

## 2009 Key Operational and Program Commitments

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The Internet Society continues to increase its resources and focus in key areas in order to accelerate and enhance ISOC's fundamental operational impact and effectiveness. The critical areas such as revenue generation, Policy, Chapters, Members, Organizational members, Internet Leaders, Bureaus and support systems will have a transforming effect on our ability to work with members, partners, and chapters in the fuller execution of our mission. Given the speed at which we have been able to hire, operationally organize, and focus ourselves toward our 2009 objectives there is full confidence and high enthusiasm that this will be a year of significant achievement.

Key areas of operational focus and investment for 2009 will include:

### **Creation and execution of additional revenue streams**

ISOC will seek to enhance revenues from its primary revenue base of Organization Members. In this endeavor, we will focus on untapped geographic areas (Europe, Middle East and India/Asia), new industry sectors, and potential new partners. At the same time, we will focus on engagement and commitment from existing Org Members with enhanced Advisory Committee activity and campaigns.

We will seek to enhance IETF revenue development, while meeting ISOC's commitment to secure sponsors for 2010 and 2011 events.

ISOC will launch programs designed to significantly increase revenue contributions from Grant-giving foundations, associations, individuals, corporations, governments and other charitable organizations. In this effort, we will map ISOC differentiation and attractiveness to grant-givers via targeted and bespoke value propositions which encompass ISOC's mission and principles.

Finally, ISOC will renew efforts to focus on Individual Member annual giving programs, by designing and launching an effective program to leverage past and current members into higher levels of donations. We will seek to create a tiered program whereby ISOC members or other interested parties can opt into various levels of contributions and/or specifically identify the subject area or initiative or program where their contribution will be applied.

A more expanded report is available under the Agenda item for the Revenue Diversification Plan.

### **Strengthen our Chapter and Membership Structure**

The Chapters group has a major goal in 2009 to work with chapters to update and communicate mutual obligations and understanding between Chapters and ISOC. We seek to create processes and a "check and balance" system where mutual obligations are consistently applied and monitored. To assist in the uniform

application of Chapter processes, a Chapter Handbook is under development to provide assistance, shared-knowledge, and ideas to Chapters for improved operational, fund-seeking, and trans-Chapter collaboration. We will also develop and deliver a Chapter Quick Study program giving ISOC Chapters the benefit of ISOC's most current knowledge and advocacy positions in various policy and technological areas.

Further, we will launch a Chapter re-invigoration program to assist targeted Chapters to re-energize, re-engage, and drive new membership opportunities.

A more expanded report is available under the Agenda item for Chapter Development Plan.

### **Develop and Deliver a World-Class "Internet Leaders" Program**

ISOC seeks to develop and invigorate the next generation of Internet Leaders. In 2009, this program seeks to consolidate and leverage disparate existing programs (IETF Fellows, Returning Fellows, Ambassadors, etc.) under one umbrella program with the mission of developing future internet leaders over an extended period of time by providing enhanced educational and mentoring opportunities. We will also seek to deliver new leadership programs via Regional Internet Leaders Forums (RILF), USTTI, Chapters, Bureaus, and e-Learning curriculum/certification in order to provide leadership development in different and expanded forums.

### **Increased Visibility and Effectiveness of ISOC's Regional Bureaus**

During 2009, ISOC will seek to significantly increase the visibility and effectiveness of ISOC Regional Bureaus globally in order to communicate ISOC's mission and advocacy positions locally at the regional and sub-regional level. In this effort, we will seek to identify and participate in significant regional policy events. ISOC will engage and work hand-in-hand with regional partners, Chapters and Org Members in order to maximize its presence, relevance, and contributions to local issues and areas of interest.

We will develop sub-regional INET's and coordinate with respective partners, Chapters, and Org Members in order to enhance ISOC's visibility and local contribution to our Strategic Initiatives and 2009 Strategic Objectives. At the same time, we will review Bureau resource allocation and make recommendations as to the effective long-term staffing and investment requirements in order to cover a broad range of programs and events. Due to the strategic significance and cross-organizational interdependencies, in January we reorganized the management reporting structure whereby we now have the Bureaus reporting directly to the Chief Operating Officer. This reporting move raises the visibility and expanded responsibility of this critical organizational area.

### **Develop and Install an Association Management System with Collaborative Features**

Efforts are underway to develop, install, and deliver a highly effective and easy-to-use AMS system in order to enhance and improve collaboration and communications internally and externally between members, non-members, Chapters, and other stakeholders globally. The Aptify (back-end) database

infrastructure has been purchased and initial basic user training was completed the week of March 2. We will soon begin the process of data conversion.

As an important step in customizing the database and its use, ISOC is in the process of developing the principles, and protocols of the ISOC “engagement model” in communication and collaboration with ISOC Chapters/Org Members and ISOC staff as engaging all our members is a critical part of defining future programs, expanding our reach and is central to our future success..

We expect some features of the system (for example, chapter/member functionality, events management support, member invoicing) to be operational by mid-year, and much of the collaborative engagement features are expected to be available later in the year. Project updates will be provided to all ISOC stakeholders throughout the year.

### **Summary**

From the beginning of 2009, a direct and urgent emphasis was placed upon the organization in order to align our reporting structure, areas of responsibility, and objectives to get a quick jump on the year. The enthusiastic adhesion to the group and individual goals has resulted in early results. An extract of those results include higher than expected renewal rates; significant Org Member pipeline growth in both the US and Europe; a Q1 six-figure Grant win; initiation of a process to develop a Grant pipeline and target list; excellent Chapter engagement activity globally, especially in Mexico City (40 Chapters) in February and Manilla (3 Chapters) in January; rapid confirmation of INET events in all regions; announcement of a key Chapter Membership re-invigoration program; and the kick-off for Aptify implementation and the AMS project in general.

Moving in a northward slope of activity, Q2’s intended impact and results are expected to exceed Q1’s output. Realizing and committed to one of our key strategic assets, we will continue to focus on, engage, and collaborate with our Chapters via subject orientation and mentoring programs (Quick Studies), Chapter Membership development, and local regional participation in ISOC INETs. Additionally, as noted above, we will have targeted and confirmed likely Grant opportunities and will be assertively involved in the relationship and proposal process. We are also committed to expanding our Org Member pipeline with resulting funding and sponsorship results.

We have tremendous momentum as a result of the hard work everyone has put into the first quarter. We fully expect to meet and achieve our objectives...one quarter at a time.