

18 October 2021

Action Plan 2021 Success Measures

Q3 Progress Update



Prepared by Planning & Reporting

Growing the Internet



Building Community Networks

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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	23	Achieved	16	Nepal - Uttargaya; Brasil - Espirito Santinho; Guyana (Samuel Reid); Mexico - Redes (LTE Oxaca); Hawaii - 2 New CN Deployments, Waianae and Kipahulu; Kenya (Aheri); Armenia; Georgia; Colombia Colnodo (LTE peoject); Afchix 4 CNs (Morrocco, Kenya, Namibia Senegal); Ethiopia (Abichikili); Saint Vincent and the Grenadines (Anil Sumessar, Brent McIntosh)
	Number of countries and organizations that change policies, regulations, rules, or projects to support CNs	5	5	Achieved	1	NICTA (Papua New Guinea Regulator) committed and utilized USF to support CN in Gaba Gaba Coastal Village

Building Community Networks (cont.)

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
Bridge the connectivity gap through the development and support of Community Networks (CNs) and the communities that sustain them	Number of individuals trained, and number of CN leaders promoted, including number of individuals and leaders that went on to build CNs	300 individuals trained	349	Achieved	208	CITEL CN Training complete. More trainings planned in Q4: ICS, Africa CN summit, etc.
		15 CN leaders promoted	0	In progress (on-track)	0	Program happening almost entirely in Q4.
	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	6	Achieved	2	Added Cloudflare & Leo Library Project.

Fostering Infrastructure and Community Development

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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	4	In progress (on-track)	1 new IXP: Cali, Colombia	The team made great progress in establishing another new IXP; enabling an affordable and faster Internet for users in Colombia.
		Existing IXPs: 15	15	Achieved	7 existing IXPs: Provided support to level-up Kolkata, Amaravati, Harare, Malawai, Uganda IX, Haiti and, St. Vincent and the Grenadines.	The team remained committed and made huge progress towards our objective of supporting existing IXPs.
	Number of partnerships to support and sustain IXPs	5 new and existing	14	Achieved	6 partners engaged: Team Cymru, Euro-IX, phNOG, LACIX, APTLD and ORION.	In collaboration with partnership team, we continue to build new and strengthen existing partnerships.



Fostering Infrastructure and Community Development (cont.)

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
Develop communities that build and enable a more resilient and affordable Internet	Number of individuals taking our NetOps training, and number of individuals that go on to new jobs or that build IXPs	500	1,290	Achieved	41 individuals: Government of Laos PDR - 17 trainees. Goma IXP Technical training- 24 trainees.	With great support from Training & eLearning and External Engagement, we offered a network operations course to network engineers / technical staff of the government of Laos PDR – it was our first-ever such course for government staff. We are now working on preparing a case-study that can help us to market such courses in the future.
	Number of countries engaged to support IXPs through policy change or through neutral treatment of IXPs	5	15	Achieved	11 Countries: COMTELCA (Mexico, Guatemala, El Salvador, Honduras, Nicaragua, Costa Rica, Panama and the Dominican Republic) on IXP development. We also organized IXP workshops for government of Laos PDR, Mongolia and Tuvalu.	We continued our engagement with governments across the globe on IXP development.

Measuring the Internet

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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, Insights (re-branded as Pulse in Q1 2021), developed	Version 2 launched	In progress (on-track)	In progress (on-track)	In progress (on-track)	Completed data collection and processing. Development in progress.
	Number of partnerships developed with data providers	3	3	Achieved	1	Added CloudFlare in Q3. We plan to add 4th data partner before the end of 2022.
	Number of new Focus Areas deployed	2	In progress (on-track)	In progress (on-track)	In progress (on-track)	Internet Resilience close to launch. Centralization focus area is in development.



