Evaluation Components, Descriptions & Forestry Example

Evaluation Component	Description	Example (Forestry)
Goal	What is the aim? What is the desired outcome?	To stop illegal deforestation
Indicator	What would indicate the goal has been achieved? How will you know when it is achieved?	Reducing illegal deforestation from 100 hectares to <10 hectares of forest per year, within the next three years. Measurable reductions of illegal deforestation of at least 30% year over year.
Data source (metric)	What data/information should be collected and analyzed to determine if the goal was met?	Satellite images, field reports and data collection, remote sensing, reports from law enforcement, independent scientific analysis and confirmation.

Evaluation Components, Descriptions & ASP Example

Evaluation Component	Description	Example (Applicant Support, ASP)
Goal	What is the aim? What is the desired outcome?	To widen and deepen the applicant pool to increase the number of qualified, diverse applicants to the program.
Indicator	What would indicate the goal has been achieved? How will you know when it is achieved?	The number of applicants that qualify for support is ≥0.5% of total gTLD applications in the next round. >60% of supported applicants from countries classified as emerging, developing, or least developed economies. >50% of supported applicants from civil society, social enterprise, and/or community organizations
Data source (metric)	What data/information should be collected and analyzed to determine if the goal was met?	Registration and demographic information from participants in outreach and engagement efforts and from ASP and gTLD applicants

Questions to Consider to Inform Goal-Development

1. What future desired result(s) are we seeking to achieve with the Applicant Support Program?
2. Taking into account different aspects of the program (e.g., pro bono services; application fee reduction; auction bid credit/multiplier), what are the goals related to each of these?
3. If you were evaluating Applicant Support in a few years, how would you describe a successful program? How would you describe an unsuccessful program?

Questions to Consider to Inform Indicator- & Metric-Development

1. What would be clear, measurable indications that we reached the end goals for the Applicant Support Program as opposed to conducting a lot of activities but failing to reach the desired goals?
   a. For instance, ICANN org could convene 12 events that clearly contributed to a goal to widen and deepen the applicant pool OR hold 112 events that were a lot of work but did not achieve that goal. Is level of effort considered success or is achieving the goal considered success?
2. How would a future evaluator determine whether the goal(s) for Applicant Support were achieved?
   a. For example, how would one measure "level of awareness" if this were an indicator of success? Whose level of awareness are we measuring, compared to what previous level of awareness, and how will we measure it?
3. What data and information will be most important to collect and analyze to determine whether the goals for the Program were achieved?