Round 1

Topic suggested by Segun Akano. *Performance evaluation of voluntary best practices among ccTLD managers. How to start doing this? This topic is l*inked to two additional topics:
- Evin Erdogdu's suggestion. *How does the ccNSO's continuous improvement potentially fit into the ICANN mission, Bylaws and objectives of organisational reviews.*
- Olga's suggestion: *How to understand the impact of new gTLDs. Lessons learned from the first round? Possible impact on the second round?*

>>> Introduction

One of the core goals of the ccNSO is to nurture voluntary best practice sharing among ccTLD managers. ccNSO is part of ICANN. How to deal with organisational reviews? Does the process need to be standardized? Performance-related impact of the new gTLD round on ccTLD managers?

>>> Discussion regarding performance evaluation

Suggestion to create a small team of volunteers to prepare a list of best practices. What would ccTLDs like to share? What do they think are best practices? Areas: legal, technical, admin.
Start with the inventory. Other people can join and further complement the list. Also, there are no "best" practices. Ensure regional diversity. A "sponsor" per region. Work together with regional organisations.

- Increase participation by improving the best practice sharing

Another group discussed how to increase participation. What do participants find valuable? Best practices is one of the reasons why people participate.
ccNSO has always worked on encouraging best practices. But we never cataloged them. See for instance ccTLD News sessions. ccTLDs give their info on how they address issues. Tech Day is a good example too. Helping to standardise the smaller ccTLDs that do not have a lot of technical expertise. ccNSO has been doing a lot already over the years, but we have not been measuring or documenting it to date.
This might positively influence participation. But: it is hard to maintain the repository.

- Collect list of best practices via a survey

DASC just did a survey among ccTLDs. It gave us a lot of data. Best practices on marketing, ops etc. But what else is there? Collect input from ccTLDs via a survey.
Someone suggested retrospectives, assessments more frequently. Do the survey, share info, and then evaluate. Was it good? What needs improvement? Collect feedback. Adjust the approach, depending on the feedback received. Does it bring value?
Capacity building is another area for best practices.

- Tech Day model

Diversity of ccTLDs to keep in mind: cultural, geographical, size …. Larger ccTLDs have lots

to share. Others are basically surviving. Tech Day is a good model. But marketing could be another major area too. How to target the right people? The large ones are here anyhow. Based on the Tech Day model
Between 20 and 30 smaller ccTLDs attend Tech Day. That is significant. No longer hard core technical issues. But exploring new softwares, new versions of things. Excellent system for continuing to add value to the community. Use that model in another area of interest. Does not need to be a full day. Could be half a day. Keep in mind that one size will never fit all.

- Know your customer

Also explore who is attending ccNSO meetings. Which category are we missing? Who is participating regularly, irregularly, hardly. What would facilitate the participation? The first step is "identify your customer". Members are different, but it is also a limited set: 300 potential customers maximum. How many ccTLDs are we reaching? How many are missing? Out of all the members, how many are (actively) participating?
Registrars and registries. How do registrants fit in? GNSO has registries and registrars are separate groups. But that model does not work for ccTLDs.
Either do not allow registrars, only allow national registrars, or allow anyone as registrar. Some registrars do participate in ccNSO sessions to keep the pulse. Once we have an inventory of ccTLDs, we can look at adding information. What registration model do you use? When we do the analysis, the middle category will be very few. Big registrars move away from ccTLDs, and diversify their portfolio. ccTLDs provide limited added value to them.
ccTLDs act as backend providers for gTLDs too. Hence ccTLDs are changing the structure of their organisations. (e.g. SIDN, Nominet, NIC at).
Often ccTLDs do participate in regional events and regional organisation, but they do not participate at a global level, not in ccNSO. Language, culture etc…. DASC recently presented at LACTLD. Noticed the same for APTLD.

- Mentorship

Longstanding members to assist newcomers. Creating a Mentorship Program could be one of the continuous improvement goals

>>> Link with ICANN mission, bylaws and the organisational reviews

In 2025, see how continuous improvement is evolving. Going back to organisational reviews? Making continuous improvement a goal, would be process oriented. But that is not the right approach. It is not a goal to tick boxes for. Moving forward quickly is hard for ICANN. Result of IANA transition is unknown. For the ccNSO, we do not need to wait for the perfect day to move forward. Smart and agile. Let's move on. Many people lose interest quickly when they do not see things happening. Agile: small projects that can give something. And give ideas for new small projects. Picking too many projects at once? You will not deliver. See results from one meeting to the next meeting. That would be the way forward. Ensure we have SMART goals.
A survey would give everybody a chance to contribute. Also those that are reluctant to speak.

Round 2

Round 3