



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

Outreach Material

Community Requestor Name

Business Constituency

Chair

Elisa Cooper

ICANN Staff Community Liaison

Rob Hogarth

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

Outreach Material

Production of BC Outreach material, primarily Newsletter and Factsheet for distribution at the ICANN meeting and other member events and for download from the BC website.

- Graphic Design by professional for print and web.
- Translation by ICANN language services if time permits, otherwise outsource.
- Printing by ICANN if time permits otherwise local to BC member responsible for production
- Transport to meeting.

Production carried out by either a BC officer and member or by secretariat service

Content written by BC members or ICANN staffer at no cost.

Photographs from BC member or ICANN Flickr at no cost for credit line.

Following the pilot this was funded in FY13 & FY14 and has been successful. Print run is about 400 copies. Previous editions can be downloaded from 'quick links' on www.bizconst.org website.

Translation of non English editions depending on ICVANN meeting location.

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

Outreach

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

Published in time to distribute at each ICANN meeting. Otherwise, available online for download.



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REQUEST OBJECTIVES

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

Continuing role in Internet Governance, Stakeholder Diversity, 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?

Specifically potential members and other attendees of ICANN meetings. All regions.

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

Outreach for the BC and ICANN. Retention of members, information and news for members who are on the fringe of BC stakeholder activity but wish to be kept informed of internet governance and ICANN issues affecting them.

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

Number of copies distributed and number downloaded from website. Reception and feedback on content of newsletter. In FY13 each of three editions had print run of 300 or 400 and all were distributed at meetings. Factsheet is also widely distributed at ICANN Newcomers lounge. And to ICANN Fellowship.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
BC Newsletter and Factsheet	Meeting #51 2015		2,500 \$	
	Meeting #52 2016		2,500 \$	
	Meeting #53 2016		2,500 \$	

Subject Matter Expert Support:

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



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Language Services Support:

Other:

Travel Support:

Potential/planned Sponsorship Contribution: