



# Vision: ICANN Global Enrollment

To meet its participation, diversity, and transparency and accountability mandates, ICANN needs a global enrollment platform to provide recruitment, administration, and participation measurement of groups across the ICANN community.

## Version History

Version	Date	Description of changes
1.0	2/14/17	Initial document published.

# ICANN Global Enrollment Service

## What are the Problems?

Many internal and community stakeholders are very focused on increasing engagement, participation, and diversity within the ICANN Community. To determine success in these efforts requires measurement and metrics of group enrollment and participation. This task ultimately falls on the staff administrators of groups like the GNSO Working Groups (our original project sponsors), who currently struggle with the volume of work, lack of tools, and inconsistency in processes from group to group.

Additionally, from User Experience perspective, ICANN struggles to encourage engagement via its web properties. The website does not provide visitors a central location to see all of the active work underway across the Community and it does not provide simple and clear calls-to-action to get involved in active projects. Site visitors are left navigating a maze of educational and multi-stakeholder background materials that leads them to disparate Community websites, where the typical call-to-action for involvement requires writing an email to the Secretariat of a particular working group and waiting their response to assist in the onboarding process.

Finally, the actual transaction of joining and onboarding into the working group is itself cumbersome. When you consider the numbers of participants joining groups, secretariats spend upwards of a month onboarding participants into groups assisting them in: locating and fulfilling the SOI requirements, adding participants and followers to the appropriate mailing lists and updating rosters of those individuals.

It is important to note that these problems are not unique to GNSO Working Groups, and indeed apply to many other types of groups like Review Teams, Task Forces, other SO/ACs and Constituencies. The processes and requirements of these use cases are similar enough that most can be accommodated by a single digital service.

## What is Global Enrollment?

Global Enrollment is a digital service that enables end users to find and join groups, and enables administrators to create groups, administer them and track the participation within them.

The primary use case being applied to this effort considers enrollment within a GNSO Working Group, however requirements are being gathered and considered to provide a solution that can be extended to accommodate any working group within the ICANN Community (either outright, or with minimal enhancement).

This service will provide end-users:

- A centralized location to find an exhaustive and standardized list of volunteer opportunities (i.e., groups) across the ICANN Community, including pertinent details to assist them in deciding whether a group is appropriate for them;
- A simple and consistent mechanism to join a group, including a semi-automated tool to create an SOI (or provide other details required to join some groups);
- The ability to join groups at varying levels of participation (contributor or follower, for example);

This service will provide group administrators:

- A mechanism to publish volunteer opportunities to a centralized location for maximum visibility; also enabling future enhancements to promote and syndicate opportunities via other channels;
- A mechanism that enables verifying, validating and approving group applicants for specific group roles, including the ability to define whether a group applicant requires validation and, if so, what those required questions/answers are;
- A rostering tool that enables management of group participants and followers of group attendance and participation;
- A tracking and reporting mechanism that enables capture and reporting of group participation and attendance metrics

## What is Not in the Global Enrollment Project?

The Global Enrollment Project is related to and dependent upon the Global Account and Universal Profile Projects, but remains distinct. This project will leverage Global Account as the authentication and single-sign-on service and will leverage Universal Profiles as the source of record for personal biographical and contact information. Both are critical to the enrollment process, but are necessarily distinct services in ICANN's overall system architecture.

While this project will provide a centralized place to provide detailed information about groups and their activities, it is not meant to provide a collaborative space for groups to conduct their work or publish their outputs. Group details will be limited to recruitment information that drive participation. Groups will continue to conduct their operations as they currently do.

In summary, this project will NOT:

- Supplant or affect any requirements for authentication or identity management;
- Provide single sign on across different domains in ICANN's ecosystem;
- Provide a single source of record for personal biographical data;
- Provide a calendaring service;
- Provide a collaborative workspace for groups to conduct their work.

## What Do We Plan to Achieve?

**Goal #1:** Provide end users a centralized list of volunteer opportunities and an easy-to-use mechanism to join a group

Why?	<ul style="list-style-type: none"> <li>• Increase overall participation in groups</li> <li>• Provide a better user experience to our website visitors</li> </ul>
What?	<ul style="list-style-type: none"> <li>• Offer users an index of Working Groups (and other volunteer opportunities) with clear consistent information to determine if it is an appropriate opportunity for them</li> <li>• Offer simple sorting and filtering of the index to locate appropriate opportunities</li> <li>• Provide a simple “join” call to action and form in accordance with current best practices</li> </ul>
How?	Build a database to store groups, a web service for creating/managing groups, and a form-submission mechanism, customizable by administrators

**Goal #2:** Provide administrators the management tools required to track participation

Why?	<ul style="list-style-type: none"> <li>• Improve general efficiency in common activities</li> <li>• Provide consistent and accurate measurement of engagement</li> </ul>
What?	<ul style="list-style-type: none"> <li>• Provide administrators an application to easily create groups with a unique SOI (or other requirements for entry)</li> <li>• Allow the creation of activities for which they can track attendance</li> <li>• Provide logs and reporting tools to display metrics</li> </ul>
How?	Build a database to store groups, a web service for creating/managing groups, and a form-submission mechanism, customizable by administrators

## Issues and Concerns

1. There will be tension between privacy and accountability and transparency concerns and the community needs to be fully engaged and lead the requirements for this service.

2. We will have to clear on why we (organization and community) are gathering the data, how we (organization and community) will use the data, how we will store the data, and how people can opt-in and opt-out. There can be no ambiguity.
3. To be fully effective the Global Account needs to be integrated with all relevant ICANN services and applications. This will take time and expectations need to be tempered.