Community Outreach
Transition to Action
Agenda

Recap of Community sessions since Prague

Key Concepts and Action Items

Transition from Initiative to Program
Recap

• Awareness, Participation, Contribution

• Focus Areas uncovered
  - Image/Recognition
  - Information gathering
  - Communication Tools
  - Collaboration
Building Blocks

- Collaboration
- Message
- Planning
- Roles
- Methods
- Materials

Awareness
Participation
Contribution
Outreach Concepts

MESSAGE
- CLEAR VISION
- WELL ARTICULATED
- OUTSIDE ENVIRONMENT CONSIDERED

PLANNING
- OBJECTIVES
- ACTIVITIES
- PRIORITIZE

METHODS
- MECHANISMS FOR INREACH
- MECHANISMS FOR OUTREACH
- CORE INFO CHANNEL
Outreach Concepts

- **Materials**
  - Multiple Use
  - Customized
  - Collaborate Outside

- **Roles**
  - Standardized Process Re: Recruiting
  - Utilize Community Expertise
  - Driver vs Facilitator

- **Collaboration**
  - Within ICANN/INREACH
  - Calendar/Planning
  - Existing Organizations
# Actionable Concepts

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Next Steps

• Transition into Program
• Build on successful community/staff interaction
• Plan for Moving Forward
Thank You
Questions