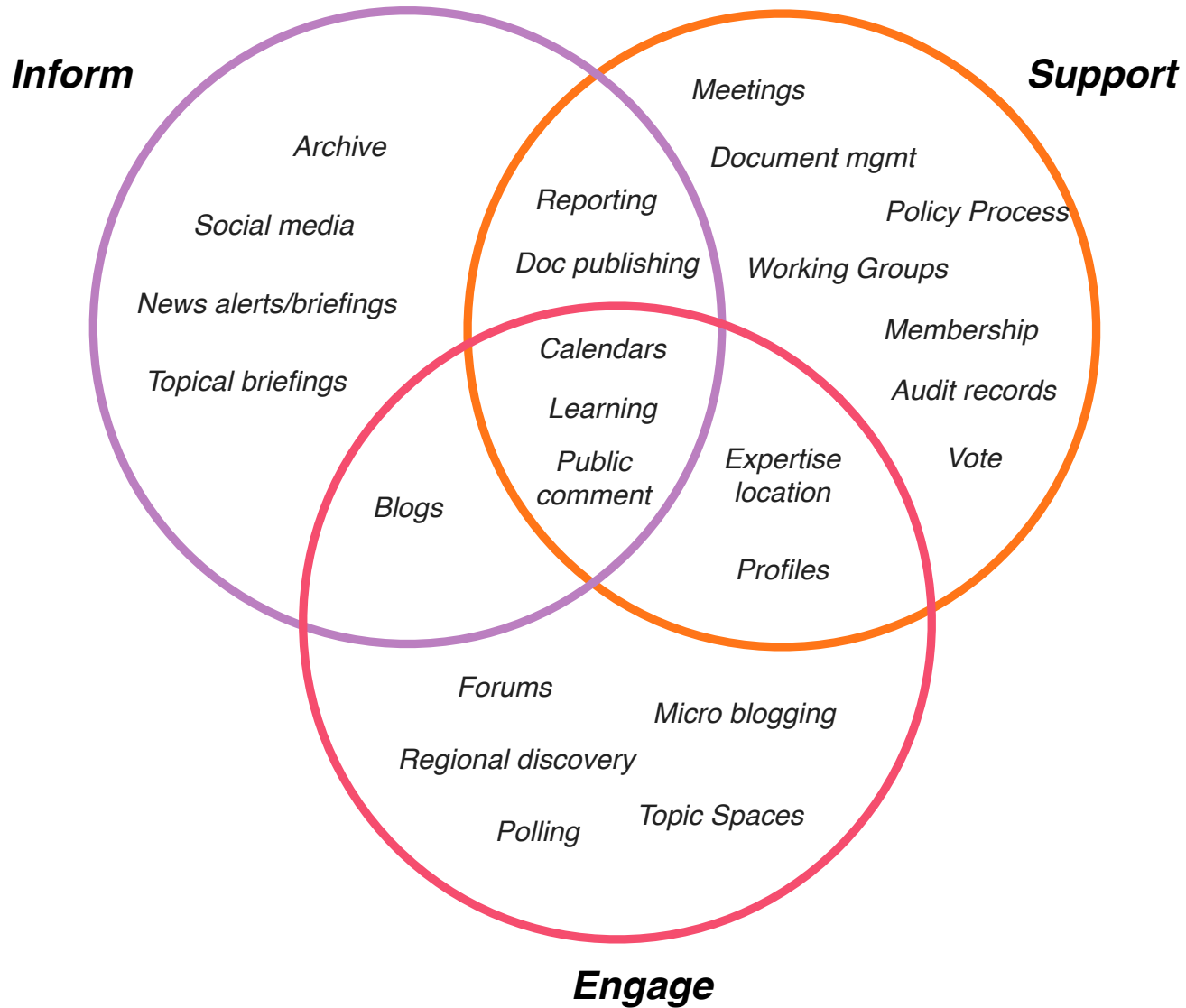# Discussion with At Large TTF
