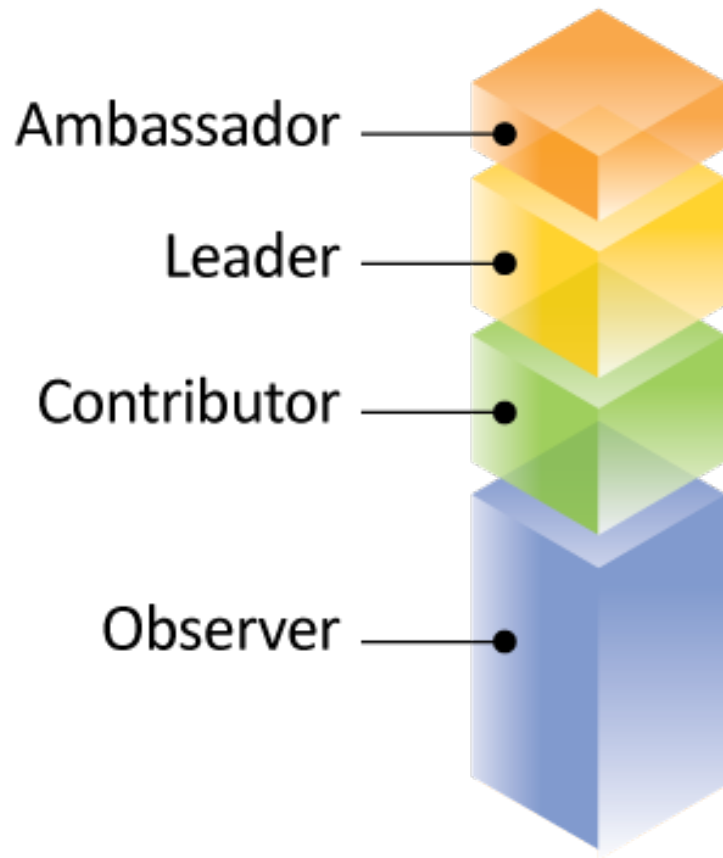
- ICANN success dependent upon robust bottom-up, multi-stakeholder model
- Multi-stakeholder model succeeds through broad, representative cross-section of participants
- Outreach should:
 - encourage, support, and enhance participation in the outreach framework at all levels among all stakeholders
 - build capacity and encourage growth and increased involvement among participants
 - be measurable
 - contribute to ICANN's success

Challenge

- Define “outreach” through its objectives
- Coordinate activities across ICANN to be:
 - Effective
 - Economical
- Provide tool for investment decisions, what activities should be undertaken and coordinated between:
 - ICANN staff work
 - Community work

Outreach Definition

It's the people....



