

REQUEST INFORMATION

Title of Proposed Activity

Slack License

Community Requestor Name

Chair

NCSG

Stephanie Perrin

ICANN Staff Community Liaison

Maryam Bakoshi

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

We would like to propose the purchase of a license key for Slack for 35 users. The NCSG uses Slack for active discussions in between face-to-face meetings and committee discussions, such as the EPDP and the GNSO Council. Because we are operating on the free version, many active members have run out of archive space, and cannot check back to see what was said in earlier meetings, etc. We currently send on average of 10,000 Slack messages per month and have 20 active users. If we had the paid version, we would have better archival capacity, and more members could join and audit the discussions.

Goal: The goal is to improve communications among members, keep better records, and enable more members to participate (as mentees, etc.)

Format of the program: This is just a question of upgrading to the paid version of Slack

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

This is a real-time communications tool with enterprise-level document management and archiving features.

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

If successful, this would be a recurring expense that we would seek to become a part of the core budget.

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

Aligned with ICANN's mission, commitments and core values:

- Coordinating the community's policy development reasonably and appropriately related to these technical functions
- Employing open, transparent and bottom-up, multistakeholder policy development processes, particularly to engage as many members as we can in the real life engagement on committees and during meetings. This will also enable us to explain terms and issues while the discussion is going on.
- Empowering current and new stakeholders to fully participate in ICANN activities.
- Developing a globally diverse culture of knowledge and expertise available to NCSG members, enabling new members (and especially those operating in their second or third language, to check the discussions and ask questions, or put through google translate at their leisure).

2. Demographics. What audience(s), in which geographies, does your request target?

All ICANN regional groups (note NCSG has members in more than 100 countries).

3. Deliverables. What are the desired outcomes of your proposed activity?

1. More participation of NCSG members at GNSO Council meetings, in Policy Development Process Working Groups, and in Cross Community Working Groups;
2. Better training and engagement of our new members, and re-active less active members;
3. Improve our internal accountability and transparency, by having messages and other communications permanently archived in a searchable tool.

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Slack has advanced analytics and sends a periodic report regarding which members are active or inactive, and tracking the number of messages that are being sent. The NCSG has used the free version of Slack for over 12 months now. From that, we know that we have approximately 20 active users, though that number could rise to 35 if we had the premium version, as some of our members have stopped using Slack because the free version has begun to throttle their access. By default, Slack measures the use of the tool in terms of threads, spaces, and contributions, and we are only charged if a user is active (according to Slack's billing policy, a user is inactive if they have not checked their messages for 14 days or longer). However, the principal metric will be the satisfaction stated by our members once we try out the paid version; we will conduct a doodle poll to see if members feel there was sufficient value added with the upgrade.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

Subject Matter Expert Support:

Not required but if ICANN has a Slack expert we would value their input.

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

No

Language Services Support:

No

Other:

Software licensing - Slack

We anticipate this costing between \$2,000 and \$3,500 for 12 months. Slack charges \$8/user/month, and does not bill us for inactive users. We currently have 20 active users (total: \$1,920/year), however it is possible this may rise to 35 (total: \$3,360).

Travel Support:

No

Potential/planned Sponsorship Contribution:

