FY17 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY17 Budget consideration is **15 February 2016.**

REQUEST INFORMATION

Title of Proposed Activity

Constituency outreach material

Community Requestor Name	**Chair**
ISPCP GNSO	Tony Holmes
ICANN Staff Community Liaison	
Robert Hoggarth	

REQUEST DESCRIPTION

1. Activity: **Please describe your proposed activity in detail**

Outreach Material

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

☐ Graphic Design

☐ Translation

☐ Printing locally

☐ Transport to meeting   Content written by ISPCP members Photographs from ISPCP member Translation mostly in Spanish.   Note: Assistance by ICANN staff is supposed – as already provided since FY 14

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**

Recurring Activity

REQUEST OBJECTIVES

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

Continuing role in Internet Governance, Stakeholder Diversity, technical and operational excellence, 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?

Addressing two broad worldwide audiences:

☐ People charged with the strategic direction of their company (product managers, strategists, marketing leaders, etc.) who need to understand the business impact of the DNS and shape their organization's preferred role in the DNS value chain.

☐ Technical leaders who need to understand and address security, stability and reliability issues of the domain name and numbering systems.

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

Broadening the reach of, and participation in, the ISPCP constituency in order to enhance international DNS cooperation, support participation in the multi-stakeholder model and act in the global public interest

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.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

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Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
ISPCP Newsletter and Factsheet	Ongoing	Based on previous experience	15,000 $	

Subject Matter Expert Support:

ISPCP members (who will participate as zero-cost volunteers) will provide subject matter expertise.

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

Language Services Support:

Develop Outreach materials, with translations of materials into the standard ICANN languages (4-8 documents expected)

Other:

Travel Support:

Potential/planned Sponsorship Contribution: