All questions and completed forms should be posted to the Community Ad-Hoc Wiki.

## REQUEST INFORMATION

| Title of Proposed Activity | |
|---|---|
| Constituency outreach and support for continued participation | |
| **Community Requestor Name** | **Chair** |
| ISPCP – GNSO | Tony Holmes |
| **ICANN Staff Community Liaison** | |
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## REQUEST DESCRIPTION

*1. Activity:* **Please describe your proposed activity in detail**

**The ISP and Connectivity Providers community is very diverse in terms of the services it provides to local communities and scales from very minor players up to multinational organizations who span the globe. However all of them are organizations represent the customer-facing front end where the policies of ICANN and the needs of Internet end-users meet.**

**As the recent ISP CEO Roundtable in London showed, there is tremendous opportunity to dramatically broaden the breadth and depth of connectivity-provider involvement in ICANN – to make sure that:**

- **The DNS industry provides an excellent "product" that connectivity providers and their customers can rely on,**
- **The connectivity-provider "channel" is well, and profitably, integrated into the DNS value-chain, and**
- **That the technical communities that support the security, stability and reliability of the Internet are tightly knit.**

**The ISPCP hopes to coordinate its outreach efforts with the broader Stakeholder Engagement initiative that's ramping up. What would be very helpful is a continuous outreach program, sustained by specific communications materials, which will result in on-going, active engagement. We aspire to a series of information channels that are developed and distributed in partnership between the Constituency and Global Outreach. Those materials should be targeted towards each sector of the ISP community and highlight the significance and potential impact of current policy development on their customers and business models. Here are several examples of questions that need to be addressed:**

- **How does ICANN, and the DNS, help my business?**
- **What technical developments do I need to be aware of and what are their impacts on my strategy and operation?**
- **How can my organization benefit from participation in the policy-development and technical activities of ICANN?**

**These information streams (distributed through a variety of media) could then be incorporated in the Global Outreach strategy to reach a much broader worldwide audience than the Constituency can reach on its own.**

**It is also important to develop a focal point within the Constituency charged with the task of onboarding new participants with the goal of growing and sustaining regular participation. One of our goals is to provide a very**

**positive experience for new members just joining the constituency – so that the efforts of the outreach effort produce lasting results rather than leaving new-recruits bewildered and regretting their decision to participate in ICANN.**

*2. Type of Activity*: **e.g. Outreach - Education/training - Travel support - Research/Study -  Meetings - Other**

**Full-spectrum outreach – including the development of education/training materials, travel support when Global Outreach feels it would be helpful to have Constituency-members at their events, and new-member onboarding.**

*3. Proposed Timeline/Schedule:* **e.g. one time activity, recurring activity**

**Recurring activity**

## REQUEST OBJECTIVES

**1. *Strategic Alignment.* Which area of ICANN's Strategic Plan does this request support?**

This proposal directly and indirectly supports the following ICANN strategic objectives (2012-2015 Plan):
**Strategic Objectives:**
1. **Promote broad DNSSEC adoption**
2. **Enhance international DNS cooperation**
3. **Improve responses to DNS security incidents**
4. **Maintain single authoritative root**
5. **Roll out new gTLDs**
6. **Strive to be an exemplary international multi-stakeholder organization**
7. **Increase stakeholder diversity and cross-stakeholder work**
8. **Act in global public interest**
9. **Enhance trust in ICANN's stewardship**

**Strategic Projects:**
1. **Promote DNSSEC training and adoption**
2. **Facilitate work on DNS, IP address and parameter security**
3. **Facilitate Whois evolution**
4. **Implement new gTLDs**
5. **Improve policy development process**
6. **Enhance registrant protection**
7. **Expand stakeholders**
8. **Retain and support existing communities while attracting new and diverse community members**
9. **Build global support for single authoritative root**
10. **Enhance cooperation in Internet Governance**
11. **Increase technical community communication and collaboration**

**2. *Demographics.* What audience(s), in which geographies, does your request target?**

**We seek to address two broad worldwide audiences:**

- **People charged with the strategic direction of their company (product managers, strategists, marketing leaders, etc.) who need to understand the business impact of the DNS and shape their organization's preferred role in the DNS value chain.**

- **Technical leaders who need to understand and address security, stability and reliability issues of the domain name and numbering systems.**

**3. *Deliverables.* What are the desired outcomes of your proposed activity?**

Enhance international DNS cooperation, support participation in the multi-stakeholder model and act in the global public interest by broadening the reach of, and participation in, the ISPCP constituency.  Improve the likelihood of a successful rollout of new gTLDs (and the security and stability of the naming and numbering systems) by building and sustaining strategic and technical partnerships with the connectivity providers who represent the "end-customer facing" link in the ICANN DNS and numbering value chains.

| 4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes? |
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| • **Number of active constituency members (on at least two tracks – managerial/strategic and technical)**<br>• **Participants in global business continuity exercises (to the extent that those exercises include scenarios that would impact connectivity providers)**<br>• **Participants in DNS security, stability and reliability policy and technical standards working groups (and follow-on activities that flow from those groups)**<br>• **Participants in new-gTLD rollout (both at the strategic/business level and the technical level)**<br>• **Participants in cross-stakeholder processes in the multi-stakeholder model (such as the DSSA)**<br>• **Participants in international Internet governance events (such as IGF and ITU)** |

## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

**Staff Support Needed (not including subject matter expertise):**

| Description | Timeline | Assumptions | Costs basis or parameters | Additional Comments |
| --- | --- | --- | --- | --- |
| *Develop Outreach strategy and plan* | *Q1 – 4-8 weeks elapsed, preferably front-loaded* | *Senior person or leverage w/ senior direction of Jr. person* | *2-4 hours/week* | *Collaborative leadership approach* |
| *Develop initial Outreach materials* | *Q1/Q2 – 4-12 weeks elapsed* | *Senior person to extract information, junior person for drafting/review* | *2-4 hours/week* | *Prepare materials that can be repurposed across multiple uses (meetings, F2F) and media (print, web, RSS)* |
| *Develop new-member onboarding approach and materials* | *Q1/Q2 – 4-12 weeks elapsed* | *Senior person to help with planning, junior person for drafting/review/support* | *2-4 hours/week* | *Successful outreach requires that new participants have a positive experience once they decide to join.* |
| *Develop ongoing Outreach messaging and materials* | *Q2/Q4 – once initial materials have been developed, they will need to be updated and refreshed* | *Senior person to extract information, junior person for drafting/review* | *1-2 hours/week* | *Prepare materials that can be repurposed across multiple uses (meetings, F2F) and media (print, web, RSS)* |
| *Incorporate materials/message into Global Outreach events* | *FY14 – all year. Incorporate materials into events as they become available* | *Guided by senior person, executed by junior person* | *4-8 hours/event* | |
| *Incorporate materials/message* | *FY14 – all year. Incorporate* | *Guided by senior person, executed* | *2-4 hours/month* | *Assistance, guidance and* |

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| *into ISPCP events, activities and media* | *materials as they become available* | *by junior person* | | *coordination ("account manager" role)* |
| *Conduct Global Outreach events* | *FY14 – all year.* | *Event coordinators* | *2-4 hours/event (only for events where an ISPCP representative is deemed a useful addition in the event) – est. 2 events* | |
| *Conduct new-member onboarding activities* | *FY14 – all year.* | *Collaboration between ISPCP leaders and Global Outreach staff* | *2-4 hours/month* | |

**Subject Matter Expert Support:**

*ISPCP members (who will participate as zero-cost volunteers) will provide subject matter expertise.*

**Technology Support: (telephone, Adobe Connect, web streaming, etc.)**

| Description | Timeline | Assumptions | Costs basis or parameters | Additional Comments |
|---|---|---|---|---|
| *Develop Outreach strategy and plan* | *Q1 – 4-8 weeks elapsed, preferably front-loaded* | *Intensive, planning/strategy activity* | *1-2 calls/week* | *Phone bridge + Adobe Connect* |
| *Develop initial Outreach materials* | *Q1/Q2 – 4-12 weeks elapsed* | *Primarily coordination and review* | *2-4 calls/month* | *Phone bridge + Adobe Connect* |
| *Develop new-member onboarding approach and materials* | *Q1/Q2 – 4-12 weeks elapsed* | *Intensive, planning and development activity* | *2-4 calls/month* | *Phone bridge + Adobe Connect* |
| *Develop ongoing Outreach messaging and materials* | *Q2/Q4 – once initial materials have been developed, they will need to be updated and refreshed* | *Ongoing materials-development and coordination* | *1-2 calls/month* | *Phone bridge + Adobe Connect* |
| *Incorporate materials/message into Global Outreach events* | *FY14 – all year. Incorporate materials into events as they become available* | *Done on an event by event basis, presumes learning curve, less work in later iterations* | *1-2 calls/event* | *Phone bridge + Adobe Connect* |
| *Incorporate materials/message into ISPCP events, activities and media* | *FY14 – all year. Incorporate materials as they become available* | *Ongoing coordination* | *1-3 calls/quarter* | *Phone bridge + Adobe Connect* |
| *Conduct new-member onboarding activities* | *FY14 – all year.* | *Collaboration between ISPCP leaders and Global* | *1-2 calls/month* | *Phone bridge + Adobe Connect* |

| | | Outreach staff | | |
|---|---|---|---|---|
| *Conduct Global Outreach events* | *FY14 – all year.* | *Presumes that tech support for events is addressed in the event's budget* | *None – see assumptions* | *None – see assumptions* |

**Language Services Support:**

| Description | Timeline | Assumptions | Costs basis or parameters | Additional Comments |
|---|---|---|---|---|
| *Develop initial Outreach materials* | *Q1/Q2 – 4-12 weeks elapsed* | *Translations of the materials into the standard ICANN languages* | *4-8 documents* | |
| *Develop ongoing Outreach messaging and materials* | *Q2/Q4 – once initial materials have been developed, they will need to be updated and refreshed* | *Translations of the materials into the standard ICANN languages* | *1-2 documents per month* | |
| *Incorporate materials/message into Global Outreach events* | *FY14 – all year. Incorporate materials into events as they become available* | *Translations to the extent that base materials are tailored to meet venue requirements* | *2-4 documents/event (if venue requires non-standard language support)* | |

**Other:**

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**Travel Support:**

| Description | Timeline | Assumptions | Costs basis or parameters | Additional Comments |
|---|---|---|---|---|
| *Travel support ISPCP participants in Global Outreach events* | *FY 14* | *Presumably it would be helpful to have ISPCP reps at some of the Global Outreach meetings for Q&A and follow-up activities* | *2 trips -- Costs based on Constituency Travel guidelines* | |
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**Potential/planned Sponsorship Contribution:**

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