



GSE & DPRD Update | Sally Costerton
At-Large Leadership Working Session Part 2, 11 March 2017

⦿ **Converting engagement to participation**

- ⦿ Building from Stakeholder Journey effort, by understanding which stakeholders are active, which attend & leave
- ⦿ Relates directly to how we bring ICANN to the world, bring stakeholders to ICANN
- ⦿ Engagement Measurement & Planning function within GSE
- ⦿ Improving GSE data transparency = reporting on stakeholder participation, accurate, timely & useful measurement

GSE Update – Stakeholder Journey

Current Journey

What does the current Stakeholder Journey look like for a Stakeholder who enters the community today? What are the paths that they take? How do they enter the community, and where do they go? What are the points of entry? What are the pain points?

VS

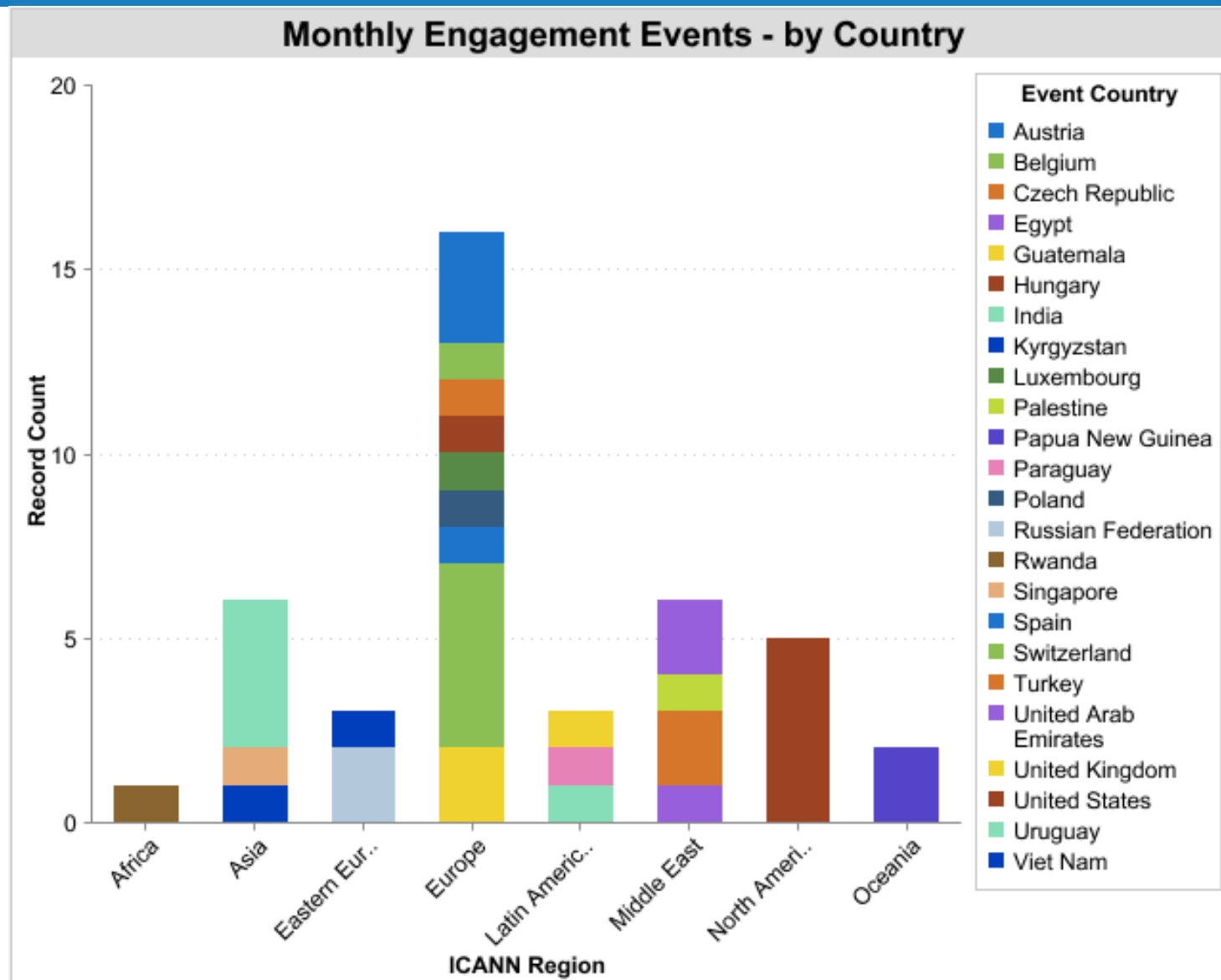
Potential Journey

What journeys can we envision for a Stakeholder to take? How can we better manage, support the journey?

