

Recommendations to Develop a Global Outreach Program to Broaden Participation in the GNSO

Draft **13** August 2010

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1. Executive Summary

The ICANN Board Governance Committee (BGC) created a working group (the BGC WG) to consider the results of the reviews and recommend a comprehensive proposal to improve the effectiveness of the GNSO, including its policy activities, structure, operations and communications. This BGC WG produced a comprehensive set of recommendations: The “Report of the Board Governance Committee GNSO Review Working Group on GNSO Improvements” (hereinafter the BGC Report) that were approved by the full Board in July 2008.¹

As a follow up to Board approval of many BGC Report recommendations, the GNSO Council formed two steering committees, the Operations Steering Committee (OSC) and the Policy Process Steering Committee (PPSC). The OSC formed three work teams, one of which is the OSC Constituency Operations Team, subsequently called the OSC Constituency and Stakeholder Group Operations Team (OSC CSG Work Team).

The OSC CSG Work Team, with ICANN staff support, created a Work Plan and broke it down into specific tasks. Task 2 directed the work team to develop recommendations for a global outreach program to broaden participation in current constituencies.² It should be noted that when the BGC WG made its initial recommendations, the concept of Stakeholder Groups (SGs) as part of the GNSO structure had not yet been implemented. Since then SGs have been implemented within the GNSO structure along with Constituencies. Thus, unless otherwise stated, these recommendations apply to both Constituencies and Stakeholder Groups.

1.1 Background

The BGC WG Report tasked the Staff “(i) To develop and implement a targeted outreach program to explore the formation of new constituency groups. This outreach program should be designed to reach all current members of the ICANN community and potential members, particularly in areas where English is not widely spoken, and should include the ideas and participation of existing constituencies. Staff should provide periodic

¹ See - <http://www.icann.org/topics/gnso-improvements/gnso-improvements-report-03feb08.pdf>. The BGC Report has been extensively referred to in preparing these recommendations. See also

² Insert citation

progress reports; and (ii) To work with constituencies to develop global outreach programs aimed at increasing participation in constituencies and the GNSO policy process. Staff should provide periodic progress reports.”³

In developing its recommendations, the Work Team considered ICANN’s existing outreach strategies and resources, and efforts to improve global participation in ICANN. The Work Team also considered the outreach efforts of the ICANN Policy Team such as webinars for newcomers, updates on policy issues, orientation materials, and podcasts -- all on the e-learning page accessible from the ICANN main page.

Finally, the Work Team consulted the Board’s Public Participation Committee’s Proposed Work Programme for 2010/2011. The Work Plan identified four main areas of work, including: “Creating a Comprehensive Stakeholder Outreach and Engagement Strategy: Expanding the breadth, depth, and diversity of the directly participating stakeholder/volunteer communities is a strategic priority; this area of work would identify who we have now, who we need to reach out to, and what resources are required.”⁴

2.0 Recommendations

The following recommendations are arranged in two sections:

- Section 2.1: Recommendations for a global outreach strategy to relevant members of the public, particularly non-English speakers and those from developing countries/regions;
- Section 2.2: Recommendations for development of global outreach programs aimed at increasing participation both from current members of the ICANN community as well as potential members, particularly non-English speakers.

2.1 Recommendations for a Global Outreach Strategy **NEED INPUT FROM TONY AND OLGA WITH SPECIFIC EXAMPLES**

The Work Team recommends the following global outreach strategy, which outlines the roles and expectations of the ICANN Community, including Stakeholder Groups, Constituencies, Supporting Organizations, the ICANN Board, ICANN staff, and other volunteers to increasing participation and engagement activities in ICANN by new members of the public. The Work Team recommends that ICANN form a GNSO Global Outreach Strategy Committee (“Committee”) to provide ongoing feedback and support to ICANN’s Communications staff and to the Board’s Public Participation Committee. The Committee should coordinate with existing groups and committees in ICANN that are

³ See BGC Report page 45: <<http://www.icann.org/en/topics/gns0-improvements/gns0-improvements-report-03feb08.pdf>>.

