

## NEXT STEPS

### CCT-RT HYPOTHESIS WORKSHEET

#### **HYPOTHESIS:**

*(ex. The outreach program failed to reach potential applicants in the developing world)*

#### **OWNER:**

*(ex. Carlton Samuels)*

#### **HIGH LEVEL QUESTION:**

*(ex. Was the new gTLD application and evaluation program effective at serving the developing world?)*

#### **FINDINGS:**

*(a list of relevant findings and supporting data)*

- 1. Applications from the developing world (define) were disproportionately (define, perhaps ratio of applications to internet users) low.  
Source: Applicant data, internet usage study*
- 2. Potential applicants in the developing world did not know about the new gTLD program.  
Source: Applicant cohort survey found that 70% of potential applicants were unaware or vaguely aware of the new gTLD program.*

#### **CAUSES:**

*(refer to relevant hypothesis worksheets on causes)*

- 1. Outreach program was begun too late in the process  
see Outreach too late worksheet*
- 2. Outreach program used the wrong media  
see Outreach media worksheet*

#### **PRIORITY TO ADDRESS:**

*(ex. Prior to Subsequent Procedures, Mid-term, Long-term  
This is an important area for community input)*

#### **RECOMMENDATIONS:**

*(recommendations to ICANN. For each, specify:*

- 1. Target of recommendation (ie Staff, Board, SubProc PDP)*
- 2. Nature of recommendation*
- 3. Implementation details, exceptional costs, etc.)*

*(ex:*

- 1. Begin Outreach 6 months prior to accepting applications*
  - a. Staff recommendation*
  - b. Likely 20% increase in outreach cost*
- 2. Use more radio advertising for outreach*
  - a. Staff recommendation*
  - b. Likely 30% increase in outreach cost)*

## **NEXT STEPS**

### **REVIEW:**

*(how the effectiveness of these recommendations will be reviewed)*

- 1. Data source recommended for review*
- 2. Recommended timeframe for review)*

*(ex:*

- 1. Repeat applicant cohort survey, look for 40% increase in awareness*
- 2. Review in one year to make changes if an increase is not observed.)*