



Community Relations & Operations AGM 2024 Report

Over the past year, we have witnessed significant advancements in the collaborative efforts among the Administration, Events and Outreach, and Membership teams at OARC. Our primary focus has been to further enhance efficiency, transparency, and the overall experience for both our current and prospective Members and Participants.

This report represents the collective contributions of key individuals in various roles:

- Denesh Bhabuta, who has led Events coordination and Outreach since 2014
- Rebecca Petro, who has been managing Administrative duties since Q3 2022
- Steve Sullivan, who has overseen Memberships since Q2 2021

While each team member holds specific responsibilities, this report highlights the positive impact of their teamwork and the synergy across their respective areas.

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Efficient Operations

Digital File Management and Paperless Initiatives

Building upon last year's comprehensive review and organization of both digital and physical files, we have made substantial progress toward increasing efficiency and reducing overhead through the adoption of a fully paperless environment. We have digitized all non-essential documents, consolidating physical storage from six drawers to one secure digital archive. The implementation of DocuSign has also streamlined our processes, expediting internal operations and membership-related activities while significantly reducing approval timelines.

Streamlined Administration

We conducted thorough internal audits to identify and rectify administrative inefficiencies. This involved cross-training staff on bookkeeping practices to enhance redundancy and flexibility within the team, as well as adopting Kanban-style project management tools to optimize task tracking and workflow. By centralizing key administrative functions, we have improved coordination and resource allocation across our projects.

These enhancements have positioned us for greater operational efficiency, enabling us to concentrate on delivering value to our members. Overall, the administrative department's efforts this year have contributed to a more streamlined and effective organization.

Enhancing Events

Past Events

Since the previous AGM, OARC has successfully organized two workshops and two DNS Community Days.

OARC 42 took place on February 8-9, 2024, in Charlotte, NC, USA, immediately preceding NANOG 90. Presentation slides are available on the OARC 42 linked site, and videos of the presentations are available on our [YouTube channel](#) in the [OARC 42 playlist](#).

We extend our heartfelt thanks to **IBM, Vercara** and **Akamai** for their generous sponsorship of our workshop.

Looking ahead to AGM 2024, **OARC 43** will have just concluded, taking place on October 26-27, 2024, in Prague, CZ, right before RIPE 89 at the same venue. Presentation slides will be accessible on our [YouTube channel](#) shortly.

While OARC workshops have primarily focused on North America and Europe, we acknowledge the necessity of expanding our global outreach. We have observed a notable increase in local and regional participation at past events in Latin America (Buenos Aires), and Asia Pacific (Bangkok, and Da Nang).

To enhance our global presence, we actively explored opportunities to achieve greater geographic balance. This included potential collaborations with other organizations for co-located and smaller events, such as community days, training sessions, and hackathons, to enable us to connect with diverse regions more effectively. This exploration is ongoing.

As a result of this ongoing effort, we initiated the DNS Community Day concept in 2024 to enhance participation within the DNS community. These smaller, in-person one-day informal events are designed to foster discussions among delegates on various topics related to DNS. OARC facilitates these conversations, allowing delegates to share insights and support one another.

The [inaugural DNS Community Day](#) took place in Bangkok, TH on February 26, 2024, graciously hosted by **APRICOT** 2024. The [meeting report](#) is posted on our blog site.

The [subsequent DNS Community Day](#) was held in Santa Marta, CO, on September 26, 2024, in conjunction with LAC Domain Names Week and the ICANN DNS Symposium. We express our appreciation to **ICANN** and the **ICANN Office of the CTO** for their generous hosting.

Both DNS Community Days were resounding successes, thanks to their innovative formats that fostered a collaborative atmosphere. They united seasoned veterans, newcomers, and early-career professionals, creating a vibrant exchange of experience and fresh perspectives.

The informal setting encouraged open dialogue, allowing participants to share insights and engage in meaningful discussions. This intergenerational interaction enriched conversations and fostered valuable networking opportunities. By connecting established experts with those new to the field, we cultivated a supportive environment for learning and collaboration.

Ultimately, these Community Days strengthened connections within the DNS community, empowering participants to explore new ideas while gaining a deeper understanding of the industry's challenges and opportunities.