⁴ See Public Participation Committee of the Board, “Proposed Work Programme for 2010/2011” page 1 <<http://www.icann.org/en/committees/participation/proposed-work-programme-for-2010-2011-12mar10-en.pdf>>

engaged in outreach activities, such as the Board Public Participation Committee, the Global Partnership Project, GNSO Stakeholder Groups and ICANN's Regional Support Offices, ICANN Communications staff, ICANN Policy staff. The Committee should seek representation from these groups and other interested ICANN volunteers. The Committee should strive for simple coordination within ICANN, without creating unnecessary protocols or bureaucracy.

The Committee should develop an outreach strategy considering best practices in the area. The Committee should survey the ICANN Community, including SGs, Constituencies, Supporting Organizations (SOs), Advisory Committees (ACs), the ICANN Board, ICANN staff, and other volunteers to accumulate successful outreach plans and outcomes. At a minimum, the outreach strategy should: (1) identify potential members and target populations and develop a plan for reaching these populations; and (2) identify programs and resources that should be used or developed to execute the strategy.

One of the important goals of the Committee should be to establish a focal point of information and resources for newcomers to ICANN to assist with navigating the ICANN structure and facilitate participation and continued engagement in ICANN's activities. The Committee should coordinate the creation of a mechanism for receiving and responding to inquiries about ICANN engagement. The Committee shall provide advice to the ICANN Board and staff about global outreach plans and resources and should regularly assess the success of ICANN's global outreach strategy.

The Committee should leverage ICANN meetings for local outreach activities. In particular, the Committee should cooperate with local hosts to target communities that may be interested in becoming involved in ICANN. The Committee should include these target communities in the ICANN meetings held in their countries. The Internet Governance Forum (IGF) is a good example of what ICANN can do to engage local communities. The IGF attendance statistics show that local participants represent an important percentage of several stakeholder groups in addition to volunteers. The IGF meeting in Egypt for example had a high percentage of young professionals who were participating for the first time. These young professionals learned about Internet governance through programs that included capacity building, summer school, and an orientation session. This is a practice that could be applied to ICANN to increase the participation of young professionals in the ICANN community, particularly from developing regions.

2.1.1 Purpose of Committee

The purpose of the Committee is to provide a centralized authority in the GNSO to coordinate, recommend, consolidate and assist with the execution of the GNSO's outreach objectives.

The Committee's operational plans and activities should further a valid, cost saving and useful purpose aimed at (1) consolidating human and financial resources; (2) creating

efficiency; and (3) and coordinating the organization’s outreach efforts to avoid overlap and duplication of efforts.

2.1.2 Structure of the Committee

2.1.2.1 Mission

The Committee’s mission is to develop long-term strategies to attract new participants into the GNSO activities, identifying activities that may improve the visibility, understanding and participation in the GNSO.

The Committee should recommend activities and develop content that will be used by different GNSO stakeholders to promoting a broader involvement of the global community in the GNSO activities.

The Committee should align its efforts with those done by other ICANN SOs and ACs and the Board in order to provide consistent message to the community.

The Outreach Committee should be comprised of ~~six~~ voting members as outlined in ~~section 2.1.2.2~~ below. In addition, the Committee should establish a specific outreach strategy. It should include an ICANN staff liaison ~~that~~ should be a non-voting member of the Committee. This staff liaison ~~should~~ be someone who is involved in ICANN’s communication efforts, such as the Vice President for Communications and Marketing. It is particularly important for the Committee to coordinate its efforts with the ICANN Communications staff to avoid duplication of effort and to ensure that outreach to the GNSO community is a consideration, when applicable, in ICANN’s communications. In addition, the ~~Board~~ Public Participation Committee shall have periodic member(s) meetings that are focused on the work of the Committee.

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The Committee membership terms should be long enough to allow the participation of host country and neighboring nations, and to leverage the outreach events and alert as many relevant parties to effectuate goals and activities. However, it should not be so long as to prohibit participation by new volunteers from the Community.

The Work Team recommends that the Committee should coordinate marketing efforts with relevant ICANN organizations and could incorporate recommendations from the Work Team’s report [Recommended Common Operating Principles and Participation Guidelines for GNSO Stakeholder Groups and Constituencies; and Recommendations on a GNSO Database of Community Members](#) when establishing other specifics regarding the structure of the Committee, such as voting thresholds etc. staff (Publicity, Events, etc.)