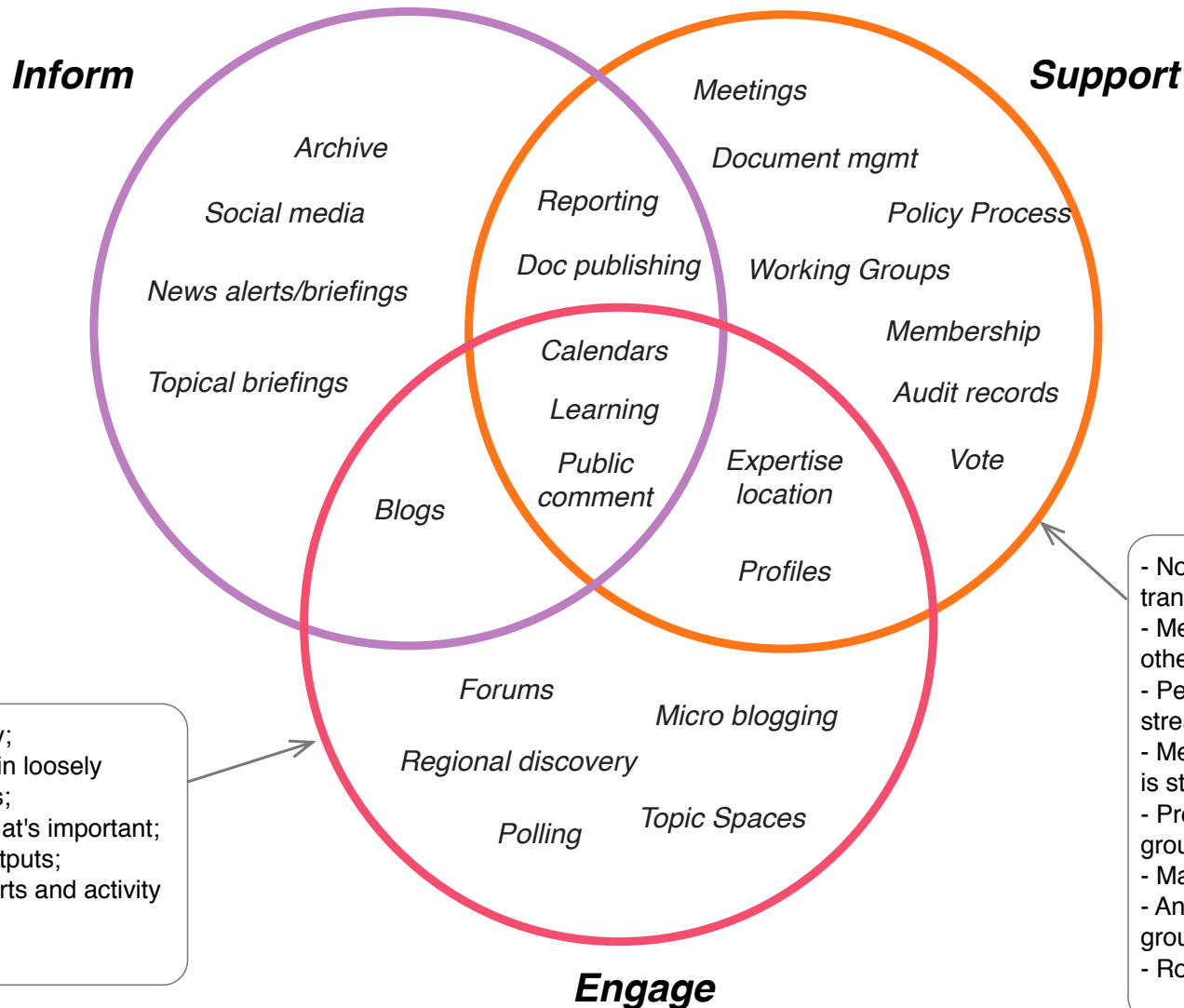
Chris Gift | 16 March 2015

