Advancing Outreach

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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...
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