Strengthening the Internet



Promoting the Internet Way of Networking (IWN)

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
Lead a positive vision for a decentralized “Internet Way of Networking” (IWN)	Number of external entities (including chapters) producing additional IWN use cases, analyses and screenings used to educate and advocate in their regions	5	3	In progress (on-track)	1	eIDAS collaboration with Mozilla. Others in production (Canada online harms bill, India IL guidelines, Nigeria social media bill, Brazil).
	Number of people in the policymaking and ISOC community trained through IWN training course and training activities	200	388	Achieved	219	23 in custom trainings in MENA; 47 ISOC-staff training; 149 registered in current public training (2nd offer); 169* (1st offer)



Extending Encryption

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
Promote and protect strong encryption	Grow the Global Encryption Coalition membership	200	215	Achieved	35	Notable additions – Internet Freedom Foundation, Ranking Digital Rights, Tech for Good Asia, W3C. 46 ISOC chapters, 2 org members to date
	Train people on encryption and our advocacy	800	1,436	Achieved	619	APAC governments (PH, MY, CN) – 283. Journalists (India) – 68 from 15 newsrooms TeL – 268 registered across EN, ES, FR
	Extend reach - people viewing/participating in Global Encryption Coalition and Global Encryption Day events	1 million	123,500	In progress (on-track)	119,000	UK Online Safety Bill campaign – 27,000 “Make the Switch” campaign – 92,000



Securing Global Routing (MANRS)

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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	Increase in ROA (Route Origin Authorisation) creation by the existing MANRS participants	10%	15% increase in valid ROA count since January 2021	Achieved	21% increase in valid ROA count	21% increase as compared to Q3-2020. Q3-2020: 38.6% Q2-2021: 59.73%
	Existing MANRS participants implement ROV (Route Origin Validation)	5%	In progress (delayed)	In progress (delayed)	In progress (delayed)	We are evaluating the ways to measure this number by the end of the year.



Securing Global Routing (MANRS) (cont.)

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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	Conformance improvement from 3 months before joining the MANRS and 3 months after	30%	With increasing number of MANRS participant across multiple programs, it is not possible to give a definite number for YTD	In progress (on-track)	Around 20 Network Ops who joined MANRS in Q3 showed 15% improvement in route objects and 20% in ROA	
	Community Readiness	Yes	In progress (on-track)	In progress (on-track)	In progress (on-track)	Steering Committee election procedure approved by Advisory Group. Nominations for upcoming November elections are open.



Empowering People to Take Action



Supporting Community Participation



Attracting and Engaging Individual Members

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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)	5,262	Achieved	2,048	<p>1) Included in our Q3 progress is an estimate of 400 individuals who signed up to the GEC pledge after sending out the Global Update. However, due to data-syncing limitations, we cannot currently verify/guarantee whether all are in fact individual members.</p> <p>2) Project-specific newsletters have just been launched, but participation stats have not been captured yet, so our Q3 progress may need to be adjusted once stats are available.</p>

Providing Fundamental Information to our Chapters

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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	526 unique participants 89% of Chapters (109/123) were subscribed	Achieved	Achieved in Q2	
	Percentage of participating Chapters that implement an activity locally as a result of the training	80%	Participants from 36% of the participating Chapters implemented local activities (38/107)	Not achieved	Participants from 36% of the participating Chapters implemented local activities (38/107)	Target not achieved due to a variety of reasons: <ul style="list-style-type: none"> - Many Chapter leaders already went through a similar training last year - The COVID context left many volunteers exhausted - Other, more extensive trainings became available via learning.internetsociety.org - Training content was more limited than last year's

Improving the Function of Special Interest Groups

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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	New structure in place by the end of 2021 and ready to operate as of 2022	New structure in place	In progress	In progress (on-track)	In progress	202 SIG topic submissions were proposed by Internet Society members and 1260 members cast their votes to select the 5 SIG topics for 2022. Preparation for announcement of new SIGs in Q4.
	SIG topics for 2022-2023 identified by the community through AP community consultation	5 topics	Completed	Achieved	Achieved	<p>The 5 SIG topics selected for 2022 are:</p> <ul style="list-style-type: none"> - Internet for Education - Online Safety - Internet of Things - Affordable Internet Access - Cybersecurity <p>In addition, there are three standing groups: Accessibility, Youth, and Gender.</p>



Improving the Function of Special Interest Groups (cont.)

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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	Growth of ISOC members who participate in the SIG consultation [note: SIG consultation occurs every 2 years to determine top 5 topics]	Baseline number set in 2021	Achieved	Achieved	Achieved	202 SIG topic submissions were submitted by Internet Society members and 1260 members cast their votes to select the 5 SIG topics for 2022.



Strengthening our Community Connections and Participation

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
Strengthen our community connections and participation through improvements to our software systems	Percent of community consulted approves of approach	80%	In progress (delayed)	In progress (delayed)	In progress (delayed)	We have 2 of 6 Regions of Chapter Leader approvals, working w/ RCEMs to get remaining four Regions' approval
	Vendor(s) selected based on agreed criteria	Achieved	Not started (delayed)	Not started (delayed)	Not started (delayed)	
	Implementation plan(s) developed and commenced	Achieved	Not started (delayed)	Not started (delayed)	Not started (delayed)	



Focusing on Content to Support Participation

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
Maximize the strength of Internet Society content to deliver value for our mission	Growth in audience satisfaction in terms of relevant, valuable, and compelling Internet Society content over time	Measure current audience satisfaction level by key audiences and establish baseline for measuring growth in each of those groups	In progress	In progress (on-track)	In progress	Formulated a plan, including key audiences, specific outputs to measure against those, and what will be measured. By end of Q4, we will have a view of current audience satisfaction.
	Percent of content that is strategically aligned with both our strategic objectives and our content strategy	At least 50% of web content	In progress - 70% complete	In progress (on-track)	In progress – 70% complete	In Q3 we: <ol style="list-style-type: none"> 1) refreshed many of the priority pieces of content; and 2) finalized the archiving and maintenance process that will reduce the amount of non-strategic content on our main site.

Building Expertise and Capacity



Driving Action through Knowledge

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
Provide training and e-learning support to internal stakeholders that contributes to measurable impact in support of our mission	Number of online learning opportunities	30	45	Achieved	12	
	Number of people reached	10,000	7,131	In progress (on-track)	3,620	
	Satisfaction or perceived value rating by those who have completed a course	90%	94%	In progress (on-track)	94%	All course evaluations show that the satisfaction with our courses is at 94%. This factor looks at several factors related to the overall learning experience including LMS usability and level of peer interaction.
	Number of partners who have agreed for 2022 pilot of revenue generation models	2	1	In progress (on-track)	1	OAS signed in October. IDB not yet.



Preparing Future Internet Advocates

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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	Achieved	Achieved in Q2	Achieved	Achieved in Q2	
	Baseline established for number of applicants/candidates for each program	Achieved	Achieved – baseline established	Achieved	Achieved – baseline established	Baseline 164 applicants
	Mid-career Fellowship plan developed	Achieved	In progress	In progress (on-track)	In progress	
	Number of partners secured to support the program	4	5	Achieved	5	5 partners: OII, American University, Pyramid Learning, 89up, Diplo 7 sponsors: WhatsApp, Trust Elevate, Verizon, ICANN, Broadpeak, IBM (in-kind), Microsoft (in-kind) Partners (vs. sponsors) include those organizations that are supporting us in the work, such as OII, Diplo, American University and Pyramid Learning. Sponsors include also in-kind.

Sharing Cutting-edge Knowledge

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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	In progress	In progress (on-track)	In progress	
	Number of collaborations between the NDSS research community and open standards community	1	In progress	In progress (on-track)	In progress	



Securing Resources for Growth and Greater Impact



Targeting Outreach for New, Diversified Funding and Partnership

Objective	Success Measures	2021 Targets	Year-to-Date Progress (January – September)	Q3 Status	Q3 Progress (July - September)	Q3 Comment
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	56	Achieved	18	
	Number of new sources of funding secured in support of revenue diversification target	10	13	Achieved	5	
	Revenue target in support of our projects and mission achieved from diversified sources	\$500,000	\$1,862,500	Achieved	\$1,722,700	



Thank you.

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