



ICANN

- **FY2019-2020
ICANN North America
Engagement Strategy
Midyear Update**

February 2019

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February 2019

FY2019 Global Engagement Goals and Supporting Objectives

Welcome to the mid-year update of the FY19-20 North America Engagement Strategy.

The strategy was developed with the help of North America based stakeholders from all ICANN community structures.

Working with the community, we established three strategic engagement goals supported by three objectives.

Build awareness to grow and diversify ICANN multistakeholder base and volunteer pipeline.



Grow the knowledge-base of current and potential ICANN stakeholders.



Grow stakeholder support and active participation in ICANN.

Strengthen partnerships to expand outreach.



Focus on issue-based engagement, with improved content and messaging.



Support enhanced mentorship and onboarding.

FY2019 Global Engagement Goals and Engagement Supporting Objectives

To reach our objectives, we decided to focus on specific tactics and metrics to show progress. This report will highlight a selection of the activities outlined below.

1. Strengthen Partnerships

Measured by:

Number of partnerships.

Number of partner events hosted, audience size, follow up activities, joint communications and marketing efforts.



2. Focus on Issue-Based Engagement

Measured by:

Number of North America stakeholders who join working groups, policy development processes, or review teams.

Number of communication documents or other content produced, with accompanying impact measures.



3. Support Enhanced Mentorship

Measured by:

Number of trainings held.

Number of North America newcomers who graduate to active membership or participation.

Focus on Partnerships to Expand Outreach

4 ICANN Meeting Read Out Sessions

with partner organizations:
At-Large Structures (ALS) and Internet Society (ISOC) Chapters



Ottawa, TeleCommunities / TéléCommunautés Canada
New York, New York Greater Metropolitan Area Chapter of the Internet Society
Puerto Rico, Internet Society of Puerto Rico
San Francisco, San Francisco Bay Area Chapter of the Internet Society



ALS

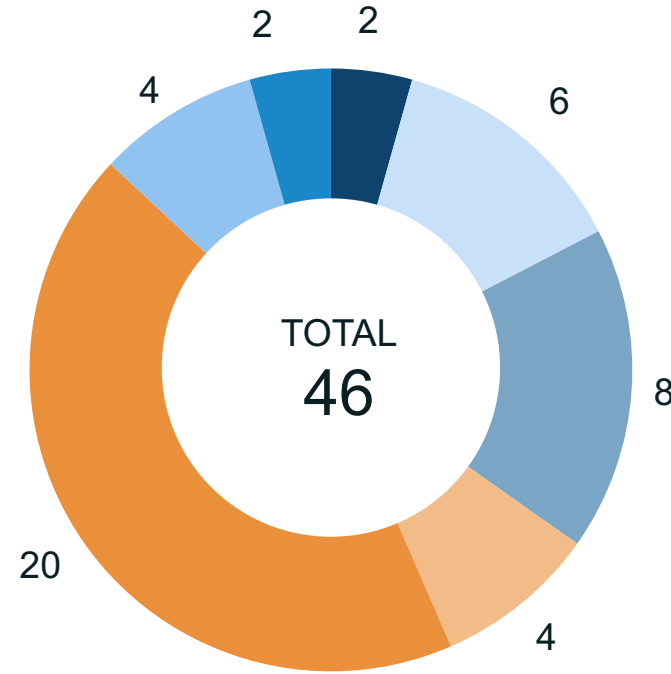


ALS & ISOC Chapter

Focus on Issue Based Engagement

Total Events by Stakeholder Category*

North America engagement activities
by stakeholder category:
46 Events



* As of 31 January 2019

- Academia
- Business
- Civil Society
- Government / IGO
- Multistakeholder Event
- Technical
- Other

Support Enhanced Mentorship and Onboarding

Review Teams and Working Groups

461 

Total number of stakeholders involved in working groups

196 

Number of North America stakeholders involved in working groups

North America stakeholders make up


42% 

of working group members

Second Security, Stability, and Resiliency Review (SSR2)


3 joined out of 16 members (18%)

Third Accountability and Transparency Review Team (ATR3)


3 joined out of 18 members (16%)

North America stakeholders make up

17% 

of review team members

Communications

ICANN63 recap email to United States and Canadian government stakeholders



May 2018 blog announcing North America Engagement Strategy



4



Regional newsletters produced

28%



Average open rate for North America Newsletters
*Industry average is 18%

105



Newsletter subscribers added
(August to December 2018)



Support Enhanced Mentorship and Onboarding

Fellowship and ICANN Learn

3

North America Fellows

Participated in ICANN Public Meetings for the designated time frame.



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949

Courses taken

Examples of courses taken: Learning about ICANN Reviews, Internet diplomacy, Introduction to the GNSO, Cybersecurity basics.





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Engagement Center for North America – Washington, D.C., USA

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