



## Community Relations & Operations AGM 2023 Report

Over the past year, there has been a significant increase in collaborative efforts among the Administration, Events, and Membership teams at OARC. The primary goal has been to improve efficiency, transparency, and provide an enhanced experience for both existing and potential Members and Participants.

The creation of this report was a collective effort involving key contributors from various roles:

- Denesh Bhabuta, responsible for Events coordination since 2014
- Rebecca Petro, handling Administrative duties since mid 2022
- Steve Sullivan, overseeing Memberships since Q2 2021

Although each individual is designated to a specific role, this report is the culmination of their constructive teamwork and positive impacts on each other's areas of responsibility.

This report contains the following sections and you may jump to each section by clicking on the respective line.

<b>Efficient Operations</b>	<b>2</b>
<b>Enhance Workshops</b>	<b>3</b>
<b>Expand Participation</b>	<b>5</b>
<b>Extend Outreach</b>	<b>7</b>

---

# Efficient Operations

## **Digital File Management and Paperless Initiatives**

We conducted a comprehensive review and arrangement of digital as well as hard copy files, guaranteeing current and convenient access. Our objective is to move towards a paperless environment.

Furthermore, we are currently investigating e-contracts to digitize our contract management procedures, thereby minimizing paperwork and optimizing operations.

## **Streamlined Credit Card Billing**

We've moved away from Eventbrite, initially a temporary solution for membership payments because we use it for workshop registration payments. We now employ QuickBooks to handle credit card bill settlements.

Given our existing use of QuickBooks for our accounts system, this transition has resulted in more streamlined and cost effective payment process for everyone involved.

## **Consistent Templates for Members**

We've created uniform templates for addendums and invoices, guaranteeing that members receive precise and consistent documentation. This helps minimize confusion and enhances overall efficiency for all parties.

## **Process Documentation**

We've documented essential administrative processes, encouraging transparency and knowledge dissemination within the organization. This documented information will contribute to more seamless operations.

---

# Enhance Workshops

## Past Events

Since the previous AGM, OARC has successfully organized three workshops and a hackathon. The hackathon is comprehensively detailed in the AGM 2023 Engineering Report.

**OARC 39** (with the 47th **CENTR** Technical Workshop) occurred on October 22-23, 2022 in Belgrade, RS, before RIPE 85. Presentation slides are available on the OARC 39 linked site, and presentation videos can be accessed from the [OARC 39 playlist](#) on our [YouTube channel](#).

We extend our sincere gratitude to **RNIDS** and **SOX** for generously hosting our workshop.

**OARC 40** happened on February 16-17, 2023, in Atlanta, GA, USA, after NANOG 87 at the same venue. Presentation slides can be accessed on the OARC 40 linked site, and the [meeting report](#) is published on our blog site.

Videos of the presentations can be found in the [OARC 40 playlist](#) on our YouTube channel.

**OARC 41** was a collaboration with the ICANN Office of the CTO (OCTO), extending nearly a week of DNS-related content to Da Nang, Vietnam. We are grateful for the generous hosting by **ICANN** and **VNNIC**.

The week, commencing on September 4th, 2023, began with "A Day of DNS Abuse" by ICANN's Global Domains Division, followed by an ICANN DNS Symposium day by OCTO, concluding with two days of OARC 41.

You can access the presentation slides through the OARC 41 linked site, and the [meeting report](#) is also accessible on our blog site. We are in the process of post-processing the videos, which will be made available on our YouTube channel soon.

## Future Events

**OARC 42** is set for February 8-9, 2024 in Charlotte, NC, USA, on February 8th and 9th, 2024, post NANOG 90 at a nearby hotel venue. Further details will be made available after the AGM.

We invite your proposals via our [Call for Presentations](#).

Looking forward to **OARC 43 / 2024 Q3 Workshop**, discussions are ongoing for a collaborative event with ICANN OCTO, targeting a non-North America or Europe location.

**OARC 44 / 2025 Q1 Workshop** returns us to Atlanta, GA, USA, post NANOG 93, in February 2025.

While our workshops have primarily focused on North America and Europe, we recognize the need for global outreach. We've seen increased local participation during workshops in Buenos Aires, Bangkok, and Da Nang.

