Extend IETF to Reach more

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IAB/IESG retreat 2021

Bigger IETF community

- Direct Community (RFC Producers)
  - Those who join the IETF mailing lists
  - Those who write RFCs and drafts
  - Those who join IETF discussion
- Indirect Community (RFC Consumers)
  - Those who read RFCs
  - Those who apply RFCs into the products and operations
  - Those who follow RFCs
  - Those who might be the future IETFers

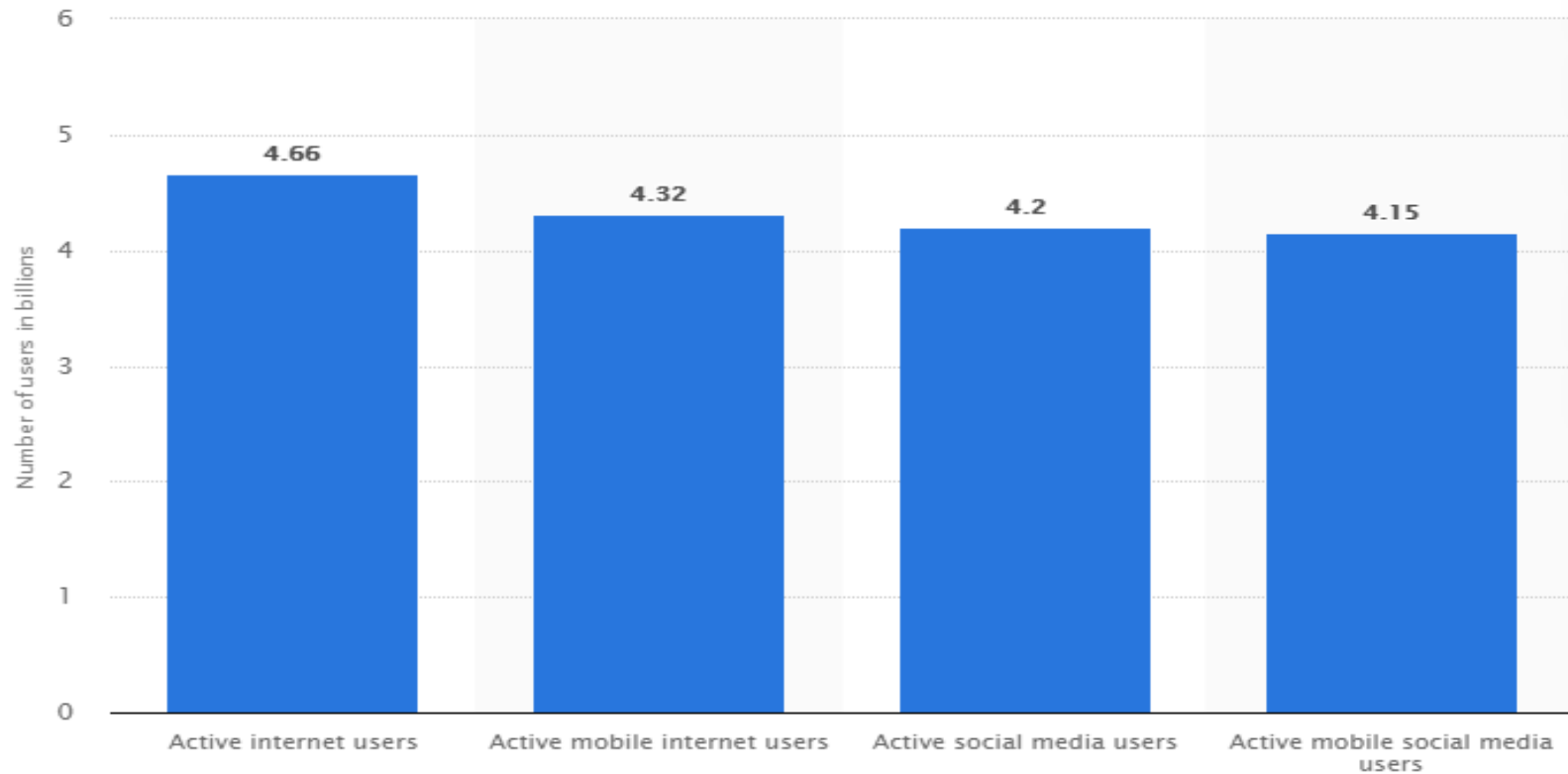# The number of people we can directly reach is less than 100K

Who is our community?

- 45'000-52'000 subscribed mail addresses over all (active) mailing lists
  - Jay is about to send a community survey to learn more about them
- 13000 followers of @ietf on Twitter
- 5100+ followers of the IETF YouTube channel
- 6670 datatracker user records (of which 8 are inactive)
- 6336 number of unique email addresses across I-D authors, I-D submitters, posters to ietf.org email lists, and IETF meeting registrants in **2020**

How to reach 1000K, 100M, 1 Billions?

Global digital population as of January 2021 (in billions)

- Active internet users: 4.66
- Active mobile internet users: 4.32
- Active social media users: 4.2
- Active mobile social media users: 4.15

Proposal 1
IETF International Standard Day

- IETF International Standard Day in which all IETFers celebrate IETF technology, RFCs globally
- ISO has her own World Standards Day (14 Oct.)
- IETF needs our own IETF Standards Day
  - Promoting IETF value
  - Celebrating IETF technology
  - Attracting the future IETFers
  - Jan 16 (First IETF meeting date)?

Proposal 2
IETF Engagement Managers/Engagement Centers

- IETF can have Local Engagement Managers/Loca Engagement Centers globally (Some ideas were discussed in **Russ + Alvaro's slides** on Monday)
  - Promoting IETF value
  - Educating /Sharing
  - Outreach
  - Bridge between local technology community and IETF community
  - Volunteer based