

# North America Engagement Plan

Regional Engagement Plan for Fiscal Years 2021-2025

North America Global Stakeholder Engagement Team -

Draft Plan for Public Comment  
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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 will be revisited each year to ensure it continues to be aligned with ICANN's overall strategic goals.

The North America Global Stakeholder Engagement (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 North America GSE team asked for volunteers from the community for help and 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 North America GSE team define engagement opportunities to achieve its targets.

## Overall Communication Goals:

During the development of this plan, the North America 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:

- Regular cadence of updates through webinars, briefings, readouts, etc.
- 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 and the DNS Root Server System
- 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.
- Address geopolitical issues impacting ICANN's mission to ensure a single and globally interoperable Internet.

The table 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.

ICANN Strategic Plan Goal	Proposed Engagement Area	Target Outcomes	Key Performance Indicators
<b>Strategic Objective 1: Security</b>			
1.1 Improve the shared responsibility for upholding the security and stability of the DNS by strengthening DNS coordination in partnership with relevant stakeholders	Partner with the community and the OCTO team to contribute to and raise awareness about ICANN's technical stature and work including: <ul style="list-style-type: none"> <li>• DAAR</li> <li>• KINDNS</li> <li>• ITHI</li> </ul>	Greater participation from the community in such technical projects.  Better communication of data produced by the tools	Opportunities to inform stakeholders about projects and solicit participation  Measure outreach to new stakeholders beyond existing participants in ICANN
1.2 Strengthen DNS root server operations governance in coordination with the DNS root server operators	Engage community on topics around the evolution of the Root Server system both on the technical as well as the governance levels	Community engaged in the topic and is aware of the work on the evolution of the RSS governance	Opportunities to engage with community on this topic through public sessions or 1:1 meetings
	Work with ICANN Security and Network Engineering team to engage with community on hosting a root server instance (why and how) including collateral materials where needed)	For those interested, create a clear understanding of the process to host a root server instance and the benefits of doing so	Number of engagement opportunities on IMRS, as well as hosting an instance of IMRS
1.3 Identify and mitigate security threats to the DNS through greater engagement with relevant hardware, software, and service vendors	Engage with the community on DNS threats by participating in events and partnering with other organizations to combat DNS Abuse	ICANN Org and community engaged with the right actors to share best practices and information about DNS Abuse	Number of sessions organized in partnership with ICANN departments to deliver to the community on this topic, audience size.
	Work with the ICANN Learn team to produce	ICANN community able to access materials needed to	

	educational materials on relevant topics	learn and engage on topics related to security threats	
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## Strategic Objective 2: ICANN's Governance

2.1 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	<p>Conduct outreach with issues that potential stakeholders are interested in and encourage participation in Working Groups and PDPs</p> <p>Develop more issue-based content</p> <p>Survey potential stakeholders to find out what are the issues that they are interested in pursuing</p>	<p>Produce written and online content</p> <p>Work with departments such as OCTO, GE, and Comms to support PDP and WG goals</p> <p>Prepare report with survey results and recommendations to move forward</p>	<p>Number of documents or pieces of content produced</p>
2.2 Support and grow active, informed, and effective stakeholder participation	<p>Strengthen Partnerships to Expand Outreach</p>	<p>Engage with technical or professional associations, chambers of commerce, universities, or other regional entities with an interest in ICANN.</p> <p>Identify and partner with other organizations</p>	<p>Number of partnerships</p> <p>Number of events hosted, audience size, and follow up activities</p> <p>Number of non-ICANN events in which NA GSE staff coordinate participation and support for the event</p>

## Strategic Objective 3: Unique Identifier Systems

3.1 Foster competition, consumer choice, and innovation in the Internet space by increasing awareness and encouraging readiness for	<p>Partner with organizations such as the RIRs to promote implementation of IPv6</p> <p>Support community participation in</p>	<p>ICANN Org and community partnerships to promote universal acceptance and discuss issues facing/causing the lack of acceptance of new TLDs</p>	<p>Number of events focused on goal including audience size</p>
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Universal Acceptance, IDN implementation, and IPv6	ccNSO and gNSO PDPs working on IDNs		
3.2 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	Partner with OCTO team and other organizations in the region to continue to bring awareness of new technologies and their potential impact	Greater awareness of new ideas or technologies being proposed that impact the security, stability and resiliency of the Internet	Number of events focused on issue (if applicable)  Audience Size  Shared materials available on topic
3.4 Support the continued evolution of the Internet's unique identifier systems with a new round of gTLDs that is responsibly funded, managed, risk-evaluated, and consistent with ICANN processes	Conduct events to promote awareness of new round of gTLDs  Promote awareness of universal acceptance in preparation of more new gTLDs, such as events with the software development communities	Community is aware of status and timeline for new rounds of gTLDs  Community actively engaged in issues and remediation of universal acceptance	Number of events focused on evolution of the unique identifier systems  Audience size in such events  Follow up activities with relevant actors to further promote UA

## Strategic Objective 4: Geopolitical issues

4.1 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	Educate and raise awareness around legislation and other discussions that could affect ICANN's mission	Collaborate with GE and USG departments and Government of Canada to develop events or workshops	Number of events/workshops
4.2 Continue to build alliances in the Internet ecosystem and beyond to raise awareness of and engage with global	Create a network of partnerships with entities that can help ICANN address legislative	Regularly brief partners on legal or regulatory issues affecting partner network	Number of briefings  Number of partnering organizations

<p>stakeholders about ICANN's mission and policymaking</p>	<p>or regulatory problems.</p> <p>Build coalitions of organizations that advocate on behalf of policies that have a positive effect on ICANN</p>	<p>Compile communications materials that coalitions can use to advocate</p>	<p>Amount of communications produced</p>
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