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# 2021 Success Measures & Targets

Action Plan 2021



Rinalia Abdul Rahim

# Introduction

- This presentation covers Success Measures and Targets for 2021 Projects and Initiatives
  - A supplement to the 2021 Action Plan
- What are “Success Measures”?
  - Measures of performance
  - Each 2021 project and initiative has a set of success measures
  - Each success measure has a quantified target (we will know what we have achieved and by how much)
  - A learning process – we will get better at defining success measures and targets with time
- Board reporting
  - End of Year (EoY) Report will consolidate all the results in summary for the BoT
  - BoT will be able to monitor progress and achievements via the Board dashboard in 2021
- Community reporting
  - Significant progress and achievements related to impact will be featured in ISOC’s annual Impact Report



# Growing the Internet



# Building Community Networks

Objective	Success Measures	Targets
Bridge the connectivity gap through the development and support of Community Networks (CNs) and the communities that sustain them	Number of new and existing CNs deployed or improved through direct ISOC engagement or through our partners to connect more communities	10 total
	Number of countries and organizations that change policies, regulations, rules, or projects to support CNs	5
	Number of individuals trained, and number of CN leaders promoted, including number of individuals and leaders that went on to build CNs	300 / 15
	Number of new partners and organizations aligned with our work to build and promote CNs to expand advocacy efforts, participate in studies, and build a stronger baseline of CN supporters	5



# Fostering Infrastructure and Community Development

Objective	Success Measures	Targets
Develop communities that build and enable a more resilient and affordable Internet	New and Existing IXPs Developed or Leveled-up to keep more local traffic local and build a bigger local Internet	New IXPs: 5 Existing IXPs: 15
	Number of partnerships to support and sustain IXPs	5 new and existing
	Number of individuals taking our NetOps training, and number of individuals that go on to new jobs or that build IXPs	500
	Number of countries engaged to support IXPs through policy change or through neutral treatment of IXPs	5



# Measuring the Internet

Objective	Success Measures	Targets
Provide a platform that consolidates trusted third-party Internet measurement data from various sources into a single platform	Version 2 of our Web-based interactive platform, <i>Insights</i> , developed for targeted users, number of monthly page views, and number of media mentions	Version 2 launched, with <ul style="list-style-type: none"> <li>• 4000 monthly page views in the first half of 2021</li> <li>• 7000 monthly page views in second half of 2021</li> <li>• 2 mentions in press/trade publications per quarter</li> </ul>
	Number of partnerships developed with data providers	3
	Number of new Focus Areas developed and deployed	3



# Strengthening the Internet



# Promoting the Internet Way of Networking

Objective	Success Measures	Targets
Lead a positive vision for a decentralized “Internet Way of Networking” (IWN)	Number of times Internet Impact Assessment Toolkit (IIAT) is used by policymakers in decision-making processes to assess the impact of new or existing policies resulting in a direct change in the policy or process	4
	Number of external entities producing additional IWN use cases and case studies used to educate and advocate in their regions	5
	Number people in the policymaking and ISOC Community trained through IWN training course and training activities	200



# Extending Encryption

Objective	Success Measures	Targets
Promote and protect strong encryption	Mitigate government attacks on encryption in 8 target countries	75%
	% growth in use of end-to-end (E2E) encryption globally (more users and more services offering E2E by default)	10%
	Extend reach – number of people viewing/participating in Global Encryption Coalition and Global Encryption Day events	1 million



# Securing Global Routing

Objective	Success Measures	Targets
<p>Improve security and stability of Internet Routing by developing a credible mark of technical excellence, underpinned by a security baseline, defined by “Actions”, a vibrant operators community and a sustainable governance model</p>	Reduction in Global Routing Incidents	10%
	Increased uptake in routing security measures	<ul style="list-style-type: none"> <li>• 10% increase in ROA (Route Origination Authorization) creation by the existing MANRS participants</li> <li>• 5% of existing MANRS participants implementing ROV (Route Origination Validation)</li> <li>• 30% improvement in conformance from 3 months before joining the MANRS and 3 months after</li> </ul>
	By the end of 2021, the MANRS team will make a decision whether or not MANRS can be supported by the community	Decision made



# Preserving the Open Internet Model

Objective	Success Measures	Targets
<p>Minimize further expansion of scope of the ITU-T related to the “Internet”; In particular, the ITU should not undertake an operational role with respect to the Internet nor Internet resources and should not duplicate work of other Internet standards bodies</p>	<p>The ITU-T 2021-2024 workplan that is adopted at the World Telecommunication Standardization Assembly (WTSA) does not include Study Group activities that duplicate work of other Internet Standards bodies, including the IETF</p>	<p>0 duplication (maintain status quo)</p>
	<p>Number of activities the ITU adopts at the WTSA-20 that are regulatory in nature as opposed to technical</p>	<p>0 regulatory activities (maintain status quo)</p>
	<p>Number of governments that at, or in the lead-up to, the WTSA-20 express support for the Internet Society’s positions on New IP and/or other Internet-related issues</p>	<p>4</p>



