



GGP – CPWG consultation

Applicant Support Programme

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GGP - Raising Awareness

GOAL: That potential applicants from under-developed and developing regions should be a priority target of events, communication channels, and publications.

- Approach: While not excluding any regional events, ICANN org should prioritize targeting potential applicants from under-developed and developing regions, over regions that are already well represented, through events, communications channels, and publications.
- Indicators of Success: That the majority of events, communications channels, and publications are targeted to support applicants from under-developed and developing regions.
- Data/Metrics to Measure Success: Percentage of events, communications channels, and publications targeted to supported applicants from under-developed and developing regions.

GOAL: That potential applicants from the not-for-profit sector, social enterprises and/or community organizations should be a priority target of events, communication channels, and publications, over those with a more commercial or technical focus.

- Approach: While not excluding any other type of applicant, ICANN org should prioritize targeting potential applicants from the not-for-profit sector, social enterprises and/or community organizations, over those with a more commercial or technical focus, through events, communications channels, and publications.
- Indicators of Success: That the majority of outreach events, communications channels, and publications are targeted to support applicants from not-for-profit sector, social enterprises and/or community organizations.
- Data/Metrics to Measure Success: Percentage of outreach events, communications channels, and publications targeted to supported applicants from not-for-profit sector, social enterprises and/or community organizations.

GOAL: That more parties who potentially qualify for applicant support are aware of the gTLD program, engage with the gTLD program, and are well informed of the potential to obtain applicant support.

GOAL: Create awareness of the next round of gTLD applications and the availability of applicant support both online and at in-person events, using both staff and community resources.

Approach: ICANN Org should:

- Drive interested parties to online information and tools and not to try to provide detailed information.
- Create a list of potential events and communications channels, to which the community can make suggestions.
- Direct staff to participate remotely unless there is a compelling reason for in person attendance, focusing in-person attendance on significant multi-regional and regional events only.
- Prepare materials for regional staff to use for events which they will already be attending; in-person participation should be focused on regional staff who are already attending an event and using existing budgets.
- Prepare “public materials” which can be used by community members for their own outreach efforts. The nature of these materials to be carefully crafted to allow their use by persons who are not staff.
- Direct staff to consider non-traditional channels to raise awareness, such as social media channels and publications to also drive interested parties to the online information and tools.

Indicators of Success:

- Number of events.
- Polling and surveys including targeted feedback with an emphasis on whether outreach efforts were considered successful (encouraged applications, or decided not to apply as not appropriate for them).
- At least 0.5% of the applicants of the next round are supported applications.
- Number of outreach events and follow up communications with potential applicants.
- Level of awareness about the New gTLD Program/Applicant Support Program.
- Number of enquiries about the program/level of interest expressed/number that considered applying.
- Number and percentage of applicants.
- First-time applicants versus repeat applicants.
- Applicants submitting a single application versus portfolio applicants.
- Applications based on pre-existing trademarks.
- Registrations for self-service resources.

Data/Metrics to Measure Success:

- Number of outreach events and follow up communications with potential applicants.
- Level of awareness about the New gTLD Program/Applicant Support Program.
- Number of enquiries about the program/level of interest expressed/number that considered applying.
- Number and percentage of applicants.
- First-time applicants versus repeat applicants.
- Applicants submitting a single application versus portfolio applicants.
- Applications based on pre-existing trademarks.
- Diversity and distribution of the applicant pool: geographic diversity, languages, script.
- Number of registrations for self-service resources.

GOAL: Ensure that there are self-service resources available to interested parties.

Approach: ICANN Org should:

- Enable a portal which will allow interested potential applicants to access information;
- Require registration in the portal to allow for collection of metrics [including location, type of entity and the like] and to follow potential applicants through the process and query them on conclusion as to their satisfaction;
- Create content for the portal outlining both the gTLD application process as well as the applicant support program.

Indicators of Success:

- Polling and surveys including targeted feedback with an emphasis on whether outreach efforts were considered successful (encouraged applications, or decided not to apply as not appropriate for them).
- Number of enquiries about the program/level of interest expressed/number that considered applying.
- Registrations for self-service resources.

Data/Metrics to Measure Success:

- Level of awareness about the New gTLD Program/Applicant Support Program.
- Number of enquiries about the program/level of interest expressed/number that considered applying.
- Number of registrations for self-service resources.