

REGIONAL ENGAGEMENT PLAN  
FOR FISCAL YEARS 2021-2025

# ICANN NORTH AMERICA ENGAGEMENT PLAN

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# Introduction

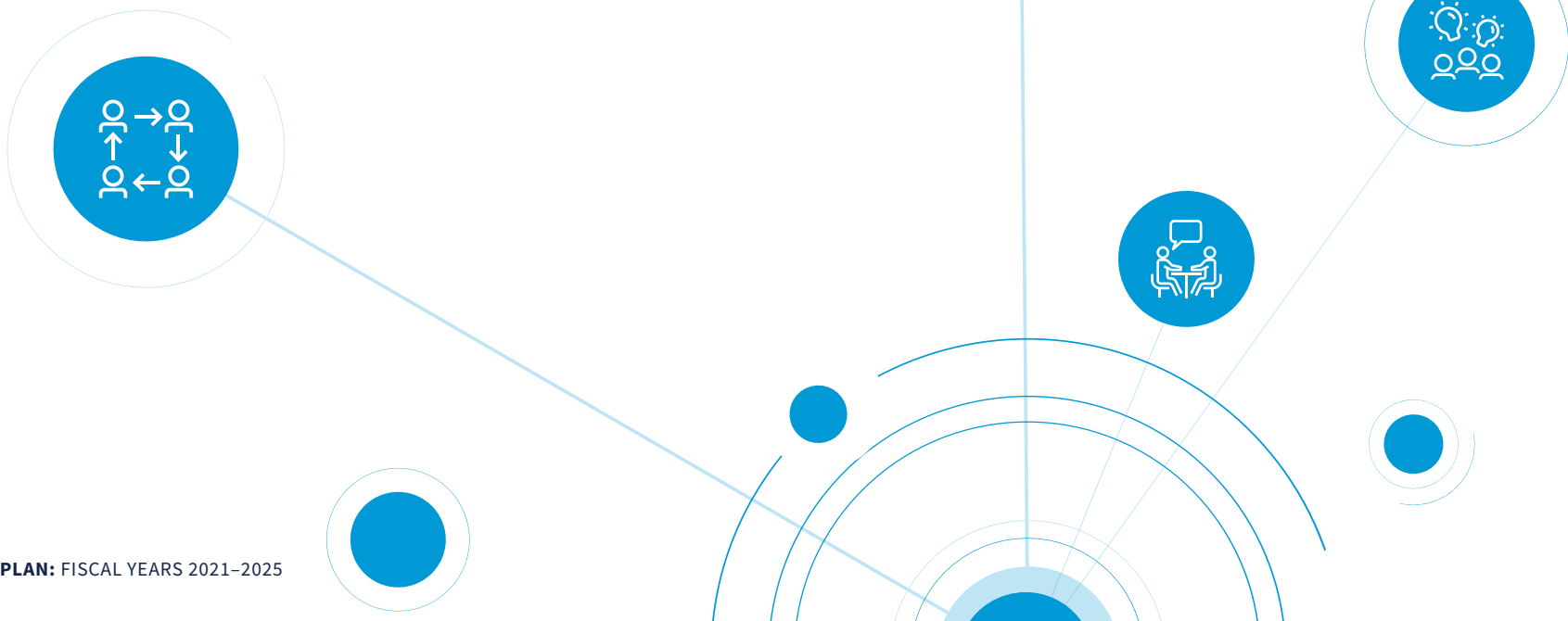
The *North America Engagement Plan* focuses on regional efforts to strengthen engagement and participation in ICANN. The engagement goals are aligned with the goals and objectives defined in the *ICANN FY21-FY25 Strategic Plan*. The plan is revisited each year to ensure it continues to be aligned with ICANN’s overall strategic goals.

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



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# Overall Communication Goals

During the development of this plan, the NA 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:

- A regular cadence of updates through webinars, briefings, readouts, etc.
- The 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 (DNS) and the DNS Root Server System

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Address **geopolitical issues** impacting ICANN's mission to ensure a single and globally interoperable Internet

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Improve the effectiveness of ICANN's multistakeholder model of **governance**

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Evolve the **unique identifier systems** in coordination and collaboration with relevant parties to continue to serve the needs of the global Internet user base

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The text 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.