Future Events

OARC 44 is scheduled to take place at the Marriott Marquis Hotel in Atlanta, GA, USA, on February 6-7, 2024, immediately following NANOG 93.

We are currently accepting submissions for presentations through our Call for Presentations and encourage your contributions. Early Bird registrations are available until November 23, 2024.

In collaboration with Netnod and RIPE NCC, DNS-OARC is pleased to announce the joint DNS Hackathon 2025, set for March 15-16, 2025, in Stockholm, the weekend before the NETNOD meeting.

Looking forward, discussions are underway for another DNS Community Day with ICANN OCTO, with plans to host it in a destination outside North America and Europe.

Event Planning

Behind the scenes, our revamped task management has streamlined event planning processes. Primarily led by Rebecca, these initiatives have enhanced workshop coordination and improved our service to the community.

Focusing on enhancing project planning and monitoring for workshops has allowed us to execute these projects with greater efficiency and effectiveness, thereby providing increased value to our community.

Sponsorships and Patronage

Due to the economic situation affecting our industry, financial support from sponsors and patrons for our workshops has declined, prompting a reevaluation of our sponsorship offerings.

In response, we trialed the concept of a Sponsored Presentation at OARC 42, which was positively received by the community.

We are seizing this opportunity to develop new strategies aimed at revamping and enhancing our funding structure, including adjustments to membership fees, thereby delivering greater value to both OARC and the broader community.

Expanding Participation

In 2024, changes in the DNS industry landscape have led to both gains and losses within our membership. Budgetary adjustments are affecting DNS-related organizations, making proactive engagement even more essential to maintain momentum. Notable membership losses include F5, Telus (Bronze), DNSFilter (Gold, downgraded to Silver, then not renewed), CAIDA (Blue), and ICANN, which dropped from Diamond to Platinum status. Additionally, the departure of Charter's entire DNS team in 2023, along with DNSFilter's team, has further impacted our membership.

Conversely, we have welcomed new members in 2024, including IHI, .th, DigitalMedusa, DigitalOcean, 419 Consulting and TU Dresden. We have also welcomed .PT back as a member. Ongoing negotiations are in place with prospective members, including IBM and Apple. Recent industry consolidations, such as Vercara/DigiCert and IBM/NS1, have influenced the market, while CISCO has shifted to a grants-based model.

However, Austerity measures within the organization, compounded by language and economic challenges in global outreach, necessitate strategic rethinking at the organizational level. Expanding beyond North America and Europe is essential for achieving growth, which may require individual investments in new markets that current budgets cannot support. We propose membership wellness calls to gather insights and ideas from members on navigating this challenging environment.

Engaging new markets, while imperative, faces hurdles due to budgetary constraints and travel limitations. Initiatives under consideration include a competitive supporter program, reduced membership fees for researchers focused on data access, and patronage opportunities for corporate DNS users who may not require voting rights or attendance. There is also increasing interest in expanding student involvement by offering tools such as DNS benchmarking, with backing from both the board and industry leaders like IDS and ICANN.

Successful outreach and awareness campaigns, especially in regions like Latin America, highlight the potential for growth through strategic partnerships and targeted invitations, including referral discounts to encourage attendance. It is crucial to maintain current members and regain market traction in light of the losses experienced this year.

Optimizing

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.

Extending Outreach

"The DNS Lounge" is a term that encapsulates DNS-OARC's community—a hub for knowledge sharing and the exchange of best practices. It aims to foster improved DNS systems and infrastructure globally, all within a welcoming and collegial atmosphere.

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

We aspire to cultivate a distinctive and genuinely inclusive global community for OARC and DNS stakeholders.

Broadened Social Media Campaigns

Under Rebecca's leadership, we have enhanced our marketing and social media initiatives to ensure that our DNS community remains informed and engaged, fostering better communication and collaboration among various industry stakeholders.

Connect with us through various platforms:

Mastodns:	<u>@dnsoarc@mastodns.net</u>
X / Twitter:	<u>@dnsoarc</u>
LinkedIn Page:	<u>DNS-OARC</u>
Facebook Page:	<u>dnsoarc</u>
Instagram:	<u>dnsoarc</u>
YouTube Channel:	<u>@dnsoarc</u>
Medium:	<u>@dnsoarc</u>