

# **Chapter Development Program: 2008-2010**

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## ***Introduction***

This document provides a high level overview of the multi-year strategic effort to develop the ISOC chapters into strong, effective and robust organisations that promote and defend the principles of the Internet Society.

## ***Goals***

The goals of the Chapter Development program are for ISOC chapters to be:

- Active and well respected in their local community;
- Working in partnership with local stakeholders to advance ISOC's mission;
- Strong and engaged with their membership base;
- Unified components of the ISOC 'family' working towards a common cause;
- Working collaboratively with other chapters;
- Delivering a clear and consistent message and image of ISOC.

## ***Focus***

To achieve these goals, the Chapter Development programme will focus on the following areas of development:

- Chapter policies and procedures
- Stakeholder relationship management strategy
- Tools, communications and support
- Funding support

## ***Overview***

### ***Chapter policies and procedures***

A consistent and comprehensive set of policies is important for ensuring that roles and responsibilities are well understood and implemented consistently across chapters. It is the foundation upon which partnerships are built. While roles and responsibilities are described in some of the corporate documentation, adherence to the policies is variable and active monitoring does not take place. Work being undertaken in this area includes:

- Review of current policies and procedures documents
  - Documents identified;
  - Work with the community to revise and develop policy documents as appropriate focusing on generic policy issues that localise well;
  - Identify tools and procedures for ensuring that the policies are followed and consistently applied;

Core programme areas proposed are:

- Development of a membership policy document;

- Development of a chapter operational guidelines document.

### **Stakeholder relationship management strategy**

This is a critical and substantial area of work that is focussed on developing a model for building strong, sustainable and trusting relationships with chapters and between chapters (as two distinct but related areas).

As a foundation, this activity requires a common and shared understanding of roles and responsibilities within the ISOC community as well as the development of ‘trust’. This requires constructive interactions and communication between all parties, upon which co-operation and trust are built. Work in this area includes:

- Review and document all methods of communication with chapters;
- Examine the roles and quality of relationships within the ISOC community;
- Identify areas for development;
- Define and operationalise strategies for managing and developing stakeholder relationships;
- Improve co-operation and collaboration between chapters to leverage expertise

Core programme areas proposed are:

- Chapter ‘engagement’ programme (see appendix A)
- Chapter ‘sphere’ programme (see appendix A)

The Regional Bureau’s have proven most effective in facilitating a high degree of personal contact, support and guidance to chapters. They are an important component of managing relationships and the Bureau concept and in 2008-2010, we see a central role for the Bureaus (including the Asia Bureau) in supporting this area of chapter development.

### **Tools, communications and support**

This area could be considered an operational aspect of the ‘stakeholder relationship’ area of work in that it discusses the ‘tools’ of communication, information and support. Core activities proposed, by area are:

#### Tools

- Improving the membership system;
- Website, including a chapter wiki supporting the needs of the chapters;
- Speaker support program connecting speakers with events;
- On-line forums, meetings and seminars;
- Development of remote participation tools;
- Archived multi-lingual library of media (including audio and webcasts).

#### Communications

- Update and expand website material;
- Develop chapter outreach material and templates;
- Chapter “in a box kit” for new chapters to help get them up and running;
- Guidelines for talking to the media and the press;

- ‘White’ papers and position papers (through Policy and Education);
- Develop supporting sponsorship materials and guidelines.

#### Support

- Define ‘service’ levels in responding to chapters or chapter applicants;
- Respond to chapter applications and to chapter requests within service levels;
- Monitor chapter activity and assist with chapter rejuvenation as necessary working closely with ‘inactive’ chapters to revitalise;
- Promoting and supporting multi-lingual communications with appropriate procedures to ensure development and maintenance;
- Develop chapter-to-chapter support and guidance structures.

#### **Funding Support**

This area will examine various models for supporting chapter development, with the objective of creating a model that leads to “sustainable” chapters and is also scalable in terms of the financial obligation to ISOC. Currently, funding of chapter projects mainly takes place through the Project Funding program. Work to be undertaken includes:

- Continuation and review of the Project Funding program;
- Evaluate models for increased financial support to chapters;
- Promote and support Chapter financial self-sustainability;
- Draw up recommendations and seek approval as appropriate;
- Implement and operationalise.

# Appendix A

## ***Chapter Development Plan – Stakeholder relationship program overview***

### **1. Chapter ‘Sphere’ programme**

#### *Project Description:*

The ‘Sphere’ project develops the relationships between ISOC Chapters and ISOC Global. It is a key activity of the Chapter Development plan and is focused on developing a model for building strong, sustainable and trusting relationships with chapters and between chapters.

#### *Project Objective:*

The objective of the Sphere project is to define and improve the relationship and communication between ISOC Global and ISOC Chapters.

An experienced facilitator will be employed to assist with the project implementation. The process used will involve information gathering, face-to-face group work and a follow up evaluation and monitoring period. The core of the work will consist of 4 in-person meetings alongside regional meetings (to keep travel costs low):

- LACNIC (May 26-30 2008);
- AFRINIC (Jun 1-6 2008);
- ICANN Paris (22-26 June 2008) OR RIPE (5-9 May 2008);
- AP region to be determined.

Chapter delegates will be invited to participate on a voluntary basis. It will be possible to participate in the project without physically attending the face-to-face sessions.

### **2. Chapter ‘Engagement’**

#### *Project Description:*

This project defines a strategy for maintaining professional, trusted relationships with chapters.

#### *Project Objective:*

The objective of the chapter engagement program is to define a systematic method for managing and maintaining relationships between ISOC Global and ISOC chapters. Operationalizing the “chapter engagement” program will comprise:

- in person group meetings;
- co-ordination and leadership e-meetings held on a bi-monthly basis;
- individual pro-active personalised contact via phone and email support;
- personalised visits (not incurring additional travel costs).