

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

Draft 27 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 Generic Names Supporting Organization (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 GNSO constituencies.² It should be noted that when the BGC WG made its initial recommendations, the concept of Stakeholder Groups 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; and
- 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

The Work Team recommends the following global outreach strategy, which outlines the roles and expectations of the GNSO Community for increasing participation and engagement activities in the GNSO by new members of the public. The Work Team recommends that ICANN form a GNSO Global Outreach Strategy Committee (hereinafter “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/gnso-improvements/gnso-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 Constituencies, ICANN’s Regional Support Offices, ICANN Communications staff, and ICANN Policy Development 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 Stakeholder Groups, 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 [participants](#) and target populations and develop a plan for reaching these populations; and (2) identify programs and resources that [could](#) 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 the GNSO to assist with navigating the GNSO structure and facilitate participation and continued engagement in the GNSO’s activities. The Committee should coordinate the creation of a mechanism for receiving and responding to inquires about engagement in the GNSO. The Committee shall provide advice to the ICANN Board and staff about global outreach plans and resources and should regularly assess the success of the GNSO’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 the GNSO to increase the participation of young professionals in the GNSO community, particularly from developing regions.

One starting point for outreach in those communities or regions not already engaged in the GNSO could be to select one university in the region that could provide a contact person with whom the Committee could engage. This relationship could benefit the university and ICANN. Specific information related to Internet policy, coordination, domain names, Internet Protocol (IP) addresses, root servers and other relevant issues discussed in the GNSO and at ICANN in general could be provided to interested parties, to use it as training material for their members and participants, who may be interested in

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engaging in the GNSO. This relationship could be established through the Committee, which would be responsible for finding key interested organizations, (one per organization type and per sub-region for example) and to map them globally.

Although the Work Team thinks that a special emphasis should be on outreach to universities that have not previously been involved in ICANN, it also recommends that the Committee should consider non-academic contacts in the region such as local Internet Society chapters, local business associations, local members of the non-governmental organization Branch of the United Nations and others,

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2.1.1 Purpose, Mission and Activities of the Committee

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

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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 GNSO outreach efforts to avoid duplication of effort.

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

The Committee should recommend activities and develop content that could 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 of other ICANN Supporting Organizations and Advisory Committees and the Board in order to encourage a consistent outreach message relating to the GNSO.

The Work Team recommends that the Committee should coordinate outreach 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, voting thresholds, publicity, events, and other activities.

2.1.2 Membership of the Committee

The Committee should be comprised of six voting members as outlined in section 2.1.2.1 below. In addition, the Committee should establish specific outreach strategies. 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 or his/her designee.. 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 and to ensure consistent communication.

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 GNSO community. The Work Team recommends that there should be a Drafting Team to develop the Charter for the Committee. The Charter shall include specific terms and term limits.

2.1.2.1 Representation on the Committee

To the extent possible with a small committee, the Committee should include:

- Representatives from different sectors of the GNSO community (e.g., individuals, academia, commercial enterprises and non-governmental organizations);
- Participants from different geographic regions and of different genders.

Committee members may be from existing GNSO Constituencies or Stakeholder Groups, or may be new to ICANN. However, in all cases, Committee representatives should (1) demonstrate a willingness to learn about the GNSO and its policies and procedures; and (2) be willing to act as an ambassador for the GNSO and its outreach efforts.

The GNSO Council should manage the development of the Committee through the creation of a Drafting Team to develop the Committee's Charter. The Charter shall include procedures for member recruitment, application, selection, terms and term limits. The Charter also set goals for the completion of the membership selection process, establishment of a meeting schedule, and participation guidelines.

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Committee members should cooperate with the ICANN Fellowship selection team to be able to invite up to ten key people to each ICANN event, who may include people who represent numerous groups, such as leaders of academia, business associations, and non-governmental organizations.

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

- 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.

In addition, the Committee should include ICANN staff as non-voting members, including invitations for staff supporting the ICANN Global Partnerships on an as-needed basis.