## STRATEGIC OBJECTIVE: Security

### STRATEGIC PLAN GOALS:

Improve the shared responsibility for upholding the security and stability of the DNS by strengthening DNS coordination in partnership with relevant stakeholders

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Strengthen DNS root server operations governance in coordination with the DNS root server operators

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Identify and mitigate security threats to the DNS through greater engagement with relevant hardware, software, and service vendors

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## **STRATEGIC PLAN GOAL:** Improve the shared responsibility for upholding the security and stability of the DNS by strengthening DNS coordination in partnership with relevant stakeholders

### **Proposed Engagement Area**

Partner with the community and the Office of the Chief Technology Officer (OCTO) to contribute to and raise awareness about ICANN's technical stature and work including:

- The Domain Abuse Activity Reporting (DAAR) project
- The Knowledge-Sharing and Instantiating Norms for DNS and Naming Security (KINDNS) program
- The Identifier Technologies Health Indicators (ITHI) initiative

### **Target Outcomes**

Greater participation from ICANN community members in such technical projects

Better communication regarding the data produced by these tools

### **Key Performance Indicators**

The number of opportunities to inform stakeholders about projects and solicit participation

The number of outreach efforts to new stakeholders beyond existing participants in ICANN



## **STRATEGIC PLAN GOAL:** Strengthen DNS root server operations governance in coordination with the DNS root server operators

### **Proposed Engagement Area**

Engage the ICANN community on topics about the evolution of the Root Server System (RSS) both on the technical as well as the governance levels

Work with ICANN's Security and Network Engineering team to engage with the community on hosting a root server instance (why and how), including collateral materials where needed

### **Target Outcomes**

Improve the ICANN community's awareness of the topic and raise awareness about the evolution of RSS governance

Create clear communication materials on the process for hosting a root server instance and the benefits of it

### **Key Performance Indicators**

The number of opportunities to engage with the ICANN community on this topic through public sessions or one-on-one meetings

The number of engagement opportunities on ICANN Managed Root Servers (IMRS), as well as the opportunities for hosting an instance of the IMRS





## **STRATEGIC PLAN GOAL:** Identify and mitigate security threats to the DNS through greater engagement with relevant hardware, software, and service vendors

### **Proposed Engagement Area**

Engage with the community on DNS threats by participating in events and partnering with other organizations to combat DNS security threats

Work with the ICANN Learn team to produce educational materials on relevant topics

### **Target Outcomes**

ICANN org and the community will engage with hardware, software and service vendors to share best practices and information about DNS security threats

Facilitate the ICANN community's ability to access materials needed to learn and engage on topics related to security threats

### **Key Performance Indicators**

The number of sessions organized in partnership with ICANN departments to brief the community on this topic

Increase the audience size for these sessions



## STRATEGIC OBJECTIVE: ICANN's Governance

### STRATEGIC PLAN GOALS:

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

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Support and grow active, informed, and effective stakeholder participation

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ICANN'S GOVERNANCE

**STRATEGIC PLAN GOAL:** 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

**Proposed Engagement Area**

Conduct outreach with stakeholders on issues that they are potentially interested in and encourage participation in Working Groups and Policy Development Processes (PDPs)

Develop more issue-based content

Survey potential stakeholders to learn the issues that they are interested in pursuing

**Target Outcomes**

Produce written and online content

Work with functions such as OCTO, Government Engagement (GE), and Communications to support PDP and working group goals

Prepare a report with survey results and recommendations to advance policy formation

**Key Performance Indicators**

The number of documents or pieces of content produced



ICANN'S GOVERNANCE

## **STRATEGIC PLAN GOAL:** Support and grow active, informed, and effective stakeholder participation

### **Proposed Engagement Area**

Strengthen partnerships and expand outreach efforts

### **Target Outcomes**

Engage with technical or professional associations, chambers of commerce, universities, or other regional entities with an interest in ICANN  
Identify and partner with other organizations

