



Internet Society International Chapter Toolkit

Tools for Leveraging the Next Generation Leaders Programme

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Contents

Introduction.....	3
I. What (exactly) is the Next Generation Leaders programme?	4
II. What are the components of the NGL programme?	4
A. Moderated eLearning: “Shaping the Internet–History and Futures”	4
B. The Internet Society Fellowship to the IETF	5
C. The IGF Ambassadorship.....	5
D. Fellowship to the OECD Technology Foresight Forum	6
E. NGL Certification.....	6
F. Laureate Local Impact Projects	6
III. How do the NGL components come together?	7
IV. How does the NGL programme benefit Chapters?	7
The Next Generation Leaders Programme Frequently Asked Questions	8
V. How does the NGL benefit individual Chapter leaders and members?	10
VI. Ideas for engaging existing members and attracting new members with the NGL programme	10
A. Customize the NGL presentation to meet your members’ interests	11
B. Blog about it.....	11
C. Give a talk at a local college or university	12
D. Offer to give a talk to a local business association	12
E. Create an Chapter-run leadership programme	12
F. Identify events or locations where potential members and applicants may be present.....	13
VII. Resources.....	13
VIII. Conclusion	13

Introduction

The Internet Society's Next Generation Leaders (NGL) programme is an important development in ISOC's services, with powerful marketing and programmatic value that enables Internet Society Chapters to:

- Attract, engage, and retain active and dedicated members
- Implement programmes and projects that help us realize our joint mission and goals
- Identify future leaders to whom current leaders can pass the mantle
- Create activities built around the experiences and knowledge of NGL programme participants.

Supported by Nominet Trust and AFNIC (.fr) and with the patronage of the European Commission for Information Society and Media, the NGL programme is a dynamic and multifaceted resource that can help inspire and empower Chapter leaders and their members.

The purpose of this toolkit is to inform you of—and inspire you to use—the opportunities made available through the NGL programme as a Chapter resource. The actual process of applying to an NGL programme is available on the Internet Society website.

In this toolkit you will find:

- ✓ A description of the components of the NGL programme and how they relate to your Chapter
- ✓ Tips for how your Chapter and its members can use the NGL programme to expand knowledge of Internet issues and improve leadership skills
- ✓ Advice on how to use the programme to attract new members and energize your Chapter's existing membership base
- ✓ Insights from NGL alumni that reflect their experiences with the NGL programme
- ✓ A slide presentation for educating and informing your members about the NGL programme (available soon)
- ✓ Templates for marketing collateral (available soon)



I. What (exactly) is the Next Generation Leaders programme?

The NGL is an integrated training and professional-development programme that prepares the next generation of Internet technology and policy leaders to address the critical Internet technology, policy, business, and education challenges that lie ahead. NGL participants—who are between the ages of 20 and 40—benefit from a blend of interactive, online coursework and participatory activities designed to help them develop their professional leadership potential. The programme expands on participants' existing knowledge and advances their leadership skills within a supportive, collegial environment.

II. What are the components of the NGL programme?

The NGL programme is made up of academic and field-based components—many of which require travel and participation at professional meetings and events. Each of the components can be completed separately or in combination, depending on each participant's own interest.

To date, the NGL consists of four components and two additional opportunities for advancement. The components include a [moderated eLearning curriculum](#), the [Internet Society Fellowship to the Internet Engineering Task Force \(IETF\)](#), the [Internet Governance Forum \(IGF\) Ambassador programme](#), and the [Fellowship to the Organization for Economic Co-operation and Development \(OECD\) Technology Foresight Forum](#). Additional training and advancement opportunities are available through NGL Certification and Laureate Local Impact Projects.

Each of the NGL programme components and additional training and advancement opportunities are described here.

A. Moderated eLearning: “Shaping the Internet–History and Futures”

In 2010, the Internet Society partnered with the DiploFoundation to create a moderated online curriculum. The course, “Shaping the Internet–History and Futures”, covers essential topics for effective interactions and relationships within the Internet ecosystem, and key concepts and emerging issues in Internet governance.

Beginning in 2011, through support by AFNIC, the eLearning course will be held concurrently in English and French. This, in addition to the other languages that will be offered in the future, will help the NGL programme promote leadership skills across varied backgrounds and engage emerging leaders from across the globe.