2.1.3 Identifying Potential Participants and Target Populations

The Committee should consult with GNSO stakeholders to identify potential participants of the GNSO 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, particularly in Africa. In addition, in some regions, such as Latin America, ICANN's current outreach efforts should be expanded beyond support of country code top level domain (ccTLD) training programs and events and should encourage participation in GNSO issues that are relevant to the region. The Committee should contact the following ICANN stakeholders for recommendation for new participants as follows:

1. Members of existing GNSO Working Groups and Work Teams;
2. Participants in Supporting Organizations and Advisory Committees;
3. The Regional At Large Structures (RALOS) that are part of the At-Large Advisory Committee (ALAC); and
4. 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 domain name system (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 and organizations that may have submitted comments to ICANN, but who are not regularly engaged in a GNSO Working Group;
5. People who were previously active within ICANN;
6. Universities that focus on studies and research related to 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 in young participants and developing young experts is worthwhile. The telecommunications youth forums at the International Telecommunications Union (ITU) are another example. See: http://www.itu.int/ITU-D/youth/itu_telecom_youth_forums.html.

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Deleted: <#>establish a date for completion of recruitment efforts for members of the Committee; <#>Establish a date for the first meeting; <#>Establish a date for completion of the Charter; <#>Create an Operating plan and Budget at least one year ahead of execution; <#>Conduct a review or audit of existing GNSO outreach activities and materials; <#>Develop a plan for consolidation and creation of resources and new programs; and <#>Develop activities/workshops and materials.

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In addition, the South School on Internet Governance (SSIG), which rotates among countries in the Latin American Region, could be a useful example. 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. Under the SSIG, 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

The Work Team recommends that the GNSO outreach strategy should include engagement with the SSIG and with its key representatives. For example, members of GNSO Stakeholder Groups and Constituencies and other members of the ICANN community could participate in panel discussions at SSIG meetings to explain the importance of the policy development process within the GNSO.

The GNSO outreach strategy and target populations should be coordinated with input and recommendations received from GNSO stakeholders and members of the ICANN community.

2.1.4 Financial Resources for the Implementation of a Global Outreach Strategy

[Funding for the Committee should include tools to support the participation of Committee members, and support for the Committee's programs and activities.](#)

The Committee should coordinate with ICANN Staff to determine the amount and source of funding currently allocated to outreach activities to ensure efficiencies and avoid duplication of effort. For example, the Committee should coordinate its funding with funding for other outreach activities, such as those of 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 should review these other outreach 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, such as in 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 new constituency leaders, during the initial stages of establishing the constituency.

Comment: Should we also consider use of GNSO allocated travel funds for this in coordination with GNSO SGs?

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

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

The Work Team provides the following recommendations for the Committee’s global outreach strategy to ensure efficiencies and avoid duplication of effort in the following areas:

Maximizing use of ICANN’s Website and Social Media: As part of its global outreach strategy the Committee should evaluate the effectiveness of the ICANN and GNSO websites as resources for newcomers to the GNSO community. For example, the Committee should provide recommendations for easily accessible introductory information in an abridged and clear format that could be included on the GNSO website. The Committee’s global outreach strategy also should include recommendations for ICANN to engage the target population using social media channels and DNS industry websites and blogs. For example, the GNSO website, ICANN blogs and social media channels, should provide a clear entry point for newcomers to the GNSO with guidance on how to engage, how to select a Stakeholder Group or Constituency to join, and a summary of some of the hot topics under discussion. These social media, such as Facebook and twitter, are particularly useful for encouraging participation in the GNSO community among young people. In addition, the Committee’s global outreach strategy should include recommendations for material for podcasts and webinars that are targeted to young people to encourage them to participate in the GNSO. An example of a successful guide for newcomers is the “Tao of IETF” by the Internet Engineering Task Force (IETF). 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 is a key outreach tool. The Work Team recommends that the Committee’s global outreach strategy should include engagement in global Internet events. For example, at these events the outreach strategy could include an ICANN information booth and members of the GNSO community or ICANN staff as keynote speakers. The Committee should consider events and meetings such as those sponsored by the Internet Governance Forum, Global Alliance for ICT and Development (GAID) forums, and World Information Technology and Services Alliance (WITSA) global events. The Committee’s global outreach strategy also could include support for capacity building efforts such as the “School of Internet Governance” seminars and other similar academic programs currently held in Europe and South America. In addition, the Committee’s global outreach strategy 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. In addition, the Committee’s global outreach strategy should include efficient use of ICANN events to ensure that multiple local trade and industry associations, non-governmental organizations, academic institutions and civil society organizations are represented at these events, even if they are not GNSO stakeholders.