### **Key Performance Indicators**

The number of partnerships developed  
The number of events hosted, the audience size, and the number of follow-up activities  
The number of non-ICANN events in which NA GSE staff coordinate participation and support for the event



## STRATEGIC OBJECTIVE: Unique Identifier Systems

### STRATEGIC PLAN GOALS:

Foster competition, consumer choice, and innovation in the Internet space by increasing awareness and encouraging readiness for Universal Acceptance (UA), Internationalized Domain Names (IDNs) implementation, and Internet Protocol version 6 (IPv6)

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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

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Support the continued evolution of the Internet's unique identifier systems with a new round of generic top level domains (gTLDs) that is responsibly funded, managed, risk-evaluated, and consistent with ICANN processes

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## UNIQUE IDENTIFIER SYSTEMS

**STRATEGIC PLAN GOAL:** Foster competition, consumer choice, and innovation in the Internet space by increasing awareness and encouraging readiness for Universal Acceptance (UA), Internationalized Domain Names (IDNs) implementation, and Internet Protocol version 6 (IPv6)

### Proposed Engagement Area

Partner with organizations such as the Regional Internet Registries (RIRs) to promote implementation of IPv6

Support community participation in PDPs working on IDNs at the Country Code Names Supporting Organization (ccNSO) and the Generic Name Supporting Organization (gNSO)

### Target Outcomes

Develop ICANN org and community partnerships to promote UA and discuss issues facing or causing the lack of acceptance of new top-level domains (TLDs)

### Key Performance Indicators

Improve and increase the number of events focused on these topics



## UNIQUE IDENTIFIER SYSTEMS

**STRATEGIC PLAN GOAL:** 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

### Proposed Engagement Area

Partner with the OCTO team and other organizations in the region to continue to bring awareness of new technologies and their potential impact on the operations of the Internet

### Target Outcomes

Promote greater awareness of new ideas or technologies being proposed that impact the security, stability and resiliency of the Internet

### Key Performance Indicators

The number of events that focus on ideas or technologies being proposed that impact the security, stability, and resiliency of the Internet (if applicable)

The audience size

The amount of shared materials available on this topic



## UNIQUE IDENTIFIER SYSTEMS

**STRATEGIC PLAN GOAL:** Support the continued evolution of the Internet’s unique identifier systems with a new round of generic top level domains (gTLDs) that is responsibly funded, managed, risk-evaluated, and consistent with ICANN processes

### Proposed Engagement Area

Conduct events to promote the awareness of a new round of gTLDs

Promote awareness of UA in preparation for the next gTLD round, such as events with software development communities

### Target Outcomes

The ICANN community is aware of the status and timeline for new rounds of gTLDs

The ICANN community is actively engaged in issues and the remediation of UA

### Key Performance Indicators

The number of events, which focus on the evolution of the unique identifier systems

The audience size at such events

The number of follow-up activities with relevant actors to further promote UA





## STRATEGIC OBJECTIVE: Geopolitical Issues

### STRATEGIC PLAN GOALS:

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

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Continue to build alliances in the Internet ecosystem and beyond to raise awareness of and engage with global stakeholders about ICANN's mission and policymaking

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## GEOPOLITICAL ISSUES

**STRATEGIC PLAN GOAL:** 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

### Proposed Engagement Area

Educate and raise the awareness of legislation and other discussions that could affect ICANN’s mission

### Target Outcomes

Collaborate with GE and the branches of the United States government and the government of Canada to develop events or workshops

### Key Performance Indicators

The number of events or workshops



**GEOPOLITICAL ISSUES**

**STRATEGIC PLAN GOAL:** Continue to build alliances in the Internet ecosystem and beyond to raise awareness of and engage with global stakeholders about ICANN’s mission and policymaking

**Proposed Engagement Area**

Create a network of partnerships with entities that can help ICANN address legislative or regulatory problems

Build coalitions of organizations that advocate on behalf of policies that have a positive effect on ICANN

**Target Outcomes**

Regularly brief partners on legal or regulatory issues affecting partner networks

Compile communications materials that coalitions can use in their advocacy campaigns

**Key Performance Indicators**

The number of briefings

The number of partnering organizations

The amount of communication materials produced

## Our Team



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