- *Restrictions: eLearning programme participants must be between the ages of 20 and 40.*

- *Note: The moderated eLearning course must be completed by participants who wish to graduate with an NGL certificate.*
- *Note: The moderated eLearning course is conducted entirely online over 24 weeks. No travel is necessary.*

B. The Internet Society Fellowship to the IETF

Internet Society Fellows to the IETF spend a week at an [IETF](#) meeting where Internet standards developers come together to work, share, and hear from the IETF leadership. IETF meetings promote an in-depth understanding of the standards-making process, they encourage active involvement in the IETF's work, and they facilitate personal networking with others who have similar technical interests and who are working on similar problems.

The Fellowship to the IETF has a 'returning fellows' component in which fellows who have gone to one IETF meeting can apply to attend another.

- *Restrictions: The Fellowship to the IETF is restricted to technology professionals, advanced IT students, and other qualified individuals from emerging markets.*
- *Note: Internet Society Fellows to the IETF do not need to meet the NGL age requirement.*

C. The IGF Ambassadorship

The IGF Ambassadorship immerses participants in global policy-engagement activities where they can provide valuable expertise and know-how to the policymakers and decision makers who participate in [IGF](#) meetings [read more on <http://www.intgovforum.org>]. Internet Society IGF Ambassadors travel to IGF meetings where they explain and promote the Internet Society's positions on public policy issues related to the themes of the IGF. Their presence and participation contribute local and regional perspectives and insights to discussions and interventions during sessions and workshops.

When they return home, IGF Ambassadors are expected to share their first-hand experience of the IGF with members of their home Chapters and to continue driving local Internet Society activities, particularly as they relate to Internet governance issues. An IGF Ambassador's experience at the IGF can serve as the basis for new Chapter activities. (Keep in mind that these types of Chapter activities may qualify the Chapter for an [Internet Society Community Grant](#).)

The IGF Ambassador programme has a 'returning ambassadors' component in which ambassadors who have gone to one IGF can apply to attend another.

The IETF fellowship offers many benefits for Chapters in developing regions. First, it puts fellows in direct contact with leading technologists and standards developers from around the world, many of whom are working on issues that are similar to those that Chapter leaders and their members in emerging regions are working on in their own workplaces. Second, the experience helps deepen a fellow's knowledge of technical issues, knowledge that can be shared professionally (or used as leverage for higher-level positions) or with colleagues from within the Chapter.

Chapters that are interested or already engaged in Internet policy issues and discussions on the local level are especially fertile ground for future IGF Ambassadors.

D. Fellowship to the OECD Technology Foresight Forum

The [OECD Technology Foresight Forum](#) is an annual event organized by the OECD Committee for Information, Computer, and Communications Policy (ICCP) to help identify opportunities for and challenges to the Internet Economy as created by technical developments. Policymakers from OECD member and nonmember governments, business, civil society, and the Internet technical community attend the events, making them a highly desirable venue for Chapters that are interested in expanding their visibility.

Internet Society OECD Fellows attend OECD forums and engage in discussions on topics that, in the past, included RFID (radio-frequency identification), next-generation networks, participative Web, smart ICT, and cloud computing. This is an especially valuable opportunity for Chapter members who are interested in the impact of technological innovation. It is especially relevant for those Chapter members who seek to combine their knowledge of and interest in technology and policy issues.

- *Restrictions: Fellowship to the OECD Technology Foresight Forum candidates must be between the ages of 20 and 40.*

E. NGL Certification

Each year, the Internet Society awards NGL Certificates to participants who have successfully completed the requirements and applied to graduate. To qualify for graduation from the NGL programme, individuals must:

1. Receive at least a passing grade in the moderated eLearning course
2. Successfully complete a fellowship or ambassadorship, or demonstrate substantial professional or voluntary involvement within the Internet ecosystem

A graduation committee will meet annually to evaluate graduation applications.

- *Restrictions: Only available to individuals who have completed the eLearning course and who have demonstrated substantial professional or voluntary engagement or who have successfully completed a fellowship or ambassadorship.*
- *Note: Professional and voluntary engagement may be Internet Society-sponsored (such as through the fellowships and ambassadorships outlined in this document) or as part of other professional or volunteer experiences.*

F. Laureate Local Impact Projects

A small number of NGL Certificate recipients (there were only two in 2011)

Additional fellowships and ambassadorships are expected to be offered in the future. At the time of writing, preparations are underway to pilot a new fellowship to World Bank infoDev meetings.

who wish to further their individual professional development in the context of community building may apply for a Laureate Local Impact Project. Each year, participants applying for NGL certification have the option of proposing a specific, community-based project. The Internet Society selects a small number from among those proposals and brings the respective graduates to one of the Internet Society's main offices to work with staff on refining the project, which the Internet Society will also fund. Those graduates will receive additional training in other relevant areas, such as dealing with the media and grant writing, to help them deliver more value to their ongoing community-based work.

