

Background

Call for NARALO advice on the Fellowship outreach and engagement as to specific underrepresented communities on April 10th, 2023

NEW 🔥 ACTION ITEM: SOs/ACs to provide feedback on Fellowship Program outreach and promotion goals

SOs/ACs are asked to contribute to the Fellowship Program's strategy for outreach and promotion by providing feedback on suggested diversity targets for the Fellowship Program. Interested community groups should contact Siranush.Vardanyan@icann.org to receive a form to complete. Groups should aim to return the forms by **15 May 2023**.

Submission Glenn McKnight

Opening Statement

We acknowledge the need to effectively reach and engage with underrepresented communities in our work. We understand that NARALO needs to strive towards greater equity and inclusion, and we recognize the need to outreach to diverse underrepresented communities and experiences.

The ICANN Fellowship has a disproportionate representation that favors males than females which seriously disadvantages women moving up into the ICANN ecosystem (1499 total fellowships see note #1) that isn't gender balanced and a discrimination against ICANN pledge to be inclusive. A quick tally of names (see note #2) has 747 male and 348 female, many of the names are not assigned due to lack of knowledge of the gender based on the names or source.

This document will only focus on ideas of outreach to more young women to access the fellowship programme.

Equity Groups in North America

In quick assessment we see an underrepresentation of the following groups

- Visible minorities especially Black Americans
- Teens (not the artificial Youth category up to 35 years old)
- Indigenous communities
- Women
- Low Income
- People with disabilities
- Seniors
- Hispanic Community
- Rural/Remote

Taking a closer look at each of the groups mentioned it is clear that efforts need to be done to outreach to these diverse groups to increase awareness and engage them.

1. Visible minorities, especially Black Americans: Black Americans continue to face significant disparities in education, employment, health outcomes, and criminal justice. This is due in part to systemic racism and discrimination that has persisted for centuries. There have been efforts to address these inequities, including affirmative action programs and diversity initiatives in the workplace, but progress has been slow.
2. Teens this group 13 to 19 years old are completely ignored at ICANN and clearly the next generation of Internet Users and their absence is a human rights issue
3. Indigenous communities: Indigenous people in North America also face significant challenges, including poverty, health disparities, and high rates of violence. They have also experienced cultural erasure and ongoing systemic discrimination. Efforts are being made to address these issues, including land acknowledgments, the implementation of the United Nations Declaration on the Rights of Indigenous Peoples, and reconciliation initiatives.
4. Women: Women continue to face significant challenges in the workplace, including the gender pay gap, occupational segregation, and discrimination. There are also challenges related to work-life balance and access to affordable childcare. Efforts to address these issues include initiatives to increase the representation of women in leadership positions and to promote work-life balance.
5. Low Income: People living in poverty face a range of challenges, including inadequate access to healthcare, education, and affordable housing. Efforts to address poverty include government programs such as welfare and food stamps, as well as nonprofit organizations that provide services such as job training and housing assistance.
6. People with disabilities: People with disabilities face a range of challenges, including inadequate access to education, employment, and healthcare. Efforts to address these issues include the Americans with Disabilities Act, which prohibits discrimination against people with disabilities, and initiatives to increase accessibility in public spaces and workplaces.
7. Seniors: As the population ages, seniors are facing new challenges related to healthcare, social isolation, and financial security. Efforts to address these challenges include programs such as Social Security and Medicare, as well as initiatives to increase access to affordable healthcare and housing.
8. Hispanic community: The Hispanic community faces a range of challenges related to language barriers, discrimination, and inadequate access to healthcare and education. Efforts to address these issues include bilingual education programs and initiatives to increase access to healthcare and financial services.
9. Rural/remote: People living in rural and remote areas face a range of challenges, including inadequate access to healthcare, education, and employment opportunities. Efforts to address these issues include initiatives to increase broadband access and telemedicine services, as well as programs to support small businesses and entrepreneurship.

It's important to recognize that these groups are not mutually exclusive, and individuals may belong to multiple marginalized groups. Efforts to address equity must take into account the intersecting experiences of individuals and communities.

With the National Telecommunications and Information Administration (NTIA) and the Digital Equity Act it is a great opportunity to reach out to various of the previously mentioned stakeholder groups.

Women and Marketing Strategy

In order to achieve a goal of gender parity we need to adopt proactive outreach campaigns to Women in Technology rather than the simple internal ICANN website announcements of the fellowship program. It means putting more effort in the promotion to achieve better results.

Organizations

- Women in Engineering WIE, IEEE chapters have societies around the world that focus on young women to take advantage of technology opportunities
- Women On Boards- Group providing encouragement for women to become connected on boards
- STEM Education initiatives via schools, non profits and charities
- Organizations
 - Girls in Tech, Black Girls do Code, Women in Technology Initiative, Ada Initiative, Women who Code, [National Center for Women & Information Technology](#), [Association for Women in Science](#), <https://www.cio.com/article/215709/16-organizations-for-women-in-tech.html>
 - NOW-Network of Women in ICT, including [ITU](#) initiatives with women and girls in ICT.
- Promotion
 - Articles with Circle-ID, and other publications
 - Cross promotion with RIRs ie ARIN in North America
 - Promotion with NTEN, NDIA, IGF Dynamic Coalitions, ISOC Chapters, Association for Progressive Communications, Team COMMUNITY,

Footnote

1. Fellowship stakeholder tool created by Dev Teelucksingh and Glenn McKnight
<https://docs.google.com/spreadsheets/d/1qKIDXTHNPKAXGwo2V36ZZSrm1158j89w9k-mu3BpEno/edit#gid=1288013695>
2. Fellowship names based on gender
https://docs.google.com/spreadsheets/d/1Qo2EKF_-BE-GSIEp2CpG2JTk-l3UbU2oJ4oB5asDddc/edit?usp=sharing