Toronto Community Outreach Work Session

This workbook is intended to facilitate interaction around outreach concepts and activities. Responsibility for implementing and monitoring outreach activities should be shared between community and staff. In some cases, the community is best suited to drive the activity, while in others; it would be more effective for a staff member.

I. Message

ACTION	PRIORITY H/M/L	DRIVER C/S	FACILITATOR C/S
We need a clear statement of this philosophy (ICANN's Core Mission) so that those new to this community can grasp it, find ICANN interesting to join, see what is in it for them and how through their participation, others in the Internet world will benefit			
"Speak" in a language those outside of ICANN circle can understand			
We need to do better in articulating the vision where it is understood that we are participating in a global environment: in how we frame the information and not go to too much detail but let new participants come to an understanding of the values and beliefs themselves			
We need to look at things from an outsider viewpoint; present information so that it doesn't appear too commercial, that it is understood that they will be participating in a global governance body. Our information needs to help guide individuals into the structure, help them figure out how to position themselves and not scare them away			
Consider developing countries and non-commercial users; how do we approach outreach toward these individuals who may find it very hard to connect with what ICANN's doing in many cases, and who may not feel that they have a direct financial stake			

II. Planning

ACTION	PRIORITY H/M/L	DRIVER C/S	FACILITATOR C/S
All Outreach associated activities, existing or new, need to have first started with an Expected Outcome; what do we want to achieve, which should the outcome be, what does success in any objective look like? When we understand what we want to achieve, then we can build an activity around it and create methods of measurement			
Organize a matrix by what we need to achieve: if we want to achieve basic awareness, what activities are associated with that? Or if we want to achieve better participation, what activities are associated with that?			
There are Outreach and In-reach activities currently in place that may be driven by staff or community; we want to validate these activities and have a process to determine how to add new ones			
Need to determine priorities in regard to executing the activities, then get agreement on who, what, where, and how we work together to implement			

III. Materials

ACTION	PRIORITY H/M/L	DRIVER C/S	FACILITATOR C/S
Regarding In-reach and Outreach, need multiple use materials re: the ICANN ecosystem to be shared between all community groups; allow all community members to outreach or In-reach to any other community or potential community member via access to these reliable materials in a language that can be easily understood			
Create additional materials that would allow people to drill down for more information and detail; targeted and customized approaches for certain issues and different community groups; make them locally fine-tuned where it would be impactful			
Take a look at the materials we currently have and ask if they good enough, do they fit the purpose? Do they really get people interested? Are they really making them aware of the right components about ICANN? Are we not jazzy enough? Do we not really show who we are and what we're trying to do?			

IV. Methods

ACTION	PRIORITY H/M/L	DRIVER C/S	FACILITATOR C/S
Develop mechanisms to reach large number of people			
Identify several core channels and push out through that channel so that people know where to go to get information; a policy central or a policy hub at ICANN where core issues are discussed, and then different social media channels point to that one central hub (this also reduces the risk that inconsistent information will go out to different forums)			
Need proactive regional outreach; look ahead at cities that we go to for any type of ICANN meeting, target that audience in language that can be easily understood, make them aware of ICANN, its mission, and different avenues available to get involved. Use local host and our own community members who may be from that area; understand their issues for the meeting as well as sharing outward about our mission and hot topics			

V. Roles

ACTION	PRIORITY H/M/L	DRIVER C/S	FACILITATOR C/S
Re: recruitment / capacity building – need to develop standardized process of staff supporting the community when they identify potential volunteers, for example, provide follow-up with a template of welcome, q&a, contact and website info to further them along into ICANN			
Establish a code of conduct so that everybody is aware of the "10 commandments of ICANN participation" and really assert that this does need to be a welcoming and open environment for newcomers			
Utilize the expertise already existing in the community; this includes technical, policy, operations, process; just need to make sure that the right person is matched to the right activity in order to get the desired deliverable			

VI. Collaboration

ACTION	PRIORITY H/M/L	DRIVER C/S	FACILITATOR C/S
With In-reach, collaborate inside ICANN with all of the groups to get the work done; with Outreach, ICANN staff has to cooperate with other organizations who share ICANN's values: need to identify these organizations and develop them			
Need some project planning with some dates to go along with the already foreshadowed meeting planning, include national and regional internet governance forum initiatives, RIRs for example			
Use the already established Outreach wiki as a repository for all of this Outreach and In-reach information; populate with existing organizations that we have relationships with, the matrix of activities, etc.			

Community Outreach Concepts

I. MESSAGE

Measure Outreach by its three objectives: awareness, recognition and acceptance of the ICANN model. Improve our image by promoting understanding of ICANN's role in the Internet ecosystem. Create building blocks of understanding.

II. MATERIALS

Formulate a method to: gather and disseminate information in a way that is easy to find, promote awareness of ICANN and its mission, be helpful to those interested in participation, promote understanding, and enable contribution. Whether it is "In-reach" or Outreach, develop core messages that the ICANN community can understand and support. The messaging should also promote understanding of roles and interests across the community.

III. PLANNING

Start with expected outcomes in order to determine the activities/materials that can support the three components of Outreach: awareness, participation and contribution. Create, implement, manage and measure activities in support of Outreach objectives.

IV. METHODS

Leverage social media, communication tools, the community and publication channels to communicate the message, materials and plans to achieve effective distribution.

V. ROLES

Define / clarify the roles of ICANN staff and Community: in what situations should the community or staff members take the role of: driver, facilitator, and support. In order to make these determinations: consider the objectives, the metrics, the resources available, and the skill-sets required.

VI. COLLABORATION

Identify organizations that share or could share their core values with ICANN. Create a list of those organizations and develop a strategy for cooperation between these organizations and ICANN.

Who can best gather this information; how can it be documented and communicated; by whom and where?