- *Restrictions: Only open to NGL Certificate recipients.*
- *Note: Proposals submitted for selection must demonstrate a commitment to the community in which the participant lives or works.*

III. How do the NGL components come together?

In order to effectively promote the NGL as a Chapter benefit, you will need to know how all of the NGL programme pieces come together and what members can expect when they have completed one or more of the programme components.

Once you have become familiar with the programme, think about doing a special presentation to introduce your Chapter's members to the programme and its benefits. We have created a set of FAQs aimed at answering many of the questions that may come up (see page 8). We highly recommend that you use these FAQs in whatever form meets your needs—for example, as a handout at meetings or as part of a slide presentation.

Please send email to chapter-support@isoc.org if you are asked questions that do not appear here or if there are questions you still have that should be added.

The Fellowship to the IETF is not subject to an age limit and is also available to participants outside of the NGL programme.

IV. How does the NGL programme benefit Chapters?

The NGL programme gives Internet Society Chapters an edge in several ways:

- *Professional development.* The NGL offers Chapter members and leaders opportunities to participate in leadership-training forums that can help improve leadership skills and increase core understanding of important Internet technology and policy issues.
- *Succession planning.* As a Chapter leader, you have probably given some thought to succession planning. If so (and especially if not), the NGL programme is a good tool for helping your Chapter identify and cultivate new leaders from among your members.

The Next Generation Leaders Programme Frequently Asked Questions

Question #1 I am interested in participating in the NGL programme. Do I apply to the NGL itself? Or do I apply to one of the NGL's programme components?

Answer You apply to a specific NGL programme component (or components). Those you select will depend on your skills, knowledge, and professional interests.

Question #2 Which of the NGL programme components can be done from home and which ones require onsite participation?

Answer The NGL eLearning course curriculum can be done from home. The Fellowship to the IETF, the IGF Ambassador, and the Fellowship to the OECD Technology Foresight Forum programme components require onsite participation. When selected for a programme component that requires travel, the Internet Society will cover all travel- and registration-related expenses.

Question #3 Can I participate in more than one of the NGL's programme components?

Answer Yes, you may participate in more than one NGL programme component. In fact, if you successfully complete the moderated eLearning course component and participate in at least one of the fellowships or ambassadorships (or you have comparable work or community experience), you may qualify to be an NGL graduate (see Question #7).

Because of the meeting dates associated with the fellowships and ambassadorships, each NGL programme component follows a different timeline throughout the calendar year. The NGL calendar enables participants to incorporate the components into their personal and professional schedules, making it possible for a qualified individual to participate in more than one component at the same time.

Question #4 Can I participate in the same NGL programme component more than once?

Answer Yes. Both the Fellowship to the IETF and the IGF Ambassador programme components have returning fellows and returning ambassadors programmes.

Question #5 If I take the moderated eLearning course component, am I graded on my work?

Answer Yes. All participants in the NGL eLearning programme component are graded on their work. Performance is assessed weekly, based on the quality and number of interactions within the online platform. Weekly ratings, in addition to the final exam, form the final grade.

Question #6 How much time do I need to devote to the eLearning course each week?

Answer Typically the eLearning programme component requires at least 8 hours of study a week. The course is held over 24 weeks, from May to November.

Question #7 Do NGL participants "graduate" from the programme?

Answer Yes, each calendar year, the Internet Society awards NGL Certificates to participants who have successfully completed the requirements (see Question #8 for a more detailed explanation of the qualifications to receive an NGL Certificate).

Question #8 What is required to graduate?

Answer To graduate from the NGL programme, individuals must:

- Receive at least a passing grade in the eLearning course
- Successfully complete a fellowship or ambassadorship, or demonstrate substantial professional or voluntary involvement within the Internet ecosystem

A graduation committee will meet annually to evaluate graduation applications.

Question #9 How can graduates use what they have learned to benefit their local communities?