Constraints / Opportunities

- ICANN is comprised of a wide spectrum of stakeholders in terms of:
  - How they access our sites
  - How comfortable they are with technology
  - What they want or willing to do online

- Our individual and group needs are diverse;

- There are few organizational standards, processes, or work methods;

- Individuals and groups like to use their apps of choice (or mandated by their parent organization);

- We live in a rapidly evolving technology services landscape;

- ICANN is undergoing fundamental change

- We have limited resources.
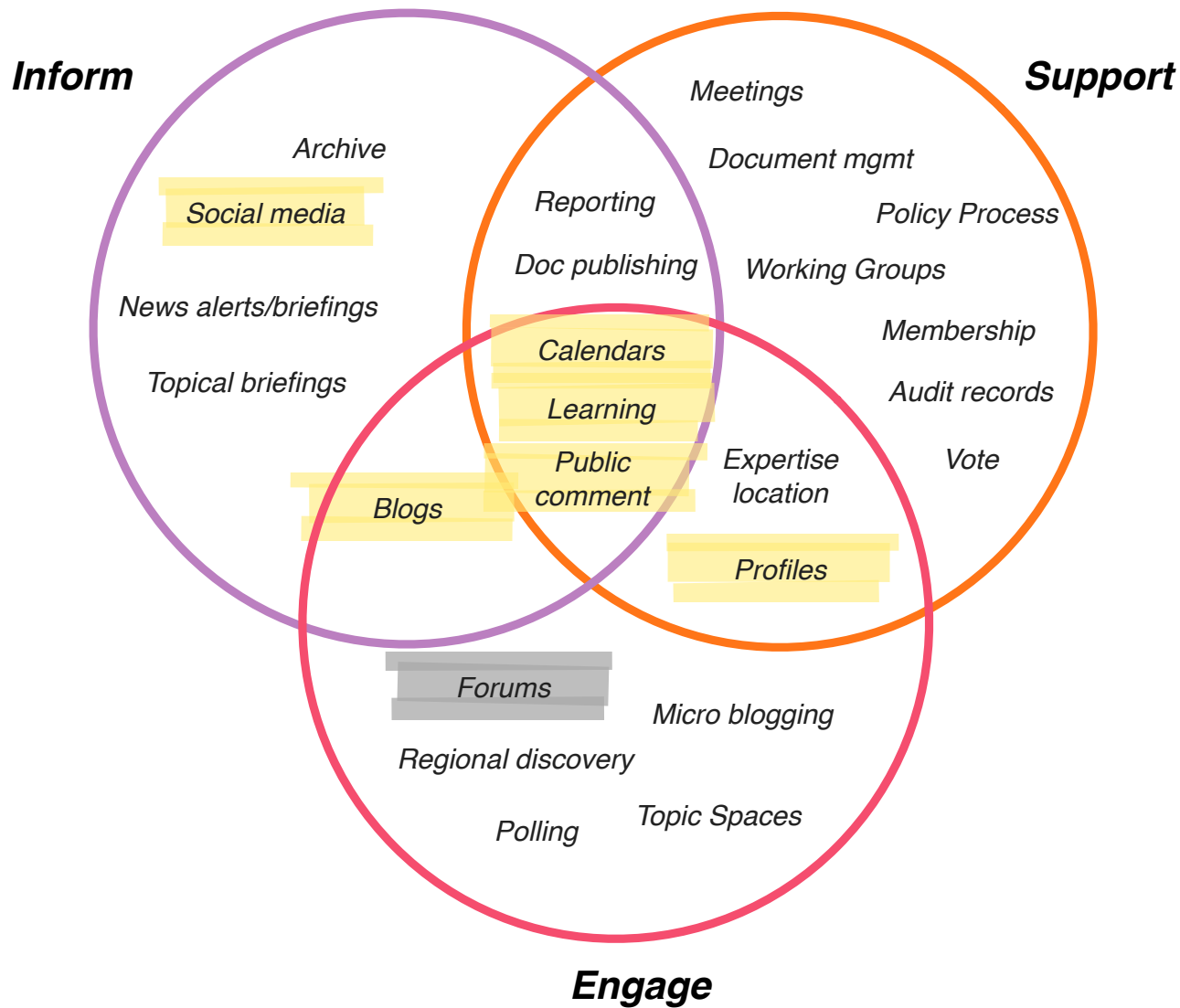
Our Services View – Circa FY14