2.1.2.2 Representation on the Committee

The Committee should be represented by members in the following sectors of the ICANN community:

- Individuals;
- Academia;
- Corporations; and
- NGOs.

Volunteers can be members of existing ICANN Constituencies, Stakeholder Groups or Supporting Organizations or can be new to ICANN. However, in all cases, members should demonstrate (1) knowledge of ICANN environment and its policies and procedures; and (2) be willing to act as an ambassador for ICANN and its outreach efforts.

The Board Public Participation Committee should manage the member selection process and be responsible for recruitment/nomination, the application process and the selection of members.

Committee volunteers should be able to use ten slots from the Fellowship budget, to be able to invite ten key people to each ICANN event (leaders of academia, business associations, NGOs, etc. - who represent numerous members/groups).

The Committee will include six voting members from the GNSO Constituencies and Stakeholder Groups as follows:

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- Two members of the Commercial Stakeholder Group;
- Two members of the Non-Commercial Stakeholder Group;
- One member of the Registry Stakeholder Group; and
- One member of Registrar Stakeholder Group.

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In addition, the Committee will include ICANN staff as non-voting members as follows:

- The ICANN Regional Coordinators; and
- One Staff Support.

ALL SUBTEAM MEMBERS: NEED EXAMPLES ON OF OUTREACH STRATEGY, RECOMMENDED TOOLS (MATERIALS, TELECONFERENCE, ETC.) TO BE CREATED BY ICANN STAFF, AND METHODS FOR ASSESSING SUCCESSFUL ENGAGEMENT.

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2.1.2.3 Initial Suggested Goals for First Year of Committee

1. Establish a date for recruitment efforts for members of Committee;
2. Establish a date for first meeting;
3. Establish a date for completion of Charter;
4. Create an Operating plan and Budget at least one year ahead of execution;
5. Conduct a review or audit of existing outreach activities and materials

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6. Develop a plan for consolidation and creation of resources and new programs;
and
7. Develop activities/workshops and materials.

The funding model for Committee should be designed to reimburse participation costs for Committee members and to support and fund the Committee's programs and activities.

2.1.3 Identifying Potential Members and Target Populations

The Committee should consult with ICANN stakeholders to identify potential members of the ICANN community and underrepresented populations. The Committee should make targeted efforts to reach individuals, organizations, universities and members of academia and commercial enterprises in developing regions, such as Africa. In addition, in some regions, such as Latin America, ICANN's current outreach efforts should be expanded beyond support of ccTLD training programs and events and should encourage participation in broader ICANN issues that are also relevant to the region. The Committee should contact the following ICANN stakeholders for recommendation for new members as follows:

1. Members of existing Groups;
2. Participants in SOs and Advisory Committees ACs;
3. Participants in Work Groups/Work Teams;
4. Contact At large structures already part of the Regional At Large Structures (RALOS) that are part of the ALAC At Large Advisor Committee (ALAC); and
5. Contact members of the Fellowship community. (Note that the Fellowship program has existed since the ICANN meeting in San Juan Puerto Rico, June 2007.)

The Committee should survey ICANN Stakeholders to identify:

1. Populations engaged in DNS issues but otherwise underrepresented in ICANN;
2. Individuals and organizations involved in related DNS/Internet Governance organizations;
3. Industries and organizations (public, private, nonprofit, government related) with an interest in DNS/Internet Governance;
4. People/organizations that may have submitted comments to ICANN, but not regularly engaged in an ICANN Group or Working Group;
5. People who were previously active within ICANN;
6. Universities which focus of study and investigation are related with DNS/ Internet Governance; and
7. Successful and pioneer projects that are happening now in some regions.

The Work Team identified several successful outreach programs that could be used to inform and support the Committee's efforts. For example, the Fellowship program proved that "investing" on young participants and developing young experts is

worthwhile. ICANN could consider developing a program for youth similar to the work of the ITU. See: http://www.itu.int/ITU-D/youth/itu_telecom_youth_forums.html.

Another example is the South School on Internet Governance (“SSIG”), which rotates among countries in the Latin American Region. See: www.south-ssig.com.ar. The first SSIG was organized in Buenos Aires Argentina in 2009, in the ITBA University, the most prestigious engineering school) in Argentina. The second was organized in Sao Paulo, Brazil. With the help of some companies and organizations that contribute to a fellowship program, several students and young professionals from the Latin American Region are granted fellowships to participate in a one-week intensive training program. The students meet approximately twenty-five specialists from Europe, USA, Latin America and from the hosting country.⁵

ICANN should be much more active with the SSIG and should engage more of its key representatives in the program. The SSIG should be used as an outreach platform for ICANN and for the GNSO. ICANN stakeholder representatives, staff members, and other members of the ICANN community should participate in panel discussions at SSIG meeting to explain the importance of the policy development process within GNSO and ICANN.

The outreach strategy and target populations should be modified consistent with input and recommendations received from ICANN stakeholders.

2.1.4 Financial Resources for the Implementation of Global Outreach Strategy

The Committee should coordinate with ICANN Staff to determine the amount and source of funding currently allocated to outreach activities, such as with the Board Public Participation Committee, the Global Partnership Project, the fellowship Program, ICANN’s Regional Support Offices, ICANN Communications staff, and ICANN Policy staff. The Committee can review these resources and provide recommendations, as necessary and consistent with executing the Committee’s outreach strategy.

In the case of self-formed new constituencies that involve non-commercial communities, which include developing regions of the world, the outreach strategy should consider a method of providing financial assistance for the startup of these constituencies, such as restricted funding to attend ICANN meetings for their leadership, during the initial stages of establishing the constituency, should be foreseen.

2.1.5 Marketing and Other Resources for the Implementation of Global Outreach Strategy

Maximizing use of ICANN’s Website and Social Media: With input from the ICANN community and the Committee, ICANN should evaluate the effectiveness of the ICANN website as resources for newcomers to the ICANN community. ICANN should make

⁵ South School on Internet Governance SSIG www.south-ssig.com.ar

efforts to provide introductory information in an abridged and clear format, in readily identifiable locations on the website. Whenever possible, every effort should be made to consolidate information about ICANN and the benefits of engagement to a single webpage. ICANN should engage the target population using social media channels and DNS industry websites and blogs. The website, blogs and social media channels should provide a clear entry point for newcomers to ICANN with guidance on how to engage in ICANN, how to select a Stakeholder Group or Constituency to join and a summary of some of the pressing or “hot topics” being discussed. For example, could use social media to encourage participation in the GNSO community among young people, such as Facebook and twitter. In addition, ICANN could develop podcasts and webinars that are targeted to young people to encourage them to participate in the GNSO.

In addition, the Work Team identified examples of successful guides for newcomers. For example, the IETF’s guide called “Tao of IETF” can be considered as a model. See: <http://www.ietf.org/tao.html>.

Maximizing use of Events: The Work Team recognized that in many developing countries and areas in the world, face-to-face interaction with the target population may be the best outreach tool. The Work Team recommends that ICANN participate in and seek out global Internet events. ICANN can hosting an information booth and try to secure ICANN keynote speakers. Events and meetings such as those sponsored by the Internet Governance Forum, GAID Forums, WITSA global events should be considered. ICANN should also consider supporting capacity building efforts such as the concept of the “School of Internet Governance” seminars and other similar academic programs currently held in Europe and South America as a part of its marketing and recruitment strategy. In addition, ICANN should leverage regional events by opening attendance to all stakeholders, provided that appropriate content for newcomers is included and that increased attendance can be managed in a cost-neutral way.

ICANN should also consider using ICANN events more efficiently, to ensure that multiple local trade and industry associations, non-governmental organizations (NGOs), academic institutions and civil society organizations are represented at these events, even though they are not regular stakeholders.

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Maximizing use of ICANN’s print and advertising/PR materials: With input from the GNSO community and the Committee, ICANN should create an orientation guide for newcomers to the GNSO. In addition, ICANN should create a quarterly electronic communication, tailored to an audience of GNSO newcomers that provides a synopsis or high-level review of the GNSO’s pressing topics or developments. To increase participation from the GNSO community, ICANN should encourage community members to contribute content on key issues that could be included in regular publications or postings.

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Maximizing the Use of Mailing Lists and Databases: With input from the GNSO community and the Committee, ICANN should widely disseminate its electronic materials and publicize its outreach activities using contacts it receives from the GNSO community and other stakeholder. In addition, the Committee should encourage community discussion about relevant topics by creating a database of interested parties that can be used for a discussion list.⁶ ICANN also should leverage external mailing lists from other communities to disseminate materials. For example, the regional manager in Africa and the GNSO Secretariat use the “Africann” mailing list to disseminate announcements.

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2.1.6 Improving ICANN’s Communication with a Global Audience through a Commitment to Translation

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ICANN should use its best efforts to provide its GNSO outreach related materials, official briefings, announcements, official notices, podcasts and other e-learning materials, and policy summaries in the official United Nation (UN) languages. The Committee should work with the ICANN community to assist Groups and other ICANN stakeholder to adopt a similar commitment to translation. In addition, it would be helpful if ICANN could engage multilingual contacts for newcomers. These contacts could be volunteers who also could respond to non-English language inquiries from prospective GNSO community members.

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2.2 Recommendations for Development of Global Outreach Programs

The BOG report directed ICANN Staff and the GNSO to develop recommendations for programs that clarify and promote the option to self-form a new constituency particularly in those areas where English is not widely spoken. Specifically, ICANN Staff was tasked to “(i) develop and implement an outreach program to explore the formation of new constituency groups, particularly in areas where English is not widely spoken; and (ii) to work with constituencies to develop global outreach programs aimed at increasing participation in constituencies and the GNSO policy process.”⁷

NEED INPUT FROM DEBBIE/MICHAEL IN THE FOLLOWING HIGHLIGHTED SECTIONS

⁶ See BGC Report page 46: “(ii) Staff, in consultation with the Council, to develop within six months, and maintain, a database of all members of all constituencies and others involved in GNSO issues but not formally a part of any constituency. This database will be used for interested parties to communicate on a “GNSO-discussion list” about GNSO issues, and the formation of new working groups in particular. The database needs to be constructed in a manner consistent with privacy considerations of individuals.”

⁷ BGC WG Report, page 54 <<http://www.icann.org/en/topics/gnso-improvements/gnso-improvements-report-03feb08.pdf>>.

The Committee should develop programs for implementation by ICANN staff that clearly outline and describe opportunities/benefits for potential members and provide “(information-based) incentives to encourage stakeholder organizations to participate.”⁸ The global outreach programs should provide easy ways for potential participants to determine where they might best fit in the structure (e.g., guided questionnaire) and how best to get started (e.g., simple flow chart with links to information sites). The Work Group recommends that ICANN staff create a “how to” orientation or guidance document explaining the different ways to become involved in ICANN according to the participants interests.

2.2.1 Workshops

Debbie and Michael to add details about Newcomer Workshop (“Workshop”) and materials

The Work Team encourages the Committee to develop and implement workshops and supporting materials with the goal of coordinating, consolidating or expanding existing programming to achieve a more focused approach to introducing new members to the ICANN in an efficient and cost efficient manner. These workshops should occur in the target regions identified above in Section 2.1.3 and in areas or at events where members of the target populations can participate, such as existing conferences, symposia, etc.

Generally, the workshops should have main sessions about ICANN overview, description of its structure and other advanced sessions about ongoing activities. Panelists should be from the ICANN community and staff. It is important to involve ICANN community members from the region where workshop is held.

Workshops should be focused on those issues that are more relevant in relation with the context where they are organized. For example, internationalized domain names (IDNs) should be high priority in countries where this is needed and new generic top level domains (gTLDs) and general information could be useful in developing countries. An example of a successful regional model is used by the Internet Society (ISOC) for its INET conferences. See <http://www.isoc.org/isoc/conferences/inet/>

Newcomer Workshop

As one of its initial programs, the Work Team recommends that the Committee develop and implement a Newcomer Workshop (“Workshop”) and related materials. The curriculum of the Workshop should provide detailed and practical information designed to assist participants’ engagement with ICANN and policy development. To maximize the effectiveness of the experience, the Workshop should be a full day, in-person program. The Work Team recommends the following items for inclusion in the curriculum:

⁸ BGC WG Report, page 8 <<http://www.icann.org/en/topics/gnso-improvements/gnso-improvements-report-03feb08.pdf>>.

1. ICANN’s structure, including an explanation of the organization chart
2. Briefings and information about key ICANN participants, and leaders in various SGs;
3. Introduction to ICANN’s “culture” of engagement, including protocols and nuances of online discussion groups, and Public meetings
4. Explanation of how policies are developed and implemented
5. Explanation of how a participant can to affiliate with a SG or Constituency
6. Explanation of existing Work Teams, the policy work and which of these are accepting new participants
7. Demonstration of using ICANN’s resources such as navigating the website, using ICANN’s email and document archives, wikis
8. Demonstration of remote participation.

As described above, the Workshop faculty should include, to the extent possible, broad participation from the ICANN Board, representatives from SGs/Constituencies and Staff, especially representatives from regional ICANN offices and regional partner organizations and those from regional academic community and educational institutions.

These Workshops should be hosted in the various target regions and designed to include participation from the target populations. In addition, the Committee should host the Workshop at ICANN Public Meetings, perhaps during the weekend before the opening ceremony.

2.2.2 Newcomer Workshop Materials

The Committee should prepare robust Workshop materials that correspond with Workshop curriculum, including a (1) booklet for beginners and (2) a resource manual that contains a formal accumulation of topical materials designed in an academic format.

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In addition, the Committee should consider working with academic professional already delivery similar or related curricula for assistance, particularly in developing countries. Also, in developing countries where the population may be unaware of the existence of ICANN, of root servers, or of general Internet coordination, the Committee should establish meaningful relationships between ICANN and the professorships to encourage the exchange of information and collaboration. The Committee can work with the local academic community to develop Workshop materials and content in several languages and will help developing a local vision of the different topics.

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2.2.3 Other Programs

In addition to workshops, the Committee should encourage ICANN to consider supporting more long-term capacity-building and learning programs with an exclusive focus on ICANN structure, activities. For example, the Work Team identified a program provided by DiploFoundation with which ICANN has already partnered. This relationship could be expanded. See:

<http://www.diplomacy.edu/ig/IGCBP/display.asp?Topic=Programme>. The Work Team also noted that ISOC started a similar process this year with its own leader program. See <http://www.isoc.org/leaders/>.

Also, the Work Team suggested that the Committee consider a mentor program. Newcomers could be referred to the Committee via responses to a dedicated email address at the outreach portion of the website and could be match to mentors. The Work Team noted the IETF has a similar program for its fellows who attend the IETF meetings for first time to ensure there is follow-up and help for those that want to be involved. Another example is the new user summit that was part of the ALAC Summit held at the ICANN meeting in Mexico City in March 2009.

2.2.4 Components of the Global Outreach Program

The Committee should consider developing and hosting in person global outreach programs within each of the ICANN five regions, with a special emphasis on non-English speaking and/or developing regions/countries. ICANN should establish or increase its presence at regional Internet-policy events and coordinate with ICANN community members from the region at the events. ICANN should consider increasing its presence and the awareness of ICANN related developments at such events by hosting an informational booth or organizing informal or formal workshops or presentations at those events.

The Committee's global outreach programs should include the following elements:

1. Participating in and visibility by ICANN stakeholders in different global, regional, and national seminars and congresses, with a focus on domain name system and Internet governance issues;
2. Building a stable and close relationship with key university institutions in all five continents and use their academic networks to keep the faculty members, students and community aware of DNS and ICANN activities;
3. Developing a capacity building program in particular for people from developing regions, policy-makers, etc.;
4. Hosting webinars and conference calls;
5. Engaging in social media/blogs; and
6. Ensuring support from ICANN Board and staff, SOs and ACs.

NEED INPUT/EXAMPLES FROM ALL SUBTEAM MEMBERS IN THE FOLLOWING HIGHLIGHTED SECTIONS

2.2.5 Recommended Implementation Timeline and Assessing Results

The Committee's global outreach programs should... [Need some details and suggestions here]

- o Frequency of programs?

- o Best times of the year for outreach programs: It would be helpful to consider hemispheric, regional, and national holidays. However, the Work Team recognizes that this can be very challenging and may not always be possible.

The global outreach programs should be evaluated every _____. For example, the Committee could make available surveys for SGs and Constituencies to distribute to new members so that they may indicate how they learned about ICANN and the GNSO. Such surveys also could be sent to new participants in GNSO working groups.

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How else will the programs be evaluated for success??? [Need some details and suggestions here]

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