To enhance our global presence, we're exploring partnerships for co-located and smaller events (such as community days, training sessions, and hackathons), fostering engagement with diverse regions effectively.

## **Event Planning**

Behind the scenes, we've reorganized task management to enhance the fluidity of these processes. Primarily spearheaded by Rebecca, these efforts will lead to improved workshop coordination and enhanced service for our community.

Enhancing project planning and monitoring for workshops stands as a top priority. We aspire to execute these projects with increased efficiency and effectiveness, delivering greater value to the community.

## **Sponsorships and Patronage**

Despite the challenges posed by the current global economic circumstances, OARC remains resilient and adaptive.

In October 2022, for OARC 39, while facing a lack of sponsors, we managed to secure \$12,500 (prorated amount) in workshop patronage. This situation was positively mitigated through fruitful collaboration with CENTR, RNIDS, and SOX, who generously assisted with a significant portion of the logistics costs.

Moving forward into 2023, we continued to face the absence of sponsors for our workshops. However, we obtained \$35,000 in workshop patronage, showcasing the enduring support from our partners. The impact of reduced funding was effectively lessened due to our partnerships with ICANN and VNNIC, who graciously covered a substantial portion of logistics costs for OARC 41.

Embracing these circumstances as an opportunity for growth, we are committed to developing and implementing new strategies. These strategies are designed to enhance the funding structure, including membership fees, ultimately providing amplified value to both OARC and our valued community.

---

## Expand Participation

Currently, we have a total of 112 participating organizations, distributed as follows:

- 92 members across the existing 6 membership tiers, accounting for 82%.
- 19 supporter participants (soon to be 18), making up 17%.
- 1 corporate participant with limited OARC benefits, representing 1%.

Our ongoing objective is to limit supporter participants to 10% of the total participation. In 2024, we plan to review and enhance this program.

## New 2023 Revenue

We're delighted to introduce the new members and returning members to our community:

### **New Member - Blue Tier:**

- 54N dba Supermethod

### **Rejoining Members - Blue Tier:**

- CORE Association (after a 4-year hiatus)
- PANDI (rejoined after AGM 2022)

### **Rejoining Member - Silver Tier:**

- Microsoft Corporation (after approximately 1 year hiatus)

### **Upgraded Member:**

- University of Twente (Upgraded from Supporter to Blue Tier)

## Revenue Challenges

In the face of the ongoing global economic situation, our proactive strategy significantly boosted Membership revenue, gaining a notable **\$16,000 in new revenue** this year. While facing revenue losses from non-renewals and downgrades, this spurred a strategic review, propelling us towards financial resilience.

### **Non-renewals:**

- Edgio (legacy Edgecast/Verizon Media/OATH); were Bronze
- .PT; were Bronze
- Ziff-Davis (fmr NetProtect); were Bronze

### **Downgrade:**

- Double Shot Security downgraded to supporter from Blue

These non-renewals and downgrades have resulted in a **loss of \$22,800** in revenue.

To secure sustainable revenue, we're enhancing processes. Recognizing that many members require a fresh purchase order (PO) or budgeting procedure, we are working on strategies to streamline this, making auto-renewal more viable. Retaining valued members

is our top priority, acknowledging their stability and value to OARC. We're dedicated to excelling in membership retention year after year.

Expanding into non-Western regions involves financial considerations. We're committed to making our programs accessible despite potential fee challenges. This aligns with our vision of a globally impactful, inclusive OARC community.

## **Grant Revenue**

OARC has the opportunity to begin a development project in Q3 that is currently in the review process. This would provide \$25,000 in Q4.

## **Restructuring**

We are actively developing fresh strategies to organize membership, workshop sponsorships and patronages, aiming for a more cohesive approach to income and revenue. Our objective is to enhance the value delivered to both OARC and our members, as well as the broader community.

---

## Extend Outreach

"The DNS Lounge" was a term coined within the industry to epitomize DNS-OARC's community—a hub for knowledge sharing and the exchange of best practices. It aims to foster improved DNS systems and infrastructure worldwide, all within a fairly casual and affable atmosphere.

