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Introduction

The North America Engagement Plan focuses on regional efforts to strengthen engagement and participation in ICANN. The engagement goals are aligned with the goals and objectives defined in the ICANN FY21-FY25 Strategic Plan. The plan is revisited each year to ensure it continues to be aligned with ICANN’s overall strategic goals.

The North America Global Stakeholder Engagement (NA GSE) team will strive to achieve the objectives defined below, but it is worth noting that we must define priorities, as this is a small team and resources are limited.

To develop the plan below, the NA GSE team asked for volunteers from the community to help and to provide advice on priorities. The team of volunteers, called the “Advisory Panel,” met a total of three times to discuss the plan and help the NA GSE team define engagement opportunities to achieve its targets.
Overall Communication Goals

During the development of this plan, the NA GSE team and Advisory Panel identified that the North America region lacks some tools for communicating with the community on a regular basis. As such, and as part of the implementation of this plan, ICANN staff will create a few tools to facilitate communication on a regular basis. This will include:

- A regular cadence of updates through webinars, briefings, readouts, etc.
- The creation of an opt-in mailing list to share news or updates with the community
- The NA GSE team will make regular contributions to the North America monthly newsletter regarding topics of interest to the community
- The NA GSE team will provide regular updates on the implementation of this plan, including metrics about the key performance indicators defined in the plan
Areas of Focus

The *North America Engagement Plan* will focus on the following four strategic objectives:

- **Strengthen the security** of the Domain Name System (DNS) and the DNS Root Server System
- **Address geopolitical issues** impacting ICANN’s mission to ensure a single and globally interoperable Internet
- **Improve the effectiveness of ICANN’s multistakeholder model of governance**
- **Evolve the unique identifier systems** in coordination and collaboration with relevant parties to continue to serve the needs of the global Internet user base

The text below lists each objective as defined in the *ICANN FY21-FY25 Strategic Plan* and defines the proposed engagement area, target outcomes, and key performance indicators for each.
STRATEGIC OBJECTIVE: Security

STRATEGIC PLAN GOALS:

Improve the shared responsibility for upholding the security and stability of the DNS by strengthening DNS coordination in partnership with relevant stakeholders

CLICK FOR MORE

Strengthen DNS root server operations governance in coordination with the DNS root server operators

CLICK FOR MORE

Identify and mitigate security threats to the DNS through greater engagement with relevant hardware, software, and service vendors

CLICK FOR MORE
STRATEGIC PLAN GOAL: Improve the shared responsibility for upholding the security and stability of the DNS by strengthening DNS coordination in partnership with relevant stakeholders

Proposed Engagement Area
Partner with the community and the Office of the Chief Technology Officer (OCTO) to contribute to and raise awareness about ICANN’s technical stature and work including:

- The Domain Abuse Activity Reporting (DAAR) project
- The Knowledge-Sharing and Instantiating Norms for DNS and Naming Security (KINDNS) program
- The Identifier Technologies Health Indicators (ITHI) initiative

Target Outcomes
Greater participation from ICANN community members in such technical projects
Better communication regarding the data produced by these tools

Key Performance Indicators
The number of opportunities to inform stakeholders about projects and solicit participation
The number of outreach efforts to new stakeholders beyond existing participants in ICANN
STRATEGIC PLAN GOAL: Strengthen DNS root server operations governance in coordination with the DNS root server operators

Proposed Engagement Area
Engage the ICANN community on topics about the evolution of the Root Server System (RSS) both on the technical as well as the governance levels. Work with ICANN’s Security and Network Engineering team to engage with the community on hosting a root server instance (why and how), including collateral materials where needed.

Target Outcomes
Improve the ICANN community’s awareness of the topic and raise awareness about the evolution of RSS governance. Create clear communication materials on the process for hosting a root server instance and the benefits of it.

Key Performance Indicators
The number of opportunities to engage with the ICANN community on this topic through public sessions or one-on-one meetings. The number of engagement opportunities on ICANN Managed Root Servers (IMRS), as well as the opportunities for hosting an instance of the IMRS.
STRATEGIC PLAN GOAL: Identify and mitigate security threats to the DNS through greater engagement with relevant hardware, software, and service vendors

Proposed Engagement Area
Engage with the community on DNS threats by participating in events and partnering with other organizations to combat DNS security threats
Work with the ICANN Learn team to produce educational materials on relevant topics

Target Outcomes
ICANN org and the community will engage with hardware, software and service vendors to share best practices and information about DNS security threats
Facilitate the ICANN community’s ability to access materials needed to learn and engage on topics related to security threats

Key Performance Indicators
The number of sessions organized in partnership with ICANN departments to brief the community on this topic
Increase the audience size for these sessions
STRATEGIC OBJECTIVE: ICANN’s Governance

STRATEGIC PLAN GOALS:
Strengthen ICANN’s bottom-up multistakeholder, decision-making process and ensure that work gets done and policies are developed in an effective and timely manner

Support and grow active, informed, and effective stakeholder participation
**Strategic Plan Goal:** Strengthen ICANN’s bottom-up multistakeholder, decision-making process and ensure that work gets done and policies are developed in an effective and timely manner

