Looking Ahead

In 2010 and beyond, the Internet Society will continue to pursue its key initiatives and other priorities, such as preservation of the Internet model, increased support of the work of the IETF, regionalization through Chapter activities and other partnerships, and greater emphasis on outreach and advocacy.

The Internet Society has a unique place in the Internet ecosystem whereby it is well positioned to add value and insight to all stakeholders as well as derive support from these efforts.

STRATEGIC INITIATIVES

ISOC’s three Strategic Initiatives are composed of themes, objectives, and activities deemed critically important to the future of the Internet.

In 2010, ISOC’s Enabling Access initiative is focusing on advancing key programmatic areas around the themes of technical capacity building, establishing communities of practice, and advancing access policy issues. Some of those activities include moving forward a partnership with ISOC Organization Member Verizon to host a multistakeholder East Africa ICT symposium on connectivity opportunities and challenges for higher education institutions in the region, to publish papers covering interconnection issues in developing regions, and to offer continued assistance to local communities in Africa in order to help establish and improve Internet connection points.

With privacy at the tops of policy-making agendas both regionally and on the global level, ISOC expects 2010 to be an important year for the Trust and Identity initiative. As such, we will attempt to shift the focus of public discussion in key forums from cybersecurity to trust as well as to ensure that trust and identity technologies are global in scope despite regional differences in public perception, policy, and regulation.

The internetworks initiative will be working to ensure the availability of clear and accurate technical information describing the state of bandwidth use and management while leading policy decision makers to a better global understanding of the use and management of bandwidth in local and global networking. A detailed technical briefing paper on bandwidth management will be a follow-up to ISOC’s panel discussion at IETF 76 in Hiroshima. In addition, greater emphasis on advancing the adoption and deployment of IPv6 will remain a priority.

STRATEGIC OBJECTIVES

Global Outreach

The Internet Society has identified the need to increase awareness of the organization, our communities, and our expertise by establishing ISOC as a trusted source of Internet information. In 2010, we will continue working toward raising awareness of our work and expertise by implementing high-profile thought leadership campaigns that reinforce ISOC’s expertise on issues related to the health of the Internet; by creating robust channels of communication online; and by...
supporting and leveraging our Regional Bureaus and Chapters as critical components of our global presence. Intensive media training is planned for ISOC key leadership throughout 2010. In addition, we are exploring the possibility of extending a version of this effort to Chapter workshops that are scheduled in conjunction with INET events.

**Advancing the Health of the Internet**

In 2010, ISOC will be developing and delivering business-focused messaging on the opportunities inherent in IPv6 deployment and the upcoming challenges associated with IPv4 networking as the free pool runs out. Similarly, we will continue to build out relationships within the operational community in order to foster improved intercommunication, identify important trends, and actively stimulate deployment.

**Next Generation Leaders Programme**

ISOC’s desire to grow and strengthen the next generation of Internet leaders will continue to be a key strategic objective under the aegis of the Next Generation Leaders programme. Organizationally, the programme is housed in the Strategic Global Engagement department and draws on all parts of ISOC to support its development. In 2010, ISOC will be launching a Fellowship to the OECD Technology Foresight Forum, a new component to the Next Generation Leaders Programme.

**Alternative Revenue Streams and Revenue Diversification**

At its December 2009 meeting, the Internet Society Board of Trustees requested a broader exploration of revenue generation. Using current activities as a baseline, beginning in 2010 staff will explore and discuss with the Board of Trustees and Advisory Council strategies, ideas, and resources required to go beyond traditional efforts. We believe initial areas of investment to accelerate existing programmes and rapidly expand projected revenue schemes are in marketing capacity and grants activities. In parallel, investment considerations will be looked at in the areas of value-added content and other fundable activity-based programmes such as those identified in our Enabling Access initiative and enhanced IETF programmes.
Chapter Development Programme

Throughout 2010, the ISOC Chapter programme intends to increase the effectiveness of the Chapter Development Plan by becoming more local. With the regional alignment of staff, ISOC is positioned to be more responsive to local needs and to be a stronger local coordinator, facilitating regional Chapter development and partnerships.

The Chapter Development Programme will put greater emphasis on sharing successes through enhanced promotion of successful Chapter projects and events, primarily those conducted as part of the Community Grants and Event Funding programmes, both of which target Chapter reinvigoration. In late 2010, Chapter leaders will be invited to assist with the creation of a “Membership Challenge,” an activity that aims to enlist the support of existing Chapter members to recruit new Chapter members, thereby increasing the number of Individual members of ISOC.

Other areas expected to be addressed in 2010 are Chapter leadership development, Chapter accreditation, services and infrastructure development, and partnering with Chapters on specific policy or operational accomplishments.

Getting the attention and support of executive business decision makers is critical to accelerating deployment of IPv6 and ensuring other infrastructure improvements. Within the year, ISOC and ISOC’s messages will be on many more executive desks, well beyond the technical community.

Network Confidence

With network confidence a key theme for ISOC, in 2010 we will seek to extend the Internet Model and Ecosystem platform—developed in 2009—by actively promoting and supporting developments that engender user trust in networked environments. It will be a key theme at 2010 INET meetings, and ISOC Regional Bureau managers will work closely with Chapters and ISOC staff members to build strong programmes, recruit speakers, and develop keynote presentations. The topic will allow Chapters to address emerging technologies like DNSSEC and DomainKeys Identified Mail, as well as such important policy issues as privacy, data protection, and managed identity.