Answer There are a variety of ways that graduates can use the knowledge and professional networking they gained through the NGL for the benefit of their local Internet communities. They can share the information at Chapter meetings and presentations and use what they learned to train colleagues and peers. Graduates who successfully apply for NGL Laureate Local Impact Project funding can create further opportunities for community development. Graduates will also be better equipped to develop other programmes or propose projects that may qualify for funding through the Internet Society Community Grants programme.

Question #10 Is there a fee for participating in any of the NGL programme components?

Answer No. If you are accepted into any of the experiential components or the eLearning course, the Internet Society covers all relevant expenses.

Question #11 What are the benefits of participating in the Internet Society's NGL programme?

Answer There are several:

- A deeper understanding of and involvement with core Internet issues, such as standards development, the social and economic impacts of innovation, and policy
- Networking opportunities with Internet technology leaders, policy experts, and representatives from the business community, civil society organizations, and government and regulatory agencies
- Enhanced leadership skills
- Increased opportunities to assume leadership positions within your Chapter
- Professional development (NGL participation looks great on a résumé)

Question #12 Why does the NGL programme have age limits?

Answer The NGL programme is one of a variety of programmes that the Internet Society makes available to its

Members. While the NGL is geared specifically to younger professionals, many other Internet Society programmes, such as the Community Grants programmes, are open to all ages.

Question #13 Where can I get more information?

Answer Details about the NGL programme, including instructions and deadlines for applying, are available at <http://www.isoc.org/leaders/>. Information is available in the six official United Nations languages.

- *Membership recruitment and retention.* Chapters can use the NGL to attract new members and engage existing members, which is the essential foundation for a healthy and active Chapter.

V. How does the NGL benefit individual Chapter leaders and members?

Individual Members of the Internet Society join local Chapters because they are interested in connecting with or contributing to their communities, because they are interested in particular issues, or even because they see opportunities through a local Chapter to advance their careers. These are all great reasons to get involved with a Chapter.

The NGL programme provides educational opportunities for a Chapter's members that will deepen their understanding of key technology and policy issues, sharpen their professional skills, and improve their leadership skills. It also puts them in contact with like-minded professionals and in front of local, national, and international technology and policy experts.

Chapter members who go through the NGL programme return home enthusiastic and eager to share what they have learned. Activities built around that type of information sharing, especially when supported by a Chapter, can increase both a Chapter's and its NGL-educated members' visibility and credibility within the community and among peers.

VI. Ideas for engaging existing members and attracting new members with the NGL programme

Those who have participated in an NGL programme understand the ways in which it can improve their knowledge and skills, and expand their professional networks. What may be less obvious are the many ways NGL alumni can take what they have learned and share it with Chapter members and the local community.

A simple slide presentation may be all you need to get your members excited about the programme. However, you may want to go a few steps further.

A. *Customize the NGL presentation to meet your members' interests*

When you look around your Chapter's membership, what do you see? Are the members primarily network operators or Internet technology developers in developing regions who, in their day jobs, are serving the needs of a technologically or economically challenged community? If so, you can use your experience with the NGL or the tools provided here to create a presentation that focuses on the work of the IETF and the opportunities available as part of the Fellowship to the IETF.

Similarly, if one of your Chapter's priorities is addressing Internet governance issues or communicating to policymakers the Internet Society's position on the challenges that are affecting the social, economic, business, or educational prospects of individual users or other groups, a presentation that brings those issues to light and that steers members to the IGF Ambassador programme makes sense.

Start with the presentation included in this toolkit (available soon) and edit it according to the specific needs or interests of your Chapter's members. The presentation has speaking notes included to make it easy for you to speak about the programme. If you have participated in the NGL, you can further edit the presentation to include your own observations about the importance of getting more involved with the issues via the programme. Highlight what you (or one of your Chapter member's) learned as part of the NGL. For example, if while attending an IETF meeting as an Internet Society Fellow you participated in the work of one or more IETF working groups, think about creating a half-day workshop where you can share what you learned (and perhaps interest your colleagues in the work of the IETF).

In a February 2011 email, Jean-Robert Hountomey wrote that his experience at an IETF meeting as an Internet Society Fellow helped him organize several discussions with members of the Internet Society Togo Chapter about how to prepare for an IETF meeting. Furthermore, since his NGL experience, Jean-Robert has begun working with two Chapter members to help strengthen their skills by having them watch the IETF lists of their choice. While he describes the help as "informal," at the end of every week, the two provide a summary of the discussions. In addition, because Togo is a French-speaking country, he has sent them to English classes at the American Language Center to have them improve their English. "In the next 3 to 6 months they will submit their candidature for the IETF," he added.