Inform

Support

Engage

Archive

Social media

News alerts/briefings

Topical briefings

Reporting

Doc publishing

Calendars

Learning

Public comment

Blogs

Meetings

Document mgmt

Policy Process

Working Groups

Membership

Audit records

Vote

Expertise location

Profiles

Forums

Micro blogging

Regional discovery

Topic Spaces

Polling

ICANN

Our Services View – User Interactions

Inform

Support

Archive

Social media

News alerts/briefings

Topical briefings

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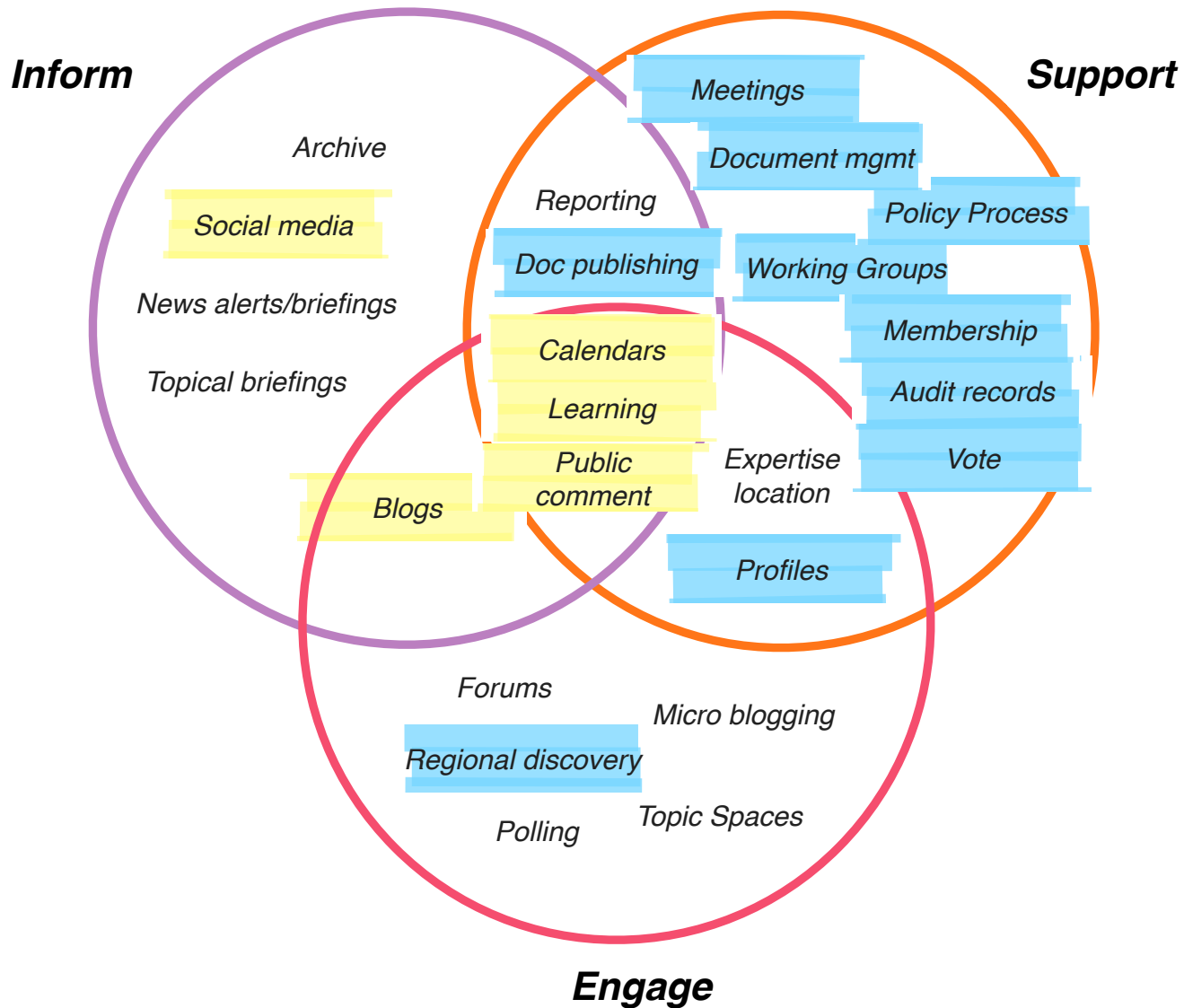
Polling

Micro blogging

Topic Spaces

Engage

- The site is sticky;
- People engage in loosely structured spaces;
- The dialog is what's important;
- There are no outputs;
- People want alerts and activity streams;

- Not sticky, inherently transactional;
- Members will do their work in other applications;
- People want alerts and activity streams;
- Membership and participation is structured;
- Process is inherent in certain groups;
- Making progress is paramount;
- An artifact is the output of all groups;
- Robust and plentiful APIs

FY14/15 Accomplishments
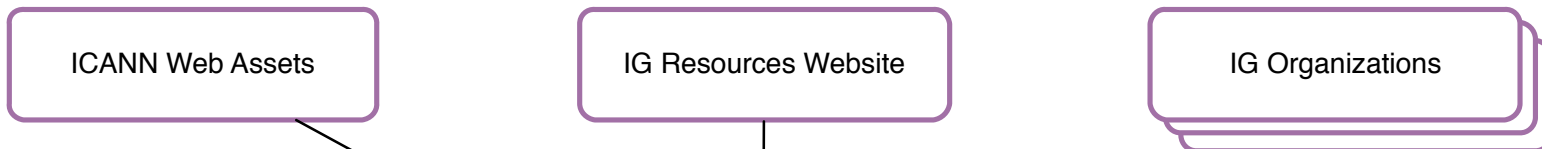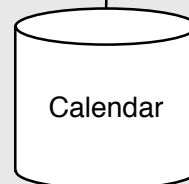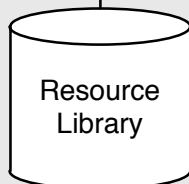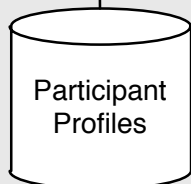
Planned FY16 Activity - Draft

