FY16 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY16 Budget consideration is **February 28th 2015.**

REQUEST INFORMATION

Title of Proposed Activity		
IPC website modernization		

Community Requestor Name	Chair
Intellectual Property Constituency (GNSO)	Greg Shatan

ICANN Staff Community Liaison	
Rob Hogarth	

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, other IPC efforts, and administration of the IPC. 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. Furthermore, it does not provide for membership management, including invoicing of membership dues, or for robust content management. Because the current website solution does not address membership management or other administrative functions of the IPC, IPC Officers and the IPC member who maintains the IPC website must expend significant amounts of time to manually carry out these tasks. This is time which could be spent more effectively on things that would benefit the IPC and the community generally, such as drafting comments, participating in working groups, and engaging in member outreach. As a result, the IPC believes that a website modernization effort is an effective way to maintain ties with membership, increase efficiency of communication, reach potential new members, and allow the IPC Officers and other volunteer members to use their time more effectively in furtherance of things that are beneficial to the IPC and community generally.

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

Recurring in FY 2016

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.
3. *Deliverables.* **What are the desired outcomes of your proposed activity?**
To increase membership involvement, attraction and retention as well as ameliorate volunteer exhaustion, ease administrative burden on IPC volunteers, and realize increased 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:

N/A

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 to the extent that ICANN IT resouorces will develop the website. An alternative is for the IPC to implement one of a number of off-the-shelf Association Managament tools which would meet the IPC's needs. One example of such a system is MemberClicks, http://www.memberclicks.net.

Language Services Support:

Translation services to reach potential members in underserved regions.

Other:

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N/A

Travel Support:

NA

Potential/planned Sponsorship Contribution:

IPC would contribute its time to oversee and approve the new website design and functionality, or implement the off-the-shelf system. The IPC will also fund ongoing maintenance related to the new website.

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