B. *Blog about it*

If you have been accepted into one of the NGL programmes, consider

blogging about your experience and having the blog posted on your Chapter's website. Be sure to include the ways in which your role as an ambassador or fellow may have filled out your résumé, advanced your career, or put you in the midst of (or even in front of) an influential or otherwise impressive audience.

C. Give a talk at a local college or university

As a programme designed specifically for individuals aged 20–40, a Chapter-sponsored presentation to students at a local college or university has the added benefit of promoting your Chapter to a potentially large pool of new members and volunteers. A college presentation could also help your Chapter identify future Chapter leaders. Start by finding out if any of your Chapter's members are already affiliated with a local college or university and, if so, how you can arrange for a presentation and an audience. Since more and more colleges and universities are expecting students to “intern” in their fields of study, you might even ask the college if they are willing to accept a student's experience as an NGL fellow or ambassador as a legitimate internship.

D. Offer to give a talk to a local business association

Many countries and communities around the world have business associations that represent the needs and interests of local service businesses, consultants, and freelancers. Very often those organizations appeal to young Internet technology professionals because they create opportunities for them to network and make connections. Members of those groups make great audiences for issues the Internet Society regards as priorities, including a wide range of policy issues (network neutrality, cybersecurity, Internet stability, trust and identity, to name a few). Just as with college and university presentations, these venues are great for soliciting new Internet Society Chapter members and identifying future Chapter leaders.

E. Create an Chapter-run leadership programme

While ambitious, creating your own Chapter's leadership programme satisfies many of the requirements Chapters are expected to fulfill on a yearly basis while getting to the heart of our joint mission and goals. In May 2010, the Internet Society Ecuador Chapter received funding as part of the Internet Society Community Grants programme to develop training programmes that encourage and nurture local leaders in remote areas of the country and help them participate in Internet-related programmes, forums, and international events. Employing a virtual-campus approach (located at <http://www.isoc.org.ec/isoc/campus>), training is being offered on a variety of topics relevant to Internet users. The first course teaches the basics of Internet governance, preparing individuals to be part of the discussion and to work nationally and internationally. According to Chapter chair Carlos Vera, who was an IGF ambassador, the work will include the development of “training programmes

A strong and growing corps of Next Generation Leaders among your Chapter's membership can stimulate your Chapter in countless ways, especially in terms of Chapter functionality and its ability to serve the needs of its community.

for our people to form leaders to participate in the NGL and to promote a deeper understanding of Internet governance.”

F. Identify events or locations where potential members and applicants may be present

You can drop leaflets or brochures about the NGL programme at events or locations (such as universities) where you would expect to find large numbers of potential NGL students (for example, local computer club events, the library of a university, etc).

Don't forget that you can apply for event funding to help cover the costs associated with either putting on a member event to talk about the NGL programme or to go to other locations to give a talk.

VII. Resources

Instant, ready-to-use resources at your fingertip. Contact chapter-support@isoc.org for more information.

- Presentation: adapt according to your audience's needs (to come)
- Brochure: distribute at events or ask your Chapter's members to distribute to their peers and colleagues (http://www.isoc.org/leaders/docs/nextgen_leaders.pdf)
- Poster (to come)
- Web banners (to come)

VIII. Conclusion

As part of our core mission and goals, the Internet Society is committed to providing and expanding opportunities to identify and train new leaders; people who can help preserve and protect today's open and accessible Internet. The Next Generation Leaders programme is central to achieving that goal. We hope you will see it as a valuable tool in your Chapter's toolkit, one that can be adopted, promoted, and leveraged in a multitude of ways that will benefit you, your Chapter's members, and the generations of Internet leaders to come.

If you think your experiences with the NGL programme will benefit others, please send email to chapter-support@isoc.org so that they can be included in future updates of this toolkit.

A nonprofit organisation, the Internet Society was founded in 1992 as a leader in promoting the evolution and growth of the Internet. Through our members, chapters, and partners, we are the hub of the largest international network of people and organizations that work with the Internet. We work on many levels to address the development, availability, and technology of the Internet.

The Internet is critical to advancing economic growth, community self-reliance, and social justice throughout the world. Become a member of the Internet Society and share this vision. For more information, visit <http://www.InternetSociety.org>.