Inform

Support

Engage

Archive

Social media

News alerts/briefings

Topical briefings

Reporting

Doc publishing

Calendars

Learning

Public comment

Blogs

Meetings

Document mgmt

Policy Process

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Membership

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Profiles

Forums

Micro blogging

Regional discovery

Polling

Topic Spaces

Open Data

Open IG Platform Concepts/Ideas

ICANN Web Assets

IG Resources Website

IG Organizations

Resource Library

This library will be the principal database for ICANN resources

Restful API

DRAFT

Participant Profiles

Resource Library

Calendar

Structured Data Types

Policies
Board resolutions
PDP stages and data
Public comments
Strategic plans
WG data
DNS stats & raw data
Participation data
Other?

Hosted on Github?

Resource Library & Profile
Read: open to the public
Write: ICANN organizations only

Calendar
Read: open to the public
Write: IG organizations only

Next Steps for FY 16

18 Month Vision

Organize and simplify (policy work)
- Ease working group membership and participation
- Simplify stakeholder group administration and management
- Consolidate logins, subscriptions, mailing lists, and feeds
- Improve "findability" of information

Educate and recruit (capacity building)
- Identify and strengthen people/volunteer journeys
- Improve existing SO/AC/stakeholder web sites
- Enrich existing ICANN educational services

Connect (outreach)
- Enhance how people connect within regions and meetings
- Improving our community intelligence (CRM)

Transparency
- Publish web analytics, management dashboards and KPIs
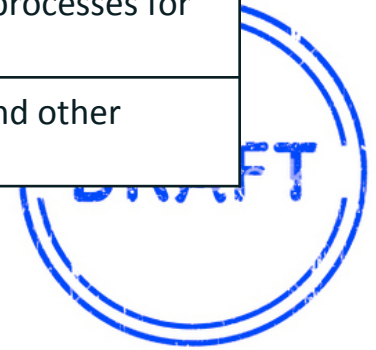- Provide accessible digital services
- Join the Open Data movement

FY16 Draft Projects List

Name	Description
Re-configue resources section/ CMS	The Resources section of ICANN.org contains the bulk of the website content, and the content most used by participants. It is poorly organized and confusing.
Collaborative document authoring	A new service for working groups and committees to improve document authoring processes
Working management	A new service to reduce the administrative workload with managing working groups
Stakeholder management	Services to automate administrative management of stakeholder and constituency membership
Single Sign On (SSO)	A single point of authentication for all digital services
Newsfeeds	Aggregate all the various newsfeeds and newsletters (including myICANN) into a more coherent service.
New SO-AC websites	GAC, At Large, ccNSO, GNSO
Web 'CROPP' Program	Support for SG+C websites
Activity funnels	Mapping and implementing new comer funnels for digital engagement

FY16 Draft Projects List

Name	Description
Meeting app + site	Deployment of new Meetings website (plus the mobile app if not already deployed).
Open data	Provide data in an open, transparent manner
Accessibility/translations	Improve site(s) accessibility and translation processes for web content
Reporting data & metrics	Improve how we publish metrics (for GDD and other groups).

ATLAS II Items for TTF

ATLAS II Items for TTF

Recommendation	Response
10. Language support	Planned for FY16
11. Implement a wide range of services to facilitate access according to various criteria	In progress; Accessibility project;
17. ICANN needs to be sensitive to the fact that social media are blocked in certain countries and, in conjunction with technical bodies, promote credible alternatives	
26. Implement a Policy Management Process System	Work planned for FY16. *(Unclear how much we can accomplish.)*
29. The ALAC should implement an automated system for tracking topics of interest currently being discussed among the various RALOs, and accessible by everyone.	
31. ICANN and the ALAC should investigate the use of simple tools and methods to facilitate participation in public comments, and the use of crowdsourcing	*Open to ideas*
39. ICANN should encourage "open data" best practices that foster re-use of the information by any third party.AC websites	Planned for FY16

Thank You & Discussion