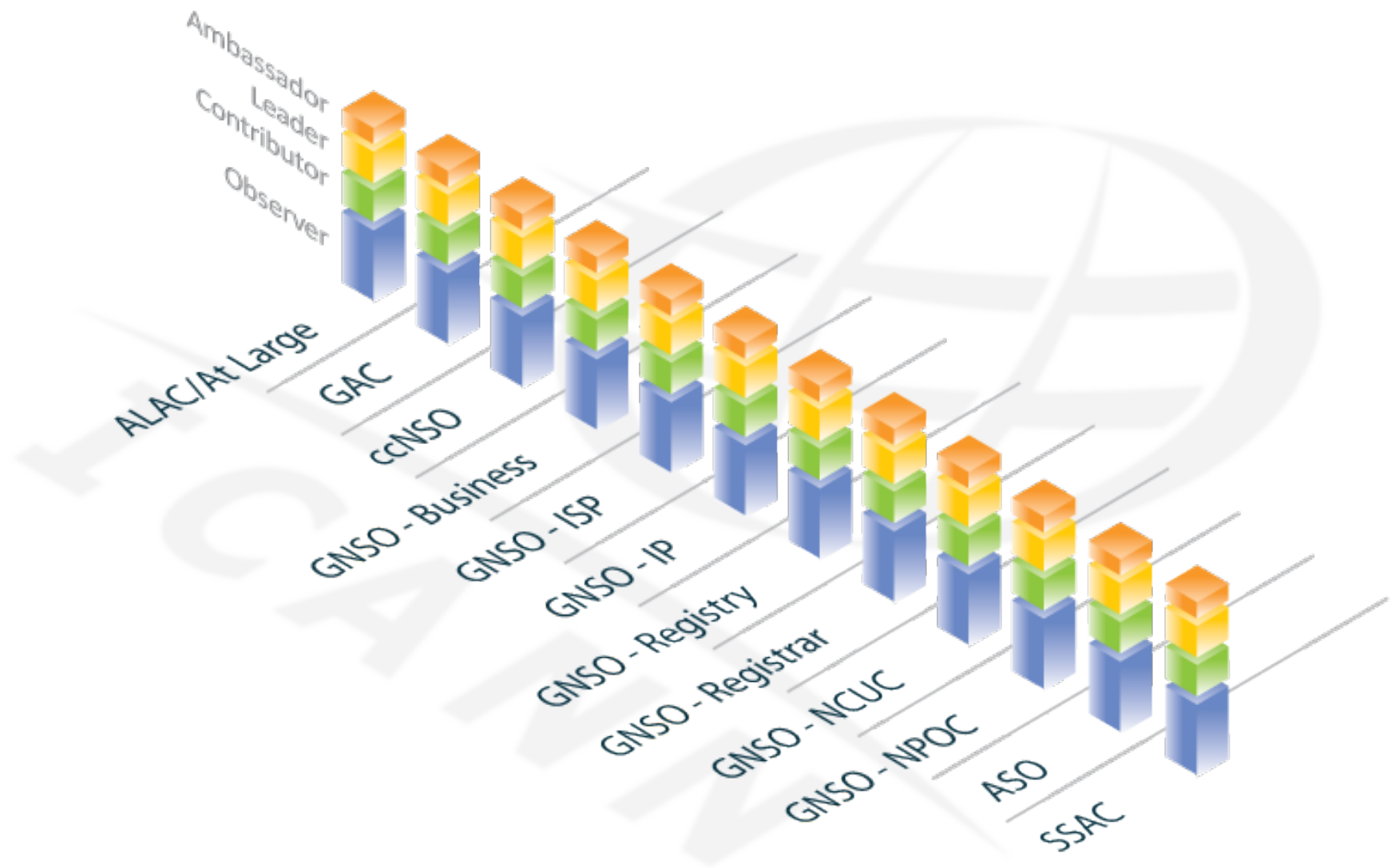
participating in the ICANN model.....



and making them more effective.....



