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)
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>”
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?