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1.0 NARALO CROP PLAN FY'21 Overview

Draft Glenn McKnight

NARALO's Outreach and Engagement Plan for FY 21 takes a five part approach:

- 1. Build on the ARIN RIR Relationship**
- 2. Leverage the relationship established for the National Digital Inclusion Conference**
- 3. Review and examine the GSE plans for FY 21 and looking for harmonization or synergy**
- 4. Participate in the National and Regional IGF events, i.e., IGF USA in Washington DC and Canada IGF in Montreal, Canada**
- 5. Leverage pre/post ICANN events**

1.1 Observations and Gap Analysis

Recruitment of unaffiliated was successful with twelve new unaffiliated members, but efforts need to be taken to provide orientation and ways to get them involved that do not overburden or swamp them, Also need to provide them with recruitment with adequate supporting materials.

- **Strong encouragement for NARALO participation at the two yearly ARIN events in North America- (1 out of 3 trips)**
- **Work to entice ALS or individual members who are pre-, post college or graduate students**

- **Gaps- Membership Recruitment**
 - No reps from Southern, and South Western states in the US (ALS in 7 states only Mass, Cal. NC, NY, ILL, DC and CO).
 - No reps from Canadian Prairies (ALS in only Ont, Quebec, BC, NS)
 - No Francophone ALS's outside of ISOC Quebec
 - No reps in many of the Western and North Western states of the US, only 1 ALS in California
 - No Canadian First Nations group (E Manitoba decertified)
 - Only one Indigenous US group, (NPM) Seeking additional ones.
 - Other Cities considering the acquisition of a TLD might be interested in forming an ALS
 - **Gaps- Internal Capacity**
 - Clear understanding of representative skills and contributions
 - Increased participation of membership in policy comments
 - Regular pre or post ICANN meeting readouts

1.2 NARALO Community Priorities Suggestions

Here is the list of priority areas where we hope to do outreach and also increase the engagement of current and new ALSes in NARALO as well as educating the populace about ICANN, At-Large, and NARALO issues.

- Commitment to building a strong relationship with ARIN and their bi-annual events
- Participation in the National Digital Inclusion conference put on by the National Digital Inclusion Alliance (attendance four years straight)
- Local small community events spearheaded by ALS's i.e. ICANN Readouts, etc
- Enhance communication and engagement via NARALO INSIGHTS Video Series on North American current & relevant Topics and Issues
 - Youtube Playlist
<https://www.youtube.com/playlist?list=PLHeYfhcpf4QQapmbiqkHZEP6BVmq0jVmz>

1.3 Clarity of Plan

To identify the opportunities to enable some of the NARALO members to outreach to a specific audience to educate them on the value of ICANN, At-Large, and specifically NARALO. In addition, in underserved sectors we will deliberately do outreach for recruitment for new organizations to become new ALS's and unaffiliated people to become Individual Members.

1.4 Attributes of Participants

- Positive attitude to proactive marketing
- Confident and supported by the RALO

- Focused and purposeful
- Proven track record
- Preparation of the target market to educate
- Awareness of the ICANN ecosystem
- Expertise in core NARALO/ICANN issues

1.5 Environmental Factors

- Research completed on existing ALS participation, absence and issues
- Event has opportunities to promote, speaking engagement and networking opportunities
- Match of NARALO goals and event's mission
- Endorsement of NARALO of the event schedule

1.6 Skills of Participants

- The assumption that the sponsored NARALO member is willing and able to present to an audience, conduct interviews, do radio interviews and more
- Understand the importance of social media reporting
- Prompt reporting of event and follow up with possible individuals or organizations

1.7 Plan Implementation Timelines

Jan	2020	Call for contributions to the Outreach and Engagement FY 21 plan
Feb	2020	Commence the draft plan for Outreach & Engagement
July	21, 2020	Earliest possible First CROP Trips <ul style="list-style-type: none"> ● IGF USA - July 2020 ● Digital Inclusion, April 2021 TBA ● ARIN April TBA
June 30,	2021	Completion of the three CROP trips and various local discretionary funding events

1.8 Proposed Trips

Our FY 21 Trips must abide by the ICANN guidelines as indicated in the two slides provided by staff. In the case of NARALO, we don't have an ICANN meeting in our region so we need to propose events that have merit.

2.0 Discretionary Funds Initiatives

According to the ICANN approved budget each RALO has \$5,000 to be used for local community outreach events.

List of ideas

Date	Location	Theme	Status	Traveller
	Puerto Rico (Spanish) USA/Canada (English)	ICANN 67 Read-Out	Not Started	None
September	Washington DC	NASIG 2020	Planning started	Eduardo Díaz, Judith Hellerstein, Alfredo Calderón, Glen McKnight
October - November	Puerto Rico	InternetDay 2020	Not Started	None
November 2020	Poland	IGF 2020	Not Started	Eduardo Díaz
	Puerto Rico (Spanish) USA/Canada (English)	ICANN 68 Read-Out	Not Started	None
	Several Locations	ISOC Chapters AGM	Not Started	None
February 2021	Puerto Rico	In Love with Internet	Not Started	None
March 2021	Puerto Rico (Spanish) USA/Canada (English) Puerto Rico	ICANN Cancun Read-Out	Not Started	None
Recruitment drives	Washington DC and elsewhere		Not started	
June 2020	Puerto Rico (Spanish) USA/Canada (English) Puerto Rico	ICANN KL Read-Out	Not Started	None
July 26	Washington	IGF USA		

Nov-June	READOUTS	IGF Hamburg		ALL
Nov-June	Local IG Events			ALL

Conclusion

Our plan identifies the gaps in our NARALO membership and we intend to use CROP and the Discretionary Funds to do outreach for membership recruitment and general engagement