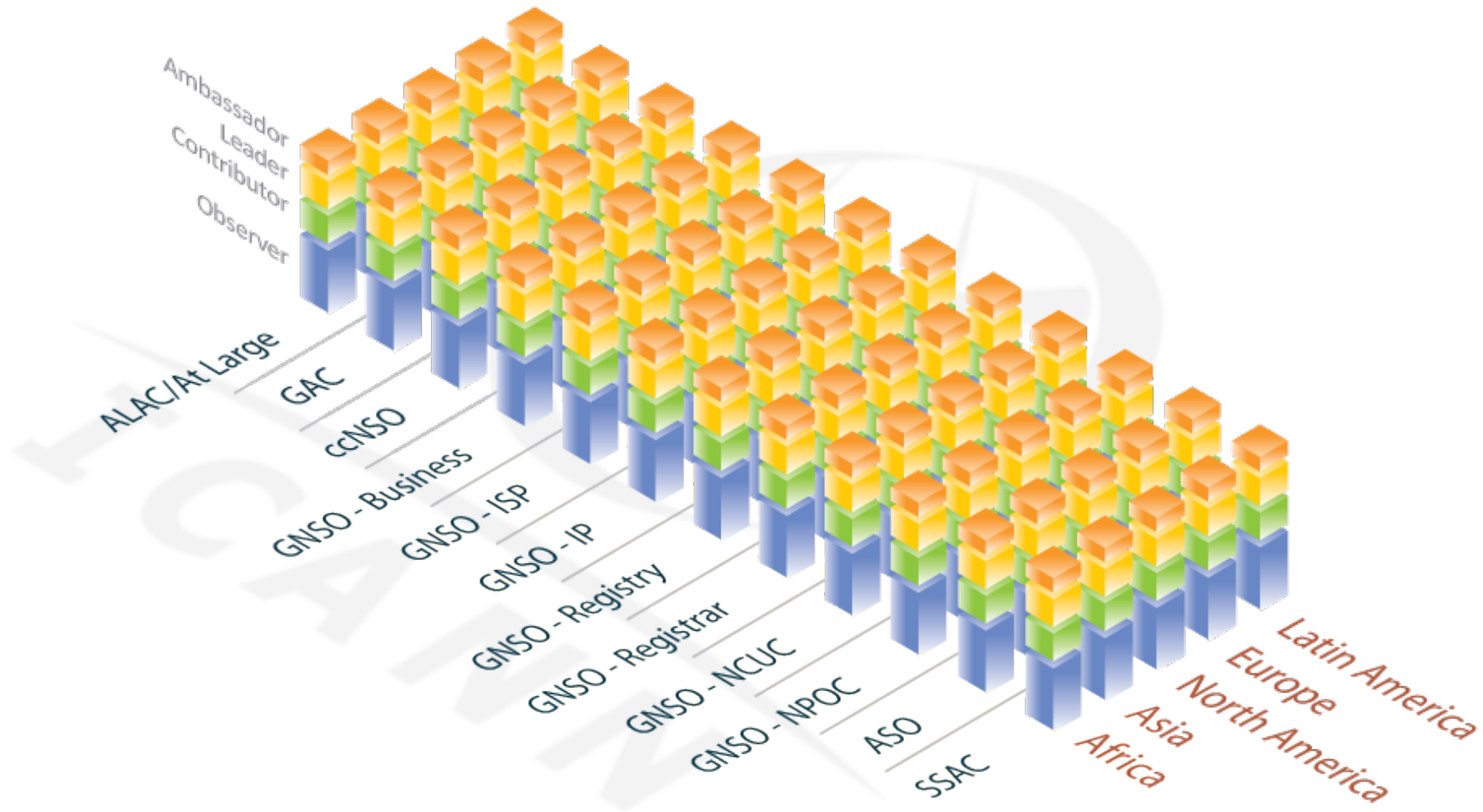
Opportunities for participation...



