Outreach, Engagement, Diversity Goals

IESG Retreat 2018 (Paris)
What is Outreach?

Outreach (noun)

: the act of reaching out

: the extending...beyond current or usual limits (an outreach program)

: the activity or process of bringing information or services to people

https://www.merriam-webster.com/dictionary/outreach
What are we talking about?

IETF-related activities used to reach out to people beyond the active participant set (outreach) with the objective of educating and expanding that participation (engagement and diversity).
Sustained Outreach Activity and Discussions

- Operators and the IETF (NANOG, RIPE...draft-opsawg-operators-ietf)
- Remote Participation, including Remote Hubs, tools, etc.
  - Briefings on activities in LATAM, India..
- Local Communities: Boston, Bangalore, Montreal [1]
- IETF Hackathons at other Venues/Conferences
- Value Proposition for Companies/Sponsors
- ISOC Programs (Tech and Policy Fellows)
- Other: Netdev, ONS, “pre-IETF” Workshops...

[1] https://docs.google.com/presentation/d/1WXQDpq4uOhJ2gDDcax5DdTQooOdyY_XwkacpVijDPds/edit#slide=id.p
IETF Education, Mentoring & Outreach Directorate strives to enhance the productivity of IETF work, expand diversity and inclusiveness of the IETF, and enable the IETF to facilitate technical development and innovation in the Internet.

In support of this goal, this directorate will structure and guide the educational activities and associated materials to be more accessible, relevant, reusable, and broadly understandable. The directorate shall also help the mentoring activities to focus on the establishment of relationships that enable productive participation in the IETF. The directorate shall also work on improved metrics and measurements for assessing the effectiveness of directorate activities.

Finally, this directorate will serve as a coordination function for IETF related outreach activities, directed at participants, ensuring that related activities are sufficiently coordinated and have the necessary education and mentoring program support.
emodir Outreach Activities

...the IETF is experimenting and discussing how to structure and encourage Outreach.

A set of relevant (some expired) drafts include:

Geographically Focused IETF Activities

IETF Community Hubs (renamed to IETF Local Communities)

Remote Viewing Hubs

Remote Participation Hubs

Remote Hub Status and Definition

https://trac.ietf.org/trac/edu/wiki/Outreach
All these existing efforts are good!
However...

- Efforts are driven by personal interest.
- Efforts are usually reactive in nature.
- No assured continuity past the proponent’s leadership term.
- No guiding principles (objectives) to prioritize finite resources.
- Ability to measure the impact is limited...
Call to Action!

- Develop a Clear Vision of IETF Participation (over time).
- Define Objectives and Plans (to meet the Vision).
  - Participation Modes/Goals, Engagement Processes, Diversity Profile
- Prioritize, Execute and Measure Success!

Access to talent, diversity of participants and participant engagement over time.
Next Steps

- IESG to define base guiding principles.
- Vision, Objectives, Plans -> Execution

Options:

- IESG Focus
- EMO Directorate
- Others??