**FY16 ICANN Community Document Development and Drafting Resource Pilot Program –
Progress Report and Proposed Framework**

January 1, 2016

I. Objective:

Design, develop and launch an FY16 pilot program to assess the potential, practical processes and mechanisms for providing ICANN community groups with support for the research, development, collaboration, drafting and editing of documents for submission within the policy development processes of ICANN.

II. Recent Developments – Recommended Pilot Framework:

Staff proposes the initiation of a pilot program in February 2016 that features the following capabilities:

- One hundred hours of staff support for a four month pilot period (March-June 2016) to community groups to utilize in the preparation of community comments.
- Provision of introductory issue summaries of all ICANN public comment opportunities during the pilot period.
- Pilot Resource available for four months for (up to 8) interested and prepared ICANN community groups (eligibility criteria to be established based on informational questionnaire completion – copy attached – and further input to ensure productive use of the resource).
- Resource provided by vetted contractor suppliers and managed by ICANN staff or independent advisor.
- Regular assessment interviews conducted with all participating communities and contractors

III. Background:

Community leaders have asked ICANN staff to develop a functional capability to provide substantive writing/drafting support to assist them in their policy development activities. They assert that they will be more effective and efficient in their policy development work if they have increased resources available to them to assist in the comprehensive process of researching and developing their policy positions and in drafting/writing their formal documents within ICANN policy processes.

Through inquiries of and interviews with community representatives, ICANN staff (Rob Hoggarth and Carlos Reyes from the Policy Development Support Team in

partnership with Dan O'Neill of WBC Global (the study group)) has determined that these are valid goals that can enhance the policy development process.

Based on community input., the study group is proceeding to develop a framework for a pilot program to identify and develop the best functional capabilities to effectively and efficiently provide this resource to community groups in the most practical way within the constraints of ICANN's existing resources.

The pilot program is designed to test the potential for enhancing the contribution of ICANN communities to the organization's policy development discussions with a variety of support tools including improved information and knowledge about policy issues/matters, additional research support resources, and practical drafting/editing capabilities.

IV. Input Methodology:

The study group conducted a series of interviews with interested and experienced community volunteers to identify and understand the specific community needs and challenges within the entire document development and drafting process and to explore options for how to design, develop, deliver and maintain a capability (or resource) which can potentially meet the various unique needs of individual communities to assist in their greater participation within the ICANN policy development process.

Interviews were conducted with:
- Humberto Carrasco, LACRALO (Latin American and Caribbean Regional At-Large Organization). Key comments included: assistance needed with technology to collaborate; not concerned about conflict of interest; need for an individual that can translate technical issues in policy language.
- Rafik Dammak, Non-Commercial Stakeholders Group. Key comments included: interest in front-end assistance – prior to comment writing; resource needs to be independent from ICANN staff; liked idea of one-page policy briefs; development of trusted relationship is critical.
- Rudi Vansnick, NPOC (Non-Profit Operational Concerns) Constituency. Key comments included: drafting must be done by the community; assistance with front-end research is critical; ability to communicate with young people and speak the language of NGOs very important.
- Steve DelBianco, Business Constituency. Key comments included: does not see role for resource in writing comments; would welcome participation in Adobe chat sessions followed by reporting; advocated for further development of policy calendar to assist communities.
- Marc Trachtenberg, Intellectual Property Constituency. Key comments included: welcome direct assistance with drafting and editing; support assistance on calls when setting positions; does not see research component as valuable; some sensitivity on conflict of interest.

In addition to interviews with community volunteers, input was also gathered from ICANN staff and advisors who have been engaged in these kinds of activities with various ICANN communities. These conversations included:
- Berry Cobb
- Marika Konings
- Mary Wong

V. Learning Outcomes:

The individual interviews with community volunteers produced a broad range of interest areas where a new capability (or resource) could make a valuable contribution to the document development process for the individual communities. In addition to the drafting and editing comments, there was substantial discussion of various "front-end" services such as research; policy calendar maintenance; and policy overview reports.

To address this wide range of interest areas, the study group is developing a pilot program that will encompass several of the different factors/steps of the document production process to test a number of the areas identified during the interview process.

A. Potential Support Areas:

Based on community feedback gathered in the interview process, the following areas of interest were identified as "core" service functions by the study group:

- Assistance with "front-end" research on the specific ICANN issues;
- Participate in community calls/online chats on the specific issue where "position-setting" is focus -- keep notes of the call/chat and prepare report for circulation to community members;
- Preparation of "issue overview" documents identifying and assessing key elements and impact on the community;
- Formulation and drafting of the initial community response for circulation;
- Supporting community document drafters to provide assistance in making revisions and edits to draft comments.

Within the pilot program, community groups will be able to utilize these support resources in a combination that is most valuable to them and the way they work. The program will be designed to offer the flexibility for communities to identify the specific areas in which they are most comfortable utilizing the new resource to assist and expand the capability of their community to participate in the ICANN drafting process.

B. Structure of Document Development Resource Program:

The Document Development and Drafting Resource will be made available to ICANN communities in response to a formal request made through an on-line registration system.

Eligible ICANN community groups will be allocated 100 hours of assistance during the four month pilot program period (with a maximum of 40 hours utilized in any one month during the allotted time period). Designed to allow additional flexibility for communities to utilize the resource in the most effective manner to match their drafting needs. These hours must be focused on the document development process – but can be utilized by the community in a way which reflects the needs of their community – research, preparation of issue overview, participation in community calls, writing, editing, or any combination.

In addition to the individual access to a resource for document development, the pilot program will feature the development and circulation to each community of a one-page issue overview of all ICANN document requests. Implementation of that capability is being considered.

C. Skill Sets Needed for Support:

With this broad range of support areas within the document development process, an accurate evaluation of the necessary skill sets needed for delivering those capabilities will be a challenge. With the high value placed on "trust" throughout the interview process, it is critical to ensure the right match of skills to community needs is achieved.

Throughout the interview process, there was a relative consensus on the level of knowledge and experience that a person serving in this role should have. That included:

- 3-4 years of experience in dealing with Internet Governance issues as well as familiarity with the Domain Name System (DNS);
- the ability to listen and interact with the community is key – "trust matters";
- strong English writing skills -- ability to work with and understand the perspective of a specific ICANN community in preparing comments which reflect their interests and concerns;
- The ability to translate technical issues into clear and concise policy language;
- a Master or Ph.D student, or recent graduates in one of the following areas would be most preferred: computer security, computer science, information science, engineering and public policy; and
- Working ability to converse and write in second language (preferably Spanish or French) is highly desirable

D. Requirements of ICANN Community to Participate in Program:

To best utilize this drafting resource in an effective manner and to learn as much as possible during a relatively short pilot period, participating ICANN communities should have the proper structures and processes in place to effectively engage with the drafting resource to ensure the focus of the activity on increasing community capabilities and broadening participation in ICANN public comment processes.

To accomplish this, participating communities should have a designated policy board or working group in place with a clear strategy which outlines a plan for utilizing the drafting resource; be able to designate a direct contact person to engage with the drafting resource and provide direction on work assignments; and agrees to utilize the drafting resource only for work directly linked to responding to ICANN requests for comments or other ICANN drafting activities.

VI. Next Steps:

1. Based on feedback and communication with ICANN community leaders and ICANN staff to this proposed framework, the study group will refine the pilot framework program structure for the document development and drafting resource that reflects the shared information and priorities of the community.

2. In consultation with ICANN staff and with the feedback from ICANN community leaders, the study group will structure the list of service functions to be made available to communities as a part of the pilot program. Confirming the number of hours to be provided per month (must be matched by budget allocation).

3. Design on-line registration and tracking system for the program.

4. Design an inventory/analysis function to track the exact usage of the different pilot service functions utilized by the community. Create a database of service usage; time requirements; human resource allocation; and other areas to establish comprehensive record of program utilization and priority areas for the community.

5. Human resources – work with ICANN staff to address this critical area for the success of the program. Identify criteria for contractor staffing needs; identify resources to locate the specific types of candidates; number of candidates needs; type of hires; work requirements; introduction to ICANN culture and communities; management of resource contractors; and tracking performance of these contractors;

6. Draft a budget for pilot program based on the projected needs within the framework for the pilot program. This budget must include:
   - confirming the size and scope of the pilot program with an understanding of the particular communities that may be active and the level of their need for utilizing this resource at the outset;
   - program management costs;
   - decision on the amount of pilot staff resources needed to act as the primary human resource for providing the document assistance and draft function for the community;
   - match experience level and capabilities of pilot staff support with the services articulated in the framework document.
   - Time requirements for pilot support staff within budget plan;
   - telecommunications costs; and
   - administrative costs

VI. Timeline for Next Steps

Complete outline of all administrative and business components of the program – human resources, accounting, budgeting, contracts, legal, administrative support. Have draft prepared for circulation to ICANN and discussion by January 28, 2016.

Utilizing the program structure established in the framework document and the feedback from the community to the framework, we will target February 29, 2016 to launch the Document Development and Drafting Resource Pilot Program in advance of the ICANN55 (March 6-10, 2016) in Marrakech, Morocco.

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