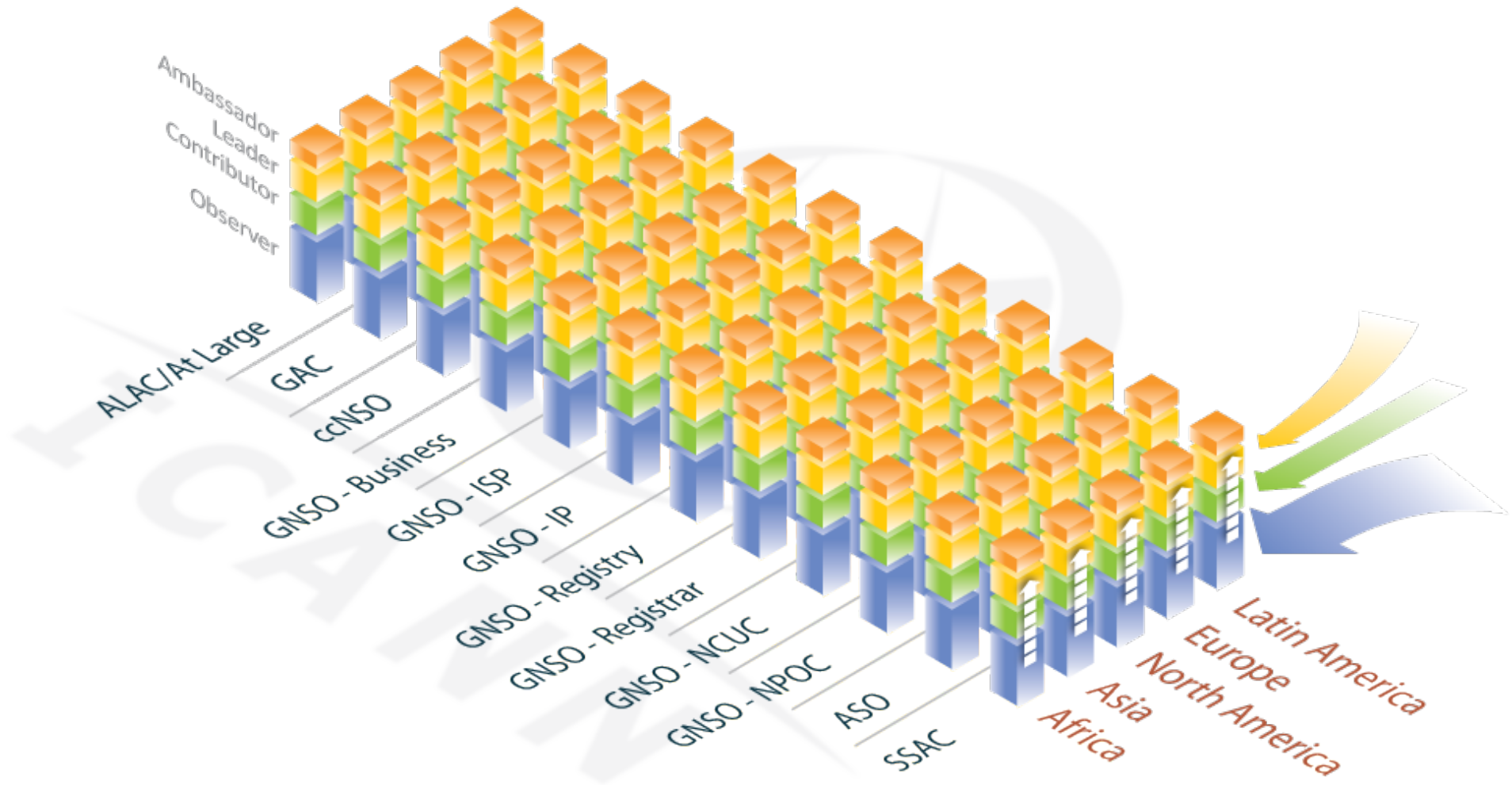
in all regions.....



Goal: robust participation in all sectors & in all regions

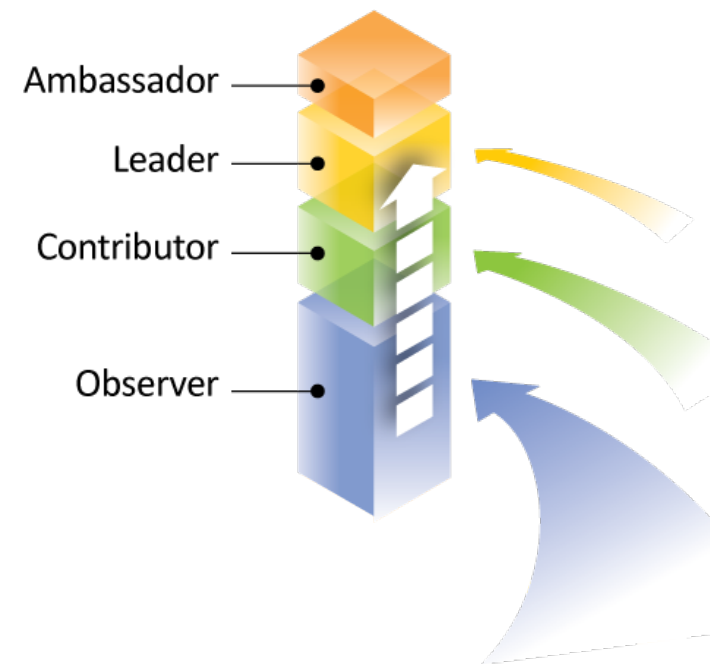


by moving people “in” and “up”.....



