OUTREACH
_____

"ARE WE MISSING SEEING THE FOREST?"
[CAN'T SEE THE FOREST FOR THE TREES]

WE ARE THE IETF…do we need to outreach more?

- **Internet Protocol** (IPv4, IPv6)
- **World Wide Web transport** (HTTP, HTTP2, HTTP/3)
  - **Domain Name System** (DNS, DNSSEC, DOH)
  - **Email** (IMAP, POP, SMTP)
  - **Voice and video** (SIP, RTP, WebRTC)
  - **Instant Messaging** (XMPP)
  - **Transport protocols** (TCP, UDP, QUIC)
  - **Routing protocols** (BGP, MPLS)
  - **Security protocols** (TLS, IPSec, PKI)
- **… and much more!**

> ~9000 specifications
>
> ~4000 participants
>
> ~120 working groups

What would more Outreach look like? Possible questions to ask ourselves...

- **Do the right people know about the work we are doing?**
- **Do the right people come to the IETF and bring their work?**
- **Do we know good enough what "others" are doing?**
- **Are there metrics for these questions? What would be the measurables?**
- **What is the goal that we want to achieve?**

Are we the right people to answer?
(We are the trees)

IETF Administrative Strategic Plan 2020

- **LLC's Strategic Goals:**
  - **"the IETF in being the standards development organization (SDO) of choice for those who want to develop Internet protocols that deploy at scale"**
  - **"building a strong community of participants at all stages of the participant journey"**
  - **"ensure the value of the IETF is well understood <by sponsors>"**

How many have read it?

Are we (IAB) interested in Outreach?

- **Let Greg/LLC/ISOC worry about this?**

- **Maybe this is IESG, not IAB?**

- **The IESG has designated (six this year!) liaisons to support the Comms Review (Greg). IAB has one – Mirja.**

> FIRST need to determine, are we (IAB) interested to do more?