### Proposed Engagement Area
- Conduct outreach with stakeholders on issues that they are potentially interested in and encourage participation in Working Groups and Policy Development Processes (PDPs)
- Develop more issue-based content
- Survey potential stakeholders to learn the issues that they are interested in pursuing

### Target Outcomes
- Produce written and online content
- Work with functions such as OCTO, Government Engagement (GE), and Communications to support PDP and working group goals
- Prepare a report with survey results and recommendations to advance policy formation

### Key Performance Indicators
- The number of documents or pieces of content produced
STRATEGIC PLAN GOAL: Support and grow active, informed, and effective stakeholder participation

Proposed Engagement Area
Strengthen partnerships and expand outreach efforts

Target Outcomes
Engage with technical or professional associations, chambers of commerce, universities, or other regional entities with an interest in ICANN
Identify and partner with other organizations

Key Performance Indicators
The number of partnerships developed
The number of events hosted, the audience size, and the number of follow-up activities
The number of non-ICANN events in which NA GSE staff coordinate participation and support for the event
STRATEGIC OBJECTIVE: Unique Identifier Systems

STRATEGIC PLAN GOALS:

Foster competition, consumer choice, and innovation in the Internet space by increasing awareness and encouraging readiness for Universal Acceptance (UA), Internationalized Domain Names (IDNs) implementation, and Internet Protocol version 6 (IPv6)

Improve assessment of and responsiveness to new technologies which impact the security, stability, and resiliency of the Internet’s unique identifier systems by greater engagement with relevant parties

Support the continued evolution of the Internet’s unique identifier systems with a new round of generic top level domains (gTLDs) that is responsibly funded, managed, risk-evaluated, and consistent with ICANN processes
STRATEGIC PLAN GOAL: Foster competition, consumer choice, and innovation in the Internet space by increasing awareness and encouraging readiness for Universal Acceptance (UA), Internationalized Domain Names (IDNs) implementation, and Internet Protocol version 6 (IPv6)

Proposed Engagement Area
Partner with organizations such as the Regional Internet Registries (RIRs) to promote implementation of IPv6
Support community participation in PDPs working on IDNs at the Country Code Names Supporting Organization (ccNSO) and the Generic Name Supporting Organization (gNSO)

Target Outcomes
Develop ICANN org and community partnerships to promote UA and discuss issues facing or causing the lack of acceptance of new top-level domains (TLDs)

Key Performance Indicators
Improve and increase the number of events focused on these topics
STRATEGIC PLAN GOAL: Improve assessment of and responsiveness to new technologies which impact the security, stability, and resiliency of the Internet’s unique identifier systems by greater engagement with relevant parties

Proposed Engagement Area
Partner with the OCTO team and other organizations in the region to continue to bring awareness of new technologies and their potential impact on the operations of the Internet

Target Outcomes
Promote greater awareness of new ideas or technologies being proposed that impact the security, stability and resiliency of the Internet

Key Performance Indicators
The number of events that focus on ideas or technologies being proposed that impact the security, stability, and resiliency of the Internet (if applicable)
The audience size
The amount of shared materials available on this topic
STRATEGIC PLAN GOAL: Support the continued evolution of the Internet’s unique identifier systems with a new round of generic top level domains (gTLDs) that is responsibly funded, managed, risk-evaluated, and consistent with ICANN processes.

Proposed Engagement Area
Conduct events to promote the awareness of a new round of gTLDs
Promote awareness of UA in preparation for the next gTLD round, such as events with software development communities

Target Outcomes
The ICANN community is aware of the status and timeline for new rounds of gTLDs
The ICANN community is actively engaged in issues and the remediation of UA

Key Performance Indicators
The number of events, which focus on the evolution of the unique identifier systems
The audience size at such events
The number of follow-up activities with relevant actors to further promote UA
STRATEGIC OBJECTIVE: Geopolitical Issues

STRATEGIC PLAN GOALS:

Identify and address global challenges and opportunities within its remit by further developing early warning systems, such as ICANN.org’s Legislative and Regulatory Development Reports

Continue to build alliances in the Internet ecosystem and beyond to raise awareness of and engage with global stakeholders about ICANN’s mission and policymaking
STRATEGIC PLAN GOAL: Identify and address global challenges and opportunities within its remit by further developing early warning systems, such as ICANN org’s Legislative and Regulatory Development Reports

Proposed Engagement Area
Educate and raise the awareness of legislation and other discussions that could affect ICANN’s mission

Target Outcomes
Collaborate with GE and the branches of the United States government and the government of Canada to develop events or workshops

Key Performance Indicators
The number of events or workshops
**STRATEGIC PLAN GOAL:** Continue to build alliances in the Internet ecosystem and beyond to raise awareness of and engage with global stakeholders about ICANN’s mission and policymaking

**Proposed Engagement Area**

Create a network of partnerships with entities that can help ICANN address legislative or regulatory problems

Build coalitions of organizations that advocate on behalf of policies that have a positive effect on ICANN

**Target Outcomes**

Regularly brief partners on legal or regulatory issues affecting partner networks

Compile communications materials that coalitions can use in their advocacy campaigns

**Key Performance Indicators**

The number of briefings

The number of partnering organizations

The amount of communication materials produced
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Engagement Plan: Fiscal Years 2021–2025
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