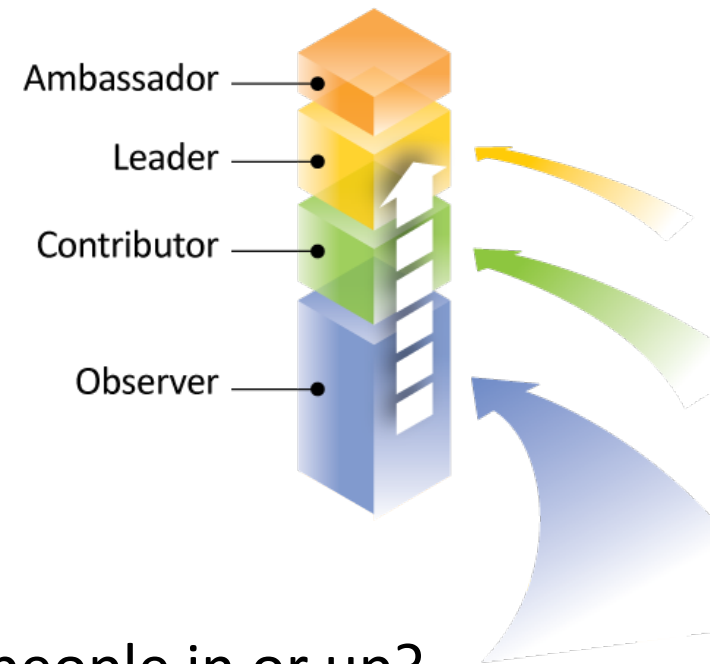
Moving “Up”: Good, not Necessary

- ICANN needs participants at all levels
- All levels are important
- Goal:
 - nothing blocks you from achieving as much as **you** want at ICANN
 - outreach is in place to help participants achieve their desired level of participation



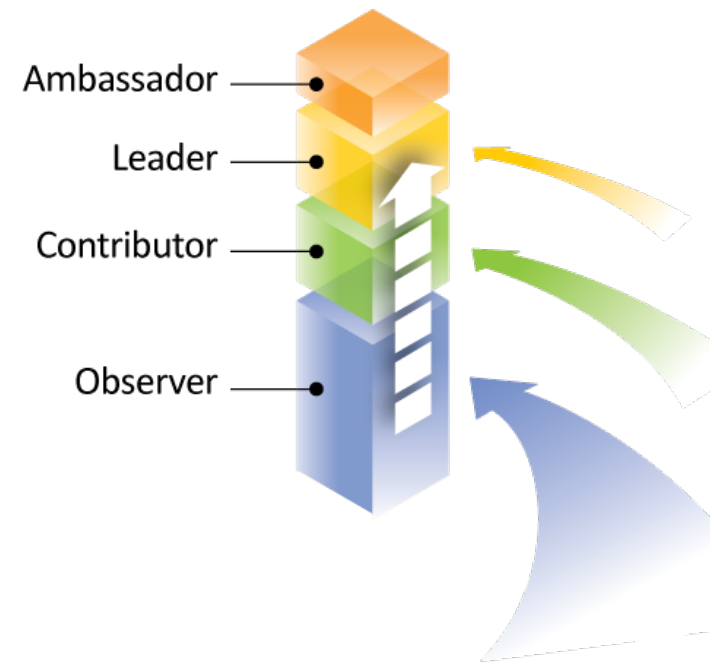
Managing outreach

- Develop “activities inventory”
- Test each existing or proposed activity, does it:
 - move people into ICANN, or
 - make participants more effective
- Coordinate all activities among functions to:
 - Eliminate redundancy
 - Prioritize most effective activities
 - Find most effective “home”
- Find the blanks – where are we NOT moving people in or up?



Examples: Activities

- New public comment forum
 - Turns *observers* into *contributors*
- Translation, plain English, web site redesign
 - Welcomes new *observers*
- Fellowship
 - Turns *observers* into *contributors*
 - Targets various SOs and ACs
 -
- BUT: what activity creates *leaders*?



Completing and employing the framework.....

- Introduce concept to community
- Complete activities inventory
- Coordinate activities across the Community and ICANN operations
- Use to evaluate proposed and existing outreach activities
 - In operating plan & budget
 - Proposed by community