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.**
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
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 (ATRT3)
3 joined out of 18 members (16%)

North America stakeholders make up 17% of review team members

461
518
66
914
Focus on Issue Based Engagement, with Improved Content and Messaging

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.

ICANN Learn

949
Courses taken
Examples of courses taken: Learning about ICANN Reviews, Internet diplomacy, Introduction to the GNSO, Cybersecurity basics.