

Advancing Outreach

March 2012

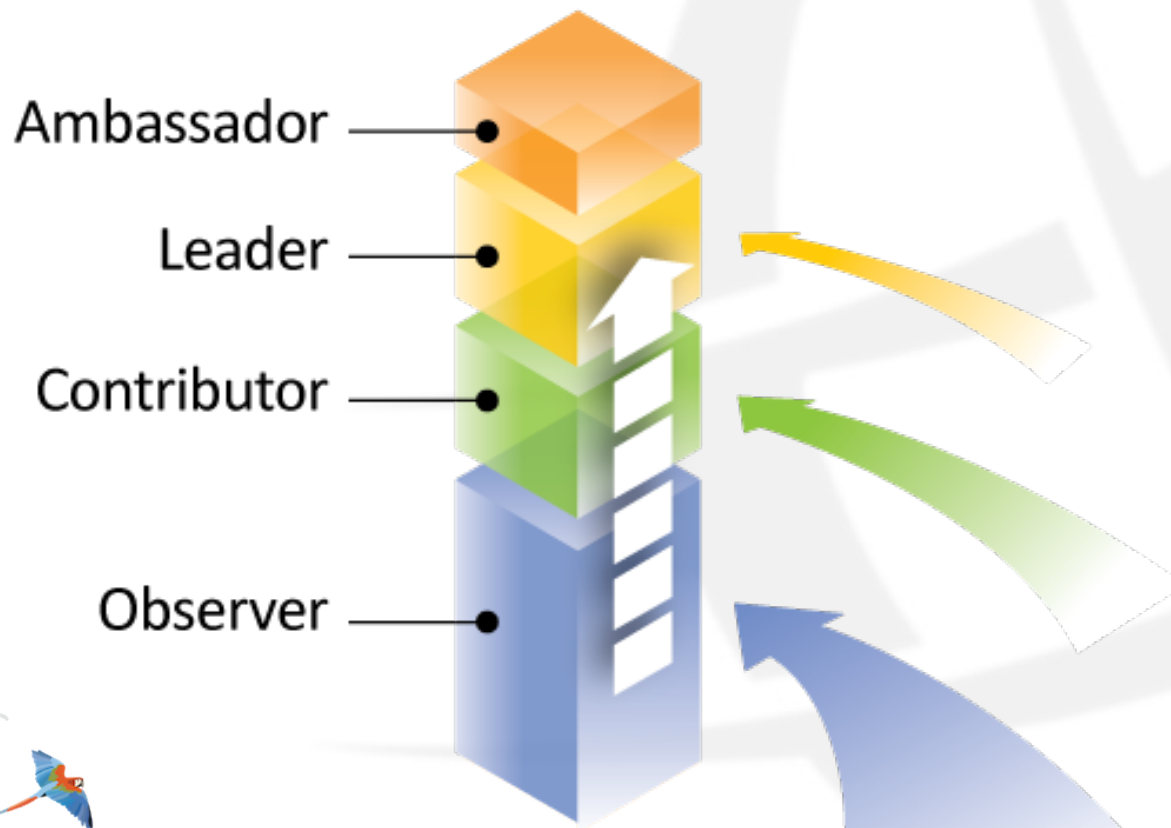


Outreach Fundamentals

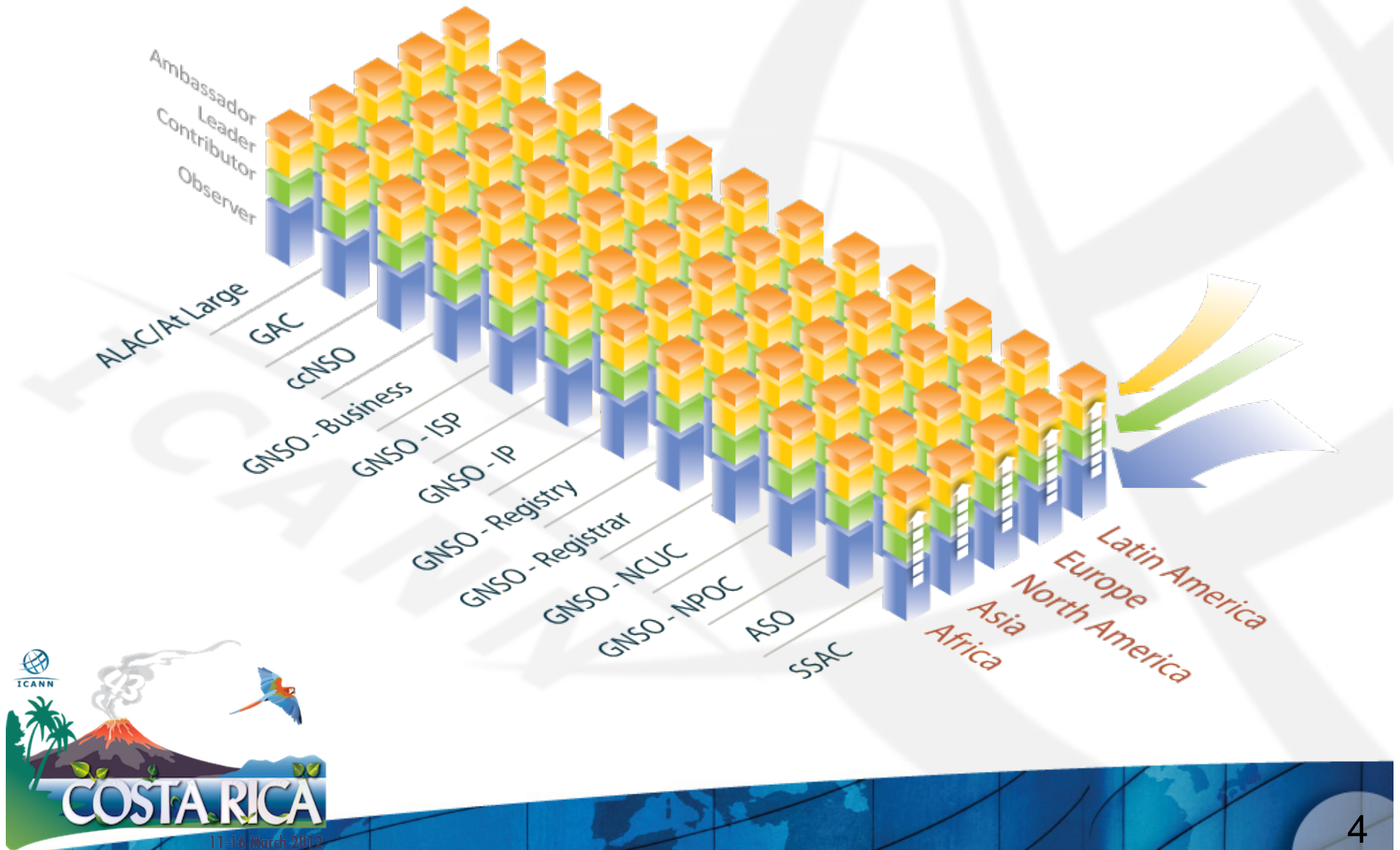
- ICANN success dependent upon robust bottom-up, multi-stakeholder model
- Multi-stakeholder model succeeds through broad, representative cross-section of participants
- Outreach should:
 - encourage, support, and enhance participation in the outreach framework at all levels among all stakeholders
 -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



Outreach: increasing participation in the ICANN model and making participants more effective



Framework Model



Employing the Model

- Developing “activities inventory” to better coordinate all ICANN activities
 - Eliminate redundancy
 - Prioritize most effective activities
 - Find most effective “home”
- Socialized the Framework Model to community through webinars
- Began to utilize the Outreach Tool to provide improved roadmap for community budget request process



Community Coordination

- Begin encouraging communities to:
 - Inventory current outreach activities
 - Identify potential outreach activities
- Cross check findings with ICANN Inventory
- Develop metrics and outcomes for each of the proposed activities
- Move in, move up, through outreach activities educate....



Integrate with FY13 Activities

- Use FY13 budget planning as first attempt to see the value of each existing or proposed outreach activity:
 - Bring participants into ICANN, or
 - Improve level of involvement, or
 - Strengthen skills and effectiveness
- Evaluation process is meant to provide clear criteria and a road map to improve chances of request approval



QUESTIONS

