GGP Applicant Support

- The Guidance Process (GGP) Applicant Support was initiated by the GNSO Council in August 2022

- The GGP has held 4 meetings (21 Nov, 5 Dec, 19 Dec, 9 Jan)

- Applicant Support is covered in Topic 17 of the SubPro Final Report and consists of Recommendations and Implementation Guidance which will form the basis of the GGP work (p71-83)

- **The role of the GGP is strictly limited to providing guidance that will assist the implementation of SubPro Recommendations, and to develop metrics that will demonstrate that our guidance has been useful.**

Five Tasks of the GNSO GUIDANCE PROCESS GROUP

TASK ONE: Review related documentation (especially the SubPro Final report which contains recommendations and implementation guidance)

TASK TWO: Org staff will start looking for experts to assist the GGP group

TASK THREE: Prioritisation of a set of criteria suggested by the SubPro in Recommendation 17.9.

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TASK FOUR: Look at some specific metrics to help identify how the group will measure success of its new guidance process (google doc /homework)

TASK FIVE: Evaluate our guidance from the perspectives of "how do we measure success" and present our report to the GNSO BY SEPTEMBER

Task: Guidance - but with a METRICS focus

> **Recommendation 17.3:** an <u>improvement</u> in outreach, awareness-raising, application evaluation, and program evaluation elements of the ASP

- **Guidance 17.4:** Outreach and awareness raising activities <u>should be delivered well in advance</u> of the application window opening, as longer lead times help to promote more widespread knowledge about the program.

- **Guidance 13.3:** For timeliness, the WG believes that the Communication period should <u>begin at least 6 months prior</u> to the beginning of the application submission period.

Awareness and Education (spreadsheet)

2	Awareness and Education
3	number of outreach events and follow up communications with potential applicants
4	level of awareness about the New gTLD Program/Applicant Support Program
5	number of enquiries about the program/level of interest expressed/number that considered applying
6	number of applicants
7	first-time applicants versus repeat applicants
8	applicants submitting a single application versus portfolio applicants
9	applications based on pre-existing trademarks
10	diversity and distribution of the applicant pool: geographic diversity, languages, scripts
11	

- **HOW is the data to be collected?**

- **What is the MEASUREMENT TECHNIQUE?**
  - **How is this going to SUCCESSFULLY MEASURE IMPROVEMENT?**

- **What represents SUCCESS?**

- **What APPROACHES are we going to use, and**

- **What IMPACTS are we expecting applicants to achieve from our :**

  OUTREACH

  EDUCATION

  BUSINESS CASE DEVELOPMENT

  APPLICATION EVALUATION

Timeline to produce our Final Report

Draft Timeline – December 2022 to September 2023

Meetings	Tasks
05 and 19 December 2022	Work Plan & Timeline development, Tasks 1 & 2
02, 16, 30 January 2023	Finalize Work Plan & Timeline – to GNSO Council 09 Jan 2023; Finalize Tasks 1 and 2; Begin Tasks 3, 4, & 5 (metrics)
13 & 27 February 2023	Finalize Tasks 3, 4, & 5 (metrics); Task 6 (Finance)
13 and 27 March 2023, including ICANN76	Finalize Task 6 (finance), develop Draft Report
April-May 2023	Continue Draft Report development
May-June 2023, including ICANN77	Publish Draft Report; begin public comment review
July-August 2023	Finish public comment review & develop Final Report
September 2023	Finalize Report and deliver to Council