



FY15 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY15 Budget consideration is **March 7th 2014**.

REQUEST INFORMATION

Title of Proposed Activity

IPC website modernization

Community Requestor Name

Intellectual Property Constituency (GNSO).

Chair

Kristina Rosette

ICANN Staff Community Liaison

None

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

The IPC website is in need of modernization to allow for more efficient membership activities, interaction with the interested public, communication of ICANN events, and IPC efforts. The current toolkit provides for webhosting and other backend operations, but does not provide for modernizing the website or interface between IPC membership (and ICANN) and the public. As a result, the IPC believes that a website modernization effort is an effective way to maintain ties with membership, increase efficient of communication, and reach potential new members.

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

Outreach and education.

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

FY 2015.

REQUEST OBJECTIVES

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

Consumer trust; expand stakeholders; expand inclusion and orientation of new stakeholders; and enhance global outreach.

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

The audience is the current and prospective IPC membership. The IPC has an international membership of organizations and individuals who (1) are committed to the advocacy and development of intellectual property as fundamental components of meaningful commercial activity in the national, regional, and global realms; (2) are primarily and substantially involved in the field of intellectual property; and (3) make a substantial contribution through its members or otherwise to the field of intellectual property.



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

To increase membership involvement, attraction and retention.

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Increased IPC membership, participation, and communication.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
N/A				

Subject Matter Expert Support:

ICANN staff assistance is requested to provide technical expertise for the management, review, and oversight of the website development.

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

ICANN staff assistance is requested to provide technical expertise for the management, review, and oversight of the website development.

Language Services Support:

Translation services to reach potential members in underserved regions.

Other:

N/A

Travel Support:

N/A



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Potential/planned Sponsorship Contribution:

IPC would contribute its time to oversee and approve the new website design and functionality. The IPC will also fund ongoing maintenance related to the new website.