

At-Large's Subsequent Procedures Scorecard: Communications

Justine Chew

Draft shared on At-Large Consolidated Policy Working Group (CPWG) Call
On Wednesday, 9 September 2020, 13:00 UTC



FOUNDATIONAL ISSUES

Topic/Area:	[13] COMMUNICATIONS [2.4.2]	Priority:	MEDIUM	Settled On:	(07.09.2020)
Related:	<ul style="list-style-type: none"> Metrics in Continuing Subsequent Procedures [2.2.1] Applicant Support Program [2.5.4] Application Guidebook [2.4.1] 				
Key Issues:	Need to improve communication for the next round well in advance of its launch.				
Policy Goals:	<ul style="list-style-type: none"> In developing the communications plan, reach, timelessness, and accessibility must be priorities. Must support overall goals of New gTLD Program, metrics in Continuing Subsequent Procedures [2.2.1], Applicant Support Program [2.5.4] Must consider structure of application window to properly incorporate length of time need to perform outreach 				
Assigned CCT-RT Rec's:	None				
References:	<ul style="list-style-type: none"> SubPro Draft Final Report, 20 August 2020 Production Document_SubPro Draft Final Report, 15 April 2020 SubPro WG Pre-Launch Activities_Summary Document, 7 January 2020 				
What has SubPro PDP WG concluded?	<u>What will SubPro PDP WG recommend?</u>			Is this acceptable? What else needs to be done and by/with whom?	
<p>1. Wide agreement that Communications Plan should serve goal of raising awareness about New gTLD Program to as many potential applicants as possible around the world and to ensure that potential applicants know about Program in time to apply –</p>	<p><u>Affirmation 13.1</u>: WG affirms Implementation Guideline C and Implementation Guideline M from 2007 Final Report:</p> <ul style="list-style-type: none"> IG C, “ICANN will provide frequent communication with applicants and the public including comment forums which will be used to inform evaluation panels.” IG M, “ICANN may establish a capacity building and support mechanism aiming at facilitating effective communication on important and technical Internet governance function in a way that no longer requires all participants in the conversation to be able to read and write English. 			<p>Acceptable in principle, but it is important for the community to understand how “comment forums which will be used to inform evaluation panels”; in particular, controlling factors such as when do comment forums open and close and the identification of commenters are important to avoid abusive use of the comment forums.</p>	

therefore focus should be on **timeliness, broad outreach and accessibility**.

Recommendation 13.2: WG believes that an effective communications strategy and plan is needed to support program goals. Accordingly, recommends the New gTLD communications plan (i) must be developed with **timeliness, broad outreach and accessibility** as key priorities; (ii) must be targeted to achieve Program goals as articulated., and (iii) must include a communications period commensurate in length to achieve those goals.

Implementation Guidance 13.3: For **timeliness**, WG believes that for next round, the Communications Period should begin at least six (6) months prior to the beginning of the application submission period; and should commensurate with time needed for, inter alia:

- Outreach related to Applicant Support
- Establishing and allowing interested parties to engage in the RSP pre-approval process

Implementation Guidance 13.4: Consistent with the recommendation in the Applications Assessed in Rounds topic, WG believes that a shorter communications period (i.e. less than 6 months) may be needed for subsequent round if and when a steady state for application submission periods is established.

Implementation Guidance 13.5: For **broad outreach**, WG believes that consistent with recommendation 8.4.b PIRR, the Program should “Leverage ICANN GSE team to promote awareness of Program within their regions/ constituencies” to support dissemination of Program information and support education and overall outreach. Various SOs and ACs are important partners in sharing information.

Implementation Guidance 13.6: For **accessibility**, WG stresses need for a single, well-designed website dedicated to the Program to support sharing and accessibility of program information, consistent with

Acceptable in principle, however metrics needed to evaluate the effectiveness of any communications strategy and plan in achieving program goals.

Yes. No further intervention needed.

Not essential to negate, can still be subject to update in later PDP. In any case, not necessarily prejudicial.

Acceptable. ACs mentioned as partner for information sharing.

Acceptable.

	<p>recommendation 8.4.a PIRR, where users should be able to seek information in an effective manner, including:</p> <ul style="list-style-type: none"> • Maintain an online knowledge database that is robust, easy to search and navigate, updated on timely basis and emphasizes issues with wide-ranging impact, and applicable references to AGB. • Create an opt-in based notification system for applicants to receive program updates, knowledge database updates, and application-specific updates. 	
<p>2. Recognition that during 2012 round, ICANN Org’s reluctance to provide real-time support was due to its equal access obligations, not wanting to appear to give some applicants information but not others – although legitimate concern, concluded there should be ways to provide real-time support in a manner that doesn’t negate equal access obligations.</p>	<p><u>Implementation Guidance 13.7</u>: For timeliness and accessibility as it relates to applicant communications, WG believes that robust customer support is needed to address substantive and logistical questions as well as inquiries regarding use of applicant-facing systems, real-time communication methods preferred subject to cost limitations.</p> <ul style="list-style-type: none"> • Real-time communication methods are preferred (eg. telephone, online chat) but these may be costly. • May be need for different methods utilized, eg. technical support for submitting an application may be different than responding to substantive inquiries about completing an application. 	<p>Acceptable.</p>
<p>Main Positions of Concern:</p>	<ul style="list-style-type: none"> • Re: Affirmation 13.1 - it is important for the community to understand how “comment forums which will be used to inform evaluation panels”; in particular, controlling factors such as when do comment forums open and close and the identification of commenters are important to avoid abusive use of the comment forums. • Re: Recommendation 13.2 – metrics are needed to evaluate the effectiveness of any communications strategy and plan in achieving program goals. <p><u>Suggested Metrics</u></p> <ul style="list-style-type: none"> ○ (Pending input) 	

DRAFT