Our goal is to boost engagement within OARC's DNS community, and our outreach initiatives play a vital role in achieving this objective. Active involvement within the community is beneficial for both members and non-members. It fosters a broader sense of community engagement and provides opportunities for membership when engagement is approached thoughtfully.

We want to cultivate a distinctive and genuinely globally inclusive community for OARC and the DNS stakeholders.

## Broadened Social Media Campaigns

Spearheaded by Rebecca, we've expanded our social media efforts to engage with a broader audience in the DNS community. This will foster better communication and collaboration among various industry stakeholders.

In November 2022, we initiated the establishment of OARC's dedicated Mastodon instance, in addition to our existing social media platforms. The outcome of this effort was the successful implementation and ongoing maintenance of [MastoDNS.net](https://mastodns.net) by our Engineering department, which is steadily gaining a user base.

Connect with us through various platforms:

Mastodns:	<a href="mailto:@dnsoarc@mastodns.net">@dnsoarc@mastodns.net</a>
X / Twitter:	<a href="https://twitter.com/dnsoarc">@dnsoarc</a>
LinkedIn Page:	<a href="https://www.linkedin.com/company/dns-oarc">DNS-OARC</a>
Facebook Page:	<a href="https://www.facebook.com/dnsoarc">dnsoarc</a>
Instagram:	<a href="https://www.instagram.com/dnsoarc">dnsoarc</a>
YouTube Channel:	<a href="https://www.youtube.com/channel/@dnsoarc">@dnsoarc</a>
Medium:	<a href="https://www.medium.com/@dnsoarc">@dnsoarc</a>

## Effective Travel

With a global outlook, we're committed to expanding beyond North America and Europe, focusing on regions like Africa, the Middle East, Asia Pacific, Latin America, and the Caribbean.

Our recent travel to Da Nang and Kyoto unveiled promising prospects. Notably, India's drive to boost local DNS infrastructure, reducing reliance on offshore providers, and Southeast Asia's interest in DNSSEC expertise and closer OARC ties.

While travel constitutes a significant aspect of the conference landscape today, we recognize the undeniable value of physical presence, active engagement, and face-to-face interactions—particularly the invaluable "hallway track." Although remote attendance serves as a viable alternative, it represents a mere fraction of the enriching experience gained through direct participation.

In navigating budget constraints, we adopted a meticulous approach in selecting industry events to participate in. Denesh and Steve's initiative to evaluate the most suitable team members for representation at various industry events during Q2-Q4 2023 reflects our dedication to making informed choices. Moreover, their collaborative efforts aim to personally introduce Steve to key industry figures across different regions, nurturing fruitful connections.

Looking ahead, we're eager to evaluate and select impactful events for 2024 participation.

Aside from our own workshops, representatives from OARC actively participated in the following events, focusing on effective and efficient engagement:

- October 2022
  - RIPE 85, Belgrade, RS
  
- November 2022
  - IETF 115, London, UK
  - ICANN DNS Symposium 2022, Brussels, BE
  
- December 2022
  - INEX Meeting, Dublin, IE
  
- February 2023
  - NANOG 87
  
- March 2023
  - Netnod Meeting, Stockholm, SE
  
- May 2023
  - LACNIC 39 (remote attendance)
  - Middle East DNS Forum (remote attendance)
  - CHI-NOG 11, Chicago, IL, USA
  - RIPE 86, Rotterdam, NL
  
- June 2023
  - M3AAWG 58, Dublin, IE
  - NANOG 88, Seattle, WA, USA
  - ICANN 77, Washington DC, USA
  
- July 2023
  - IETF 117, San Francisco, CA, USA
  
- September 2023
  - ICANN DNS Symposium 2023, Da Nang, VN
  - APNIC 56, Kyoto, JP



For the rest of the year, you'll find OARC team members participating in the upcoming events:

- October 2023
  - NANOG 89, San Diego, CA, USA
  - ICANN78, Hamburg, DE
  
- November 2023
  - IETF 118, Prague, CZ
  - CENTR CCTLD-ISAC, Brussels, BE
  - RIPE 87, Rome, IT