



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

Constituency outreach support

Community Requestor Name

Chair

ISPCP – GNSO

Tony Holmes

ICANN Staff Community Liaison

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

Support of an outreach program continuing from FY14 which will result in on-going, active engagement.

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.

Note:

Following the results of the FY14 budget request cycle we assume that these activities shall be covered by the [ongoing Community Outreach Travel Pilot Program](#),

Outreach material is a separate request.

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

Full-spectrum outreach including outreach and awareness events – as covered by the Community Outreach Travel Pilot Program, 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?

Continuing role in Internet Governance, Stakeholder Diversity, technical and operational excellence, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements

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



FY15 COMMUNITY REQUEST FORM

- 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?

Broadening the reach of, and participation in, the ISPCP constituency in order to enhance international DNS cooperation, support participation in the multi-stakeholder model and act in the global public interest

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

- Number of active constituency members
- Participants in DNS security, stability and reliability policy and technical standards working groups (and follow-on activities that flow from those groups)
- Participants in cross-stakeholder processes in the multi-stakeholder model
- Participants in international Internet governance events (such as IGF)

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
<i>Conduct Global Outreach events</i>	<i>FY15 – all year.</i>	<i>Event coordinators</i>	<i>2-4 hours/event (only for events where an ISPCP representative is deemed a useful addition in the event) – est. 2 events</i>	
<i>Conduct new-member onboarding activities</i>	<i>FY15 – all year.</i>	<i>Collaboration between ISPCP leaders and Global Outreach staff</i>	<i>2-4 hours/month</i>	

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.)



FY15 COMMUNITY REQUEST FORM

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
<i>Conduct new-member onboarding activities</i>	<i>FY15 – all year.</i>	<i>Collaboration between ISPCP leaders and Global Outreach staff</i>	<i>1-2 calls/month</i>	<i>Phone bridge + Adobe Connect</i>
<i>Conduct Global Outreach events</i>	<i>FY15 – all year.</i>	<i>Presumes that tech support for events is addressed in the event's budget</i>	<i>None – see assumptions</i>	<i>None – see assumptions</i>

Language Services Support:

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

Other:

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Travel Support:

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
<i>Travel support ISPCP participants in Global Outreach events</i>	<i>FY 15</i>	<i>Presumably it would be helpful to have ISPCP reps at some of the Global Outreach meetings for Q&A and follow-up activities</i>	<i>2 trips -- Costs based on Constituency Travel guidelines</i>	

Potential/planned Sponsorship Contribution:

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