



Community Outreach Regional Pilot Program (FY14) Overview

I. Introduction and Background

Community leaders have outlined several key benefits that could be achieved through a programmed approach to global outreach:

- 1) Building local/regional awareness and recruitment of new community members;
- 2) Engaging more effectively with current members and/or “reactivating” previously engaged ICANN community members; and
- 3) Communicating ICANN’s mission and objectives to new audiences.

Following are several illustrative quotations from community requests received as part of the FY14 Budget process:

“Retain and support existing community while attracting new and diverse community members.” (APRALO Request No. FY14-B09-02).

“Enhanced trust in ICANN stewardship, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements.” (BC Request No. FY14-B08-02).

“To increase membership and participation in the IPC and ICANN by organizations and individuals from the targeted geographic regions.” (IPC Request No. FY14-B07-03).

“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.” (ISPCPC Request No. FY14-A90-01).

“The desired outcome is to have At-Large Representation in all 33 countries in the LAC region, participating in the ICANN At-Large community, participating in ICANN policy development work of ICANN on behalf on individual Internet users via LACRALO.” (LACRALO Request No. FY14-B09-01).

In recognition of the potential that such a regional outreach program could contribute to the ICANN community's continued growth and development, the FY14 Budget allocates resources and Staff has been directed to develop a **Community Regional Outreach Pilot Program (FY14)** that will include a robust implementation and rigorous evaluation in order to assist in determining whether such resourced outreach merits support in future fiscal cycles.



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II. Key Deliverables

1) Travel Allocations:

Five (5) individual regional trips are allocated for the following ICANN structures:

- At-Large RALOs including: AFRALO, APRALO, EURALO, LACRALO and NARALO.
- GNSO Constituencies¹ including: Business, Intellectual Property, Internet Services Provider, Non-Commercial Users, and Not-for-Profit Operational Concerns.

2) Funded Costs/Expenses: includes transportation (economy class), lodging, and \$50 USD per diem (3 days, 2 nights standard).

3) Booking: all travel booked via ICANN Constituency Travel to ensure consistency, proper accounting, recordation, and tracking against budget.

III. Operating Guidelines

ICANN's intention with respect to this pilot program is to resource individual trips to specific events for the purposes of conducting regional outreach. No funds are being granted or allocated to any structure or organization, only a fixed number trips (5) within the 2014 fiscal year. The following guidelines will apply for the duration of this pilot program:

- 1) Any single outreach event may be attended by multiple persons; however, each one is considered an individual trip requiring a separate Trip Request Form.
- 2) If an approved trip is voided or cancelled for some unanticipated or extraordinary reason, a replacement trip will be allocated to the affected organization within FY14.
- 3) Travel may not be booked individually or through the event organizers; ICANN's Constituency Travel department will ensure that any financial outlays are optimized to the maximum extent possible.
- 4) For this pilot program, it will not be possible to support trip "compounding" or "splitting" of expenses or any other strategy with a goal of increasing the number of individual trips (limit of 5) assigned to an organization. ICANN appreciates all reasonable efforts on the part of participants to minimize expenses, but to properly manage this unique new resource during this pilot phase, each individual trip stands on its own and will require separate authorization and tracking.
- 5) Trips must originate and conclude within the same region and should, wherever practicable, be taken by someone working in or proximate to that territory.

¹ This program does not apply to ICANN contracted parties.



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- 6) All trips must be completed before the end of ICANN's 2014 fiscal year, that is, the participant must have returned to his/her originating destination on or before 30 June 2014. If the program is continued in a succeeding year, any pilot trip allocated but not taken will not carry over.

Each structure/organization is responsible for appointing 1-2 Pilot Program Coordinators whose responsibility will be to:

- Facilitate and manage trip pre-approvals within the organization and with the appropriate ICANN Regional Vice President.
- Once approvals have been obtained, complete the online Wiki Trip Request Form (*currently in development*) for subsequent processing on behalf of each traveling participant to the event/conference.
- Ensure that an alternate traveler is identified for each participant in the event that some unanticipated condition prevents the originally identified person from attending the event.²

The role of ICANN's Program Administrators (Staff) will be to:

- Provide guidance and interpretation to the community consistent with the program's principles;
- Confirm that all applications meet the established principles/guidelines/criteria and have been properly authorized by the applicable parties;
- Coordinate with other ICANN departments (e.g., Communications, Meetings and Constituency Travel) as needed to maximize outreach effectiveness;
- Monitor the pilot implementation for completeness and accuracy;
- Manage, track, and report the program's status as requested by ICANN management and/or community leaders.

IV. Principles and Criteria

1) Efficient, Effective, and Timely Process:

- A streamlined process and template for completing Trip Proposals via ICANN Community Wiki (*currently in development*), including documented workflow

² Without an identified alternate, a trip may need to be cancelled if the primary traveler cannot attend.



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(see Addendum), timelines and deadlines, to ensure timely trip planning and approvals³

- A template for completing a Trip Assessment via ICANN Wiki at the conclusion of the event (*Note: Assessments should focus on the benefits to the Community, the Region, and ICANN through participation - including specific follow-up actions*).
- Assistance provided by ICANN Program Administrators (procedural, technical, et. al.).
- Flexibility; with potential program process adjustments identified throughout the fiscal year.
- Coordination of each Trip Request through:
 - Participant's organization/structure
 - Regional Vice-President Strategies and/or ICANN mission

2) Trip Proposal Evaluation Criteria: For each proposed trip:

- It must be pre-approved within the participant's organization/structure, including coordination within the applicable region (where applicable), before an online Trip Request is filed with ICANN.
- Its purpose/goal is consistent with any established regional engagement strategy, where applicable, and/or ICANN's overall mission.
- It is not duplicative of any other scheduled ICANN event with a similar purpose/outcome.
- The proposed program participant(s) has(have) agreed to the terms and conditions of the pilot program, including:
 - Travel arrangements are made only by ICANN Staff consistent with the published [ICANN Travel Guidelines](#), that is, self-booking is not permitted for this pilot program.
 - Agreement to providing an accurate and complete post-trip meeting assessment (Trip Assessment) within three weeks of the return date.

3) Transparency:

Information concerning the management and administration of this program will be made publicly available including:

- Applications:
 - Accessible via ICANN Community Wiki

³ Due to the coordination, planning, and approvals required, last minute trips cannot be honored. Proper processing of requests will require a minimum of six weeks notice before the event or activity that is the objective of the trip proposal.



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- Includes program participants, events, dates, purposes, proposed outcomes, et al.
- Approval Process:
 - Occurs internally within each organization or structure.
 - Coordinated with the Regional Vice-President for congruence with regional engagement strategies or overall ICANN Mission (where applicable).
- Trip Assessments:
 - Accessible via Community Wiki within 3 weeks of completed travel.
 - Include actual travel dates, accomplished goals/objectives, achieved outcomes (both strategic and tactical), et al.

V. Pilot Program Evaluation Criteria

Demonstrated value of this program will be critical to determining whether it should be continued. Some of the potential factors to be assessed include:

- How well and to what extent were individual trip objectives met?
- In reviewing the proposed outcomes, to what extent were they realized - as documented by the Trip Assessments?
- To what extent were membership applications increased as a result of the trips and events?
- How well did the program operate both in terms of participant adherence to guidelines and Staff administration?
- How tightly were the trips/events linked to ICANN strategies both at the corporate and regional levels?
- What is the perspective of Community leaders (GNSO and At-Large) as to the overall effectiveness of the program compared to its original overarching purposes?

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