# Empowering People to Take Action



# Supporting Community Participation



# Attracting and Engaging Individual Members

Objective	Success Measures	Targets
Grow, nurture and equip our global Individual Members to engage them in support of our mission and to enable them to act as local champions	Increase in the number of Individual Members participating in our activities in support of our projects and initiatives	5000 (2021 baseline will support future measurement but initial target set at 5000 total)



# Providing Fundamental Information to our Chapters

Objective	Success Measures	Targets
Strengthen our members' knowledge of the Internet Society and its Chapter ecosystem and equipping them with the narratives to help raise awareness around ISOC's projects	Number of Chapter members trained to support our mission	500
	Percentage of participating Chapters that implement an activity locally as a result of the training	80%



# Improving the Function of Special Interest Groups

Objective	Success Measures	Targets
<p>Create a well-functioning Special Interest Group (SIG) structure that has the support of the global Internet Society member community and that constitutes a clear added value to the Internet Society as well as its community</p>	<p>New structure in place by the end of 2021 and ready to operate as of 2022</p>	<p>New structure in place</p>
	<p>SIG topics for 2022-2023 identified by the community through AP community consultation</p>	<p>5 topics</p>
	<p>Growth of ISOC members who participate in the SIG consultation  <i>[note: SIG consultation occurs every 2 years to determine top 5 topics]</i></p>	<p>Baseline number set in 2021</p>



# Strengthening our Community Connections and Participation

Objective	Success Measures	Targets
Strengthen our community connections and participation through improvements to our software systems	% of community consulted approves of approach	80%
	Vendor(s) selected based on agreed criteria	Achieved
	Implementation plan(s) developed and commenced	Achieved



# Focusing on Content to Support Participation

Objective	Success Measures	Targets
Maximize the strength of Internet Society content to deliver value for our mission	% growth in participation of Individual Members in our projects and campaigns	Measure current participation and establish baseline for measuring growth
	Growth in audience satisfaction in terms of relevant, valuable, and compelling Internet Society content over time	Measure current audience satisfaction level by demographic groups and establish baseline for measuring growth in each of those groups
	% content that is strategically aligned with both our strategic objectives and our content strategy	At least 50% of web content



# Building Expertise and Capacity



# Driving Action through Knowledge

Objective	Success Measures	Targets
Provide training and e-learning support to internal stakeholders that contributes to measurable impact in support of our mission	Number of online learning opportunities and number of people reached	30 / 10,000
	Satisfaction or perceived value rating by those who have completed a course	90%
	Number of partners who have agreed for 2022 pilot of revenue generation models	2



# Preparing Future Internet Advocates

Objective	Success Measures	Targets
Build a pool of Internet champions that are empowered, trained and equipped to ensure that the Internet remains open, globally connected, secure, and trustworthy	Early Career Fellowship launched AND baseline established for number of applicants/candidates for each program	Achieved
	Mid-career Fellowship plan developed	Achieved
	Number of partners secured to support the program	4



# Sharing Cutting-edge Knowledge

Objective	Success Measures	Targets
Foster information exchange among researchers and practitioners of network and distributed system security	Network and Distributed System Security Symposium (NDSS) maintains its position as a top tier global academic conference	NDSS ranked in top 5
	Number of collaborations between the NDSS research community and open standards community	1



# Securing Resources for Growth and Greater Impact



# Targeting Outreach for New, Diversified Funding and Partnership

Objective	Success Measures	Targets
Diversify ISOC revenue sources by successfully implementing a partnerships and grant funding initiative	Increase in number of active Memorandum of Understanding (MoU) partners engaged in the success of projects, with reporting on global and regional breakdown	50
	Number of new sources of funding secured in support of revenue diversification target	10
	Revenue target in support of our projects and mission achieved from diversified sources	\$500,000



# Thank you.

Rue Vallin 2  
CH-1201 Geneva  
Switzerland

11710 Plaza America Drive  
Suite 400  
Reston, VA 20190, USA

Rambla Republica de Mexico 6125  
11000 Montevideo,  
Uruguay

66 Centrepont Drive  
Nepean, Ontario, K2G 6J5  
Canada

Science Park 400  
1098 XH Amsterdam  
Netherlands

3 Temasek Avenue, Level 21  
Centennial Tower  
Singapore 039190

[internetsociety.org](http://internetsociety.org)  
[@internetsociety](https://twitter.com/internetsociety)

