



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 | |
| IPC website modernization | |
| Community Requestor Name | Chair |
| Intellectual Property Constituency (GNSO) | Greg Shatan |
| ICANN Staff Community Liaison | |
| Rob Hoggarth | |

| REQUEST DESCRIPTION |
|---|
| 1. Activity: Please describe your proposed activity in detail |
| <p>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. IPC is participating in the pilot project to address website improvement, membership management and some other administrative functions of the IPC, using the MemberClicks platform. This platform will have recurring costs, which need to be budgeted for.</p> <p>The MemberClicks platform also offers opportunities for website improvements beyond those covered by the base MemberClicks platform. These should offer efficiencies and relieve IPC Officers, the IPC secretariat and the IPC member who maintains the IPC website from expend significant amounts of time on manual website and email list maintenance. 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 continued website modernization efforts are 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.</p> |



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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 2017

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 and consumer trust related to Internet / IP..

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.



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RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

| Description | Timeline | Assumptions | Costs basis or parameters | Additional Comments |
|-------------|----------|-------------|---------------------------|---------------------|
| Secretariat | Ongoing | 2 hours wk. | | |
| | | | | |
| | | | | |

Subject Matter Expert Support:

N/A

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

ICANN staff assistance is requested to provide support for meetings relating to the MemberClicks project. Technical expertise for the management, review, and oversight of website development to the extent that ICANN IT resources will develop any enhancements not available on the MemberClicks platform.

Language Services Support:

Translation services to reach potential members in underserved regions.

Other:

N/A

Travel Support:

N/A

Potential/planned Sponsorship Contribution:

IPC will continue to contribute its time to oversee and approve the implementation of e Memberclicks and 1 continuing enhancement and maintenance of the Memberclicks platform.



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