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

July 2019

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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.**
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: 7
Business: 4
Civil Society: 1
DNS Industry: 1
Government / IGO: 4
Multistakeholder Event: 1
RIR: 1
Technical: 1

TOTAL: 75
Focus on Issue-Based Engagement, with Improved Content and Messaging

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.