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 1,000,000, 100,000,000, 1,000,000,000?

Global digital population as of January 2021
(in billions)

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

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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/Local 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