⦿ **Demand-led Engagement**

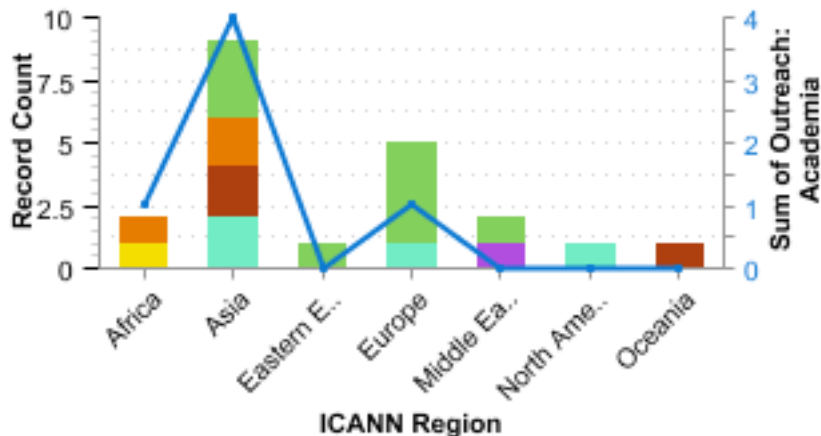
- ⦿ Examining delivery of services to ICANN community by regions and sectors
- ⦿ Aim is to identify gaps in participation from stakeholders in regions, drive participation to ICANN's policy development work

GSE Update – February 2017 data

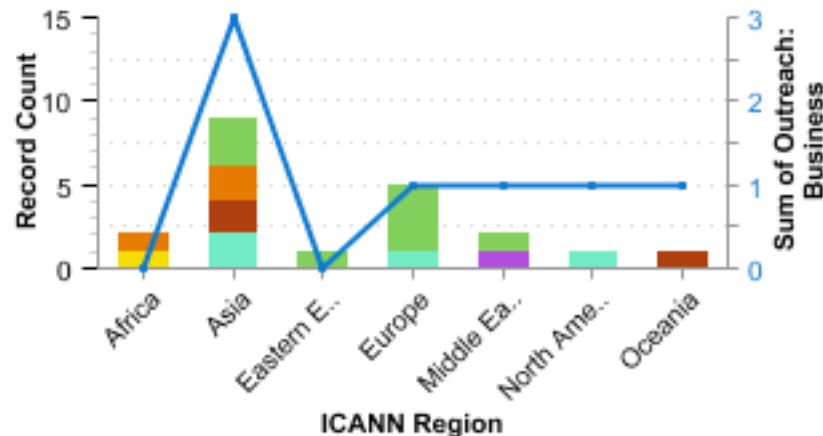


GSE Update – March 2017 data

March 2017 Academia outreach

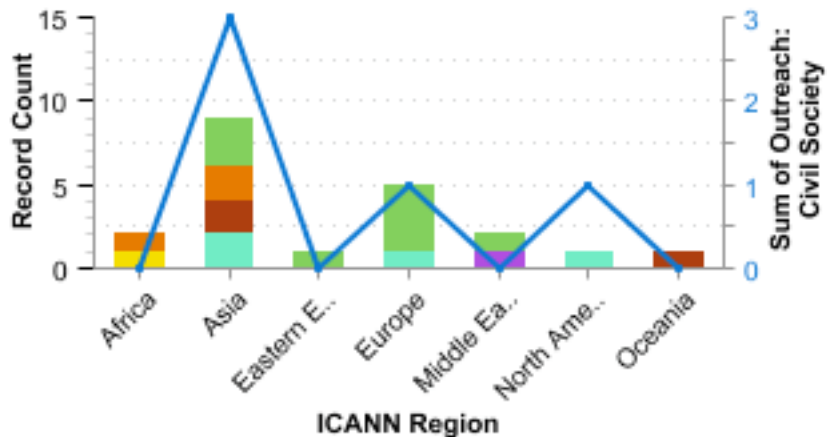


March 2017 Business outreach



GSE Update – March 2017 data

March 2017 Civil Society Outreach

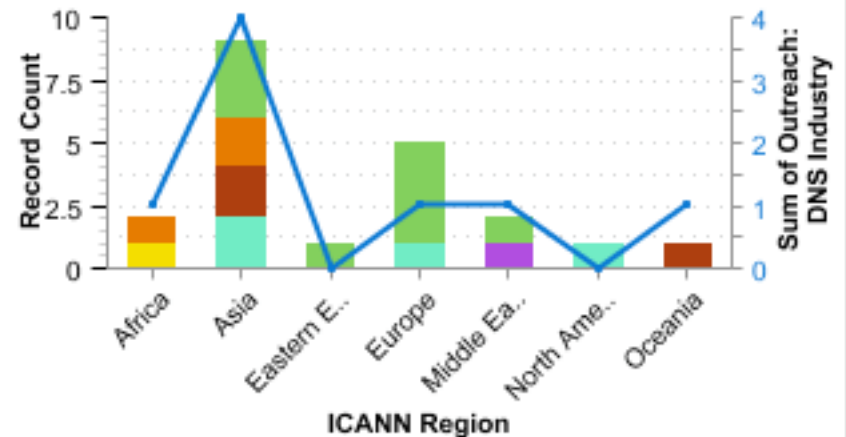


ICANN Region

Activity Category

- Record Count : Multistakeholder Event
- Record Count : Technical
- Record Count : DNS