



ICANN

- **FY2019-2020
ICANN North America
Engagement Strategy
Year-End Update**

July 2019

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July 2019

FY2019 Global Engagement Goals and Supporting Objectives

Welcome to the midyear 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 focused 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 American newcomers who graduate to active membership or participation.

Focus on Partnerships to Expand Outreach

7 ICANN Meeting Read Out Sessions with partner organizations: At-Large Structures (ALSes) 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

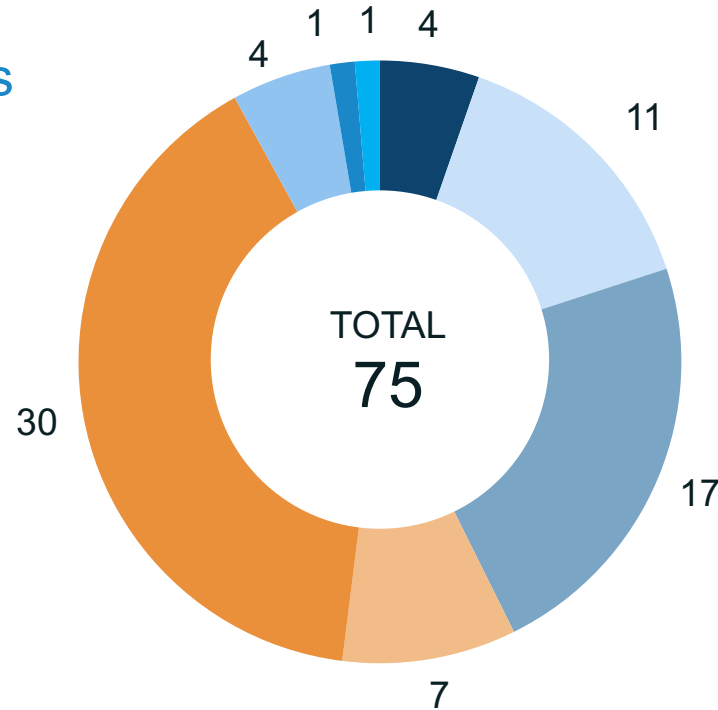


ALS & ISOC Chapter

Focus on Issue Based Engagement

Total Events by Stakeholder Category*

North America engagement activities
by stakeholder category:
75 Events



* As of 11 July 2019

- Academia
- Business
- Civil Society
- DNS Industry
- Government / IGO
- Multistakeholder Event
- Technical
- RIR

Communications

ICANN64 recap email to United States and Canadian government stakeholders



February blog announcing North America Engagement Strategy Mid-Year update and Medium blog on latest ICANN News



12



Regional newsletters produced

30%



Average open rate for North America Newsletters

*Industry average is 18%

509



Newsletter subscribers added

(July 1 2018 to June 30 2019)



Support Enhanced Mentorship and Onboarding

Fellowship and ICANN Learn

8

North America Fellows

Participated in ICANN Public Meetings over the designated time frame.



ICANN | LEARN

+3000



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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