

GNSO Guidance Process (GGP) Working Group

Report to the CPWG (ICANN78)

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Original tasks of the GGP

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.

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

GGP Applicant Support Timeline

GGP Applicant Support Draft Timeline

Meetings	Tasks
05 and 19 December 2022	Work Plan & Timeline development – Submit to Council 05 December or not later than 09 January ; Finalize Tasks 1 & 2
09 & 23 January 2023	Begin Tasks 3, 4, & 5 (metrics)
13 & 27 February 2023	Continue Tasks 3, 4, & 5 (metrics)
13 and 27 March 2023, including ICANN76	Finalize Tasks 3, 4, and 5; begin Task 6 (finance)
April-June 2023, including ICANN77 (Tuesday, 13 June at 1530-1700 EDT)	Finalize Task 6, begin Draft Report development
July-September 2023	Publish Draft Report/public comment; public comment review – Public Comment 31 July-11 September (40 days)
October-December 2023, including ICANN78	Public comment review/develop Final Report
December 2023	Deliver Final Report to Council



Key issues identified from the outset

GGP recommendations: The scope was quite confined
How would the recommendations be used?

Applicant Support: what did that actually entail?
What could applicants get from this programme.

Pro Bono Services: what was their purpose? How
were they used last time and how could they be used
more effectively this time and by whom?

Targeted applicants: Discussions centred on
definitions. Who were we actually targeting? eg
“underserved/under-represented regions” vs
“applicant needs”.

An example of the Guidance

Guidance Recommendation 1: Increase awareness of the Applicant Support Program of the next round of gTLD applications among those who may need and could qualify for support.

Implementation Guidance: Target potential applicants from the not-for-profit sector, social enterprises and/or community organizations from under-served and developing regions and countries.

Indicators of Success:

Quantitative: Conversion rates proportionate with industry standards for online campaigns and in-person events, with specific metrics and pre-agreed to be determined in consultation with ICANN org Communications and applicable contractor(s).

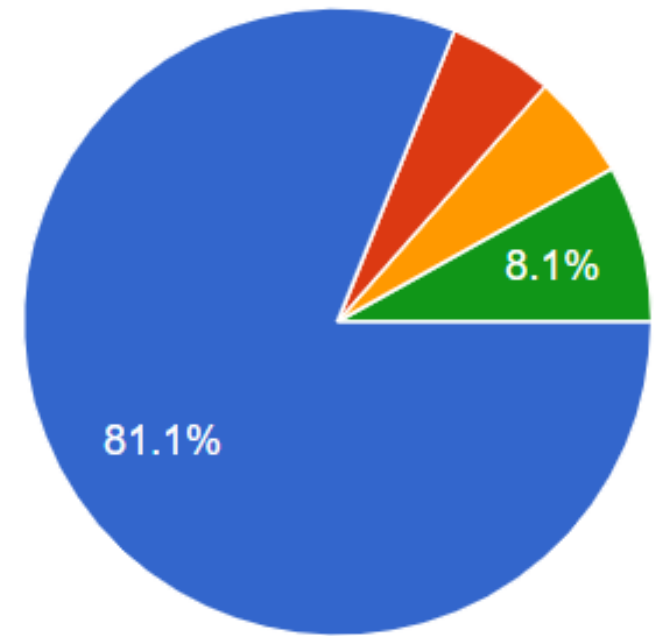
Qualitative: Survey results about quality and clarity of information that are proportionate with industry standards, with specific metrics to be determined and pre-agreed in consultation with ICANN org Communications and applicable contractor(s).

Data/Metrics to Measure Success: Click-throughs, inquiries, registrations to get more information, etc.

Qualitative Measurements: Results of the surveys about the quality of the information provided – whether the recipient understood the information, made an informed decision to consider pursuing further or walk away.

Public comment

- Our draft recommendations were put out for public comment from 31 July to 11 September
- The GGP is currently reviewing the public comments and amending our original recommendations based on the responses



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Generic Names Supporting Organization

GNSO Guidance Recommendation Report

Next steps

Final set of recommendations from the GGP will go to

- 1) the GNSO Council and then to
- 2) the Implementation Review Team