

Community Regional Outreach Pilot Program (CROPP)

Program Administrators:

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Background Refresher

- ❖ ICANN FY14 Operating Plan and Budget (FY14 OPP) includes **expanded resources** for community outreach and capacity-building efforts.
- ❖ Immediate **flexible support** to start or continue targeted outreach efforts that support specific community growth, development, and recruitment strategies.
- ❖ Staff directed to develop a Pilot Program available to: **regional At-Large organizations and non-contract GNSO Constituencies**.
- ❖ **Wiki** workspace created to administer the program.

Program Deliverables

Travel Allocations:

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

- At-Large RALOs including: AFRALO, APRALO, EURALO, LACRALO & NARALO
- GNSO Constituencies : BC, IPC, ISPC, NCUC & NPOC

Supported Costs/Expenses:

Includes transportation (economy class), lodging and per diem (3 days, 2 nights standard).

Booking:

All travel booked via ICANN Constituency Travel to ensure consistency, proper accounting, recordation and tracking against budget.



Current Stats

At-Large

Structure	Trips	Confirmed	Pending	Remaining
AFRALO	5	1	0	4
APRALO	5	0	0	5
EURALO	5	0	0	5
LACRALO	5	0	0	5
NARALO	5	4	0	1

GNSO

Structure	Trips	Confirmed	Pending	Remaining
BC	5	0	0	5
IPC	5	0	0	5
ISPC	5	0	0	5
NCUC	5	0	0	5
NPOC	5	2	0	3

Total	50	7	0	43
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Pilot Program Key Milestones

Date	Activity	Status
21 Sep 2013	Program Announcement	✓ Completed
1 Oct 2013	Community Briefing Calls	✓ Completed
9 Oct 2013	Formal Program Launch	✓ Completed
10 Oct 2013	PPC Training Webinars	✓ Completed
4 Feb 2014	1 st Trip Proposal (NARALO)	✓ Confirmed
15 Mar 2014	1 st Trip Completed (NARALO)	✓ Confirmed
April 2014	Program Evaluation	☐ Scheduled
15 May 2014	Latest Proposals for FY14	☐ Scheduled
30 Jun 2014	Pilot Program Ends	☐ Scheduled

Preliminary Lessons Learned

- 1 More advanced notice to the Community to facilitate outreach planning and event attendance
- 2 Consider covering such ancillary expenses as event/booth fees
- 3 Improve communications between Community groups and Stakeholder Engagement VPs
- 4 Eliminate the “Required” parameter within forms so they can be completed/saved over multiple sessions
- 5 Provide Wiki working space for groups to develop DRAFT trip proposals and process/approve internally

Pilot Program Evaluation (TBD)

Tentative Assessment Factors:

- ❖ How well and to what extent were individual trip purposes, goals and outcomes realized?
- ❖ Was ICANN participation/engagement augmented as a result of outreach events?
- ❖ How well did the program operate administratively and logistically?
- ❖ How closely were trips/events linked to ICANN corporate and regional strategies?
- ❖ Community leader (GNSO and At-Large) assessment of overall value/effectiveness of program compared to original objectives?