Comment: Should we suggest that a GNSO newcomers meeting be held at ICANN meetings in addition to the ICANN orientation meetings?

Maximizing use of ICANN’s Communications and Public Relations materials: The Committee’s global outreach strategy should include recommendations for an orientation

guide for newcomers to the GNSO. Recommended materials could include 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, the Committee’s global outreach strategy should include ways for GNSO community members to contribute content on key issues in regular publications or postings.

Maximizing the Use of Mailing Lists and Databases: The Committee’s global outreach strategy should include recommendations for ways that ICANN could widely disseminate its electronic materials and publicize its outreach activities using contacts it receives from the GNSO community and other stakeholders. In addition, the Committee’s strategy should include recommendations to encourage community discussion about relevant topics. One such example could be a database of interested parties that can be used for a discussion list on particular topics.⁶ The Committee’s global outreach strategy also should include recommendations for how ICANN could 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.

2.1.6 Translation in the Global Outreach Strategy

One of the Work Teams established by the OSC as part of the GNSO improvements process was the Communications and Coordination (CCT) Work Team.⁷ The CCT has completed consolidated report of recommendations to improve GNSO communications, which were approved by the GNSO Council at its meeting in Brussels, Belgium on 23 June 2010.⁸ These recommendations included multi-language support for the GNSO website, and making localization policies consistent. In addition to these recommendations, the OSC CSG Work Team recommends that the Committee’s global outreach strategy should include funding for GNSO outreach-related materials; official briefings, announcements, and notices; podcasts and other e-learning materials; and policy summaries to be made available the official United Nation (UN) languages in accordance with ICANN’s Translation Principles.⁹ The Committee’s strategy should include recommendations for tools and funding to assist GNSO Stakeholder Groups and Constituencies to adopt a similar commitment to translation. In addition, the Committee’s strategy should include recommendations for engaging volunteer

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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 See the wiki at: https://st.icann.org/icann-osc/index.cgi?osc_communications_team.

⁸ See: <http://gnso.icann.org/drafts/cct-consolidated-report-final-09apr10-en.pdf>.

⁹ See: <http://www.icann.org/en/accountability/frameworks-principles/community.htm#e>

multilingual contacts for newcomers and to respond to non-English language inquiries from prospective GNSO community members.

Selected universities engaged in outreach activities by sub-region also could be engaged to assist with the translation and preparation of material for outreach. These institutions provide guidance on which languages are relevant for the local community, as in some regions of the world the official language(s) may not be sufficient for these purposes.

2.2 Recommendations for Development of Global Outreach Programs

The BCG 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.”¹⁰

The Committee should develop programs that clearly outline and describe opportunities and benefits for potential constituency members and provide “(information-based) incentives to encourage stakeholder organizations to participate.”¹¹ 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 Team recommends that the Committee’s global outreach strategy should include the creation of a “how to” orientation or guidance document explaining the different ways to become involved in the GNSO according to the participants’ interests.

2.2.1 Workshops

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 GNSO community 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, and related activities. These workshops should be conducted as online interactive presentations and tutorials whenever these can be provided effectively.

Comment: Should we also suggest online interactive tutorials. They could be much for cost-effective over time and would not require in-person attendance so more people could take advantage of them from more parts of the world.

¹⁰ BGC WG Report, page 54 <<http://www.icann.org/en/topics/gns0-improvements/gns0-improvements-report-03feb08.pdf>>.

¹¹ BGC WG Report, page 8 <<http://www.icann.org/en/topics/gns0-improvements/gns0-improvements-report-03feb08.pdf>>.

Generally, the workshops should have main sessions with an overview of the GNSO and of ICANN, description of the GNSO and ICANN structure, and other advanced sessions about ongoing activities. Panelists should be from the GNSO and ICANN community and staff. Where feasible and effective, involve GNSO and ICANN community members from the region where workshop is held.

Comment: Might want to suggest the following: To the extent possible, involve local community members from each SG.
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Workshops should be focused on those issues that are particularly relevant to local GNSO stakeholder and potential community members. For example, internationalized domain names (IDNs) should be a high priority in countries where the local language is in a non-Latin script. Information on new generic top level domains (gTLDs) 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/>)

2.2.2 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 the GNSO and particularly in the policy development process. To maximize the effectiveness of the experience, the Workshop should be a full day, in-person program with a specific financial sponsorship program to ensure a cost neutral exercise (i.e. sponsors would be allowed to post their marks on associated workshop materials for their financial support). The Work Team recommends the following items for inclusion in the curriculum:

Comment: It would be good to also have a video (maybe shorter version) of the workshop that can be viewed by participants who a) can’t attend an in person workshop, and/or b) want a refresher.

1. ICANN’s structure, including an explanation of the organization chart;
2. Briefings and information about key ICANN and GNSO participants, including leaders of GNSO Stakeholder Groups and Constituencies;
3. Introduction to ICANN’s culture of engagement, including protocols and nuances of online discussion groups, and Public meetings;
4. Explanation of how GNSO policies are developed and implemented;
5. Explanation of how a participant can participate in a Stakeholder Group or Constituency;
6. Explanation of existing Working Groups, their policy work, and which of these are accepting new participants;
7. Demonstration on how to navigate ICANN’s resources such as the website, using ICANN’s email and document archives, and wikis; and
8. Demonstration of remote participation tools, such as Adobe Connect.

Comment: This seems way too long to me. Even if we can fill the time, I think very few people could commit to this much time; moreover it would increase the cost. I think it would be better to have one or two hour sessions. There could be one for total novices and a more advanced one for those who want more depth.

Comment: In-person is great for those who can attend but it is expensive and will never cover as many people. We should also encourage the development and implementation of live remote sessions and on-line interactive tutorials.

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As described above, the Workshop faculty should include, to the extent possible, broad participation from the ICANN Board, representatives from Stakeholder Groups and Constituencies, and ICANN staff – particularly representatives from regional ICANN offices and regional partner organizations – and GNSO community members from regional academic communities and educational institutions.

Comment: How about adding a “who’s – who” of ICANN segment? When I first started actively participating in ICANN I wrote down all the names I heard repeatedly and Googled them to find out who they were and why I kept hearing their names at ICANN.

These Workshops should be hosted in the various target regions and designed to include participation from the target populations. In addition, the Committee's global outreach strategy should include recommendations for hosting the Workshop at ICANN public meetings.

2.2.2.1 Newcomer Workshop Materials

The Committee should prepare robust Workshop materials that correspond with the 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.

In addition, the Committee should consider working with academic professionals who have produced similar or related curricula, 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 academic personnel 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.

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 and 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/>.

The Work Team recommends that the Committee consider the development of a mentor program. For example, newcomers could be referred to the Committee via responses to a dedicated email address at the outreach portion of the GNSO website and could be matched to mentors. The Work Team notes 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.

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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. The Committee's recommendations

could include methods for ICANN to increase its presence at regional Internet policy events and to coordinate with GNSO community members from the region at the events. For example, the Committee could recommend that 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 strategy 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 DNS and Internet governance issues;
2. Building a stable and close relationship with key university institutions in all five continents and engaging their academic networks to keep the faculty members, students and community aware of DNS and ICANN activities;
3. Developing a capacity-building program to encourage participation in the GNSO from developing regions;
4. Hosting webinars and conference calls;
5. Engaging in social media and blogs; and
6. Ensuring support from ICANN Board and staff, Supporting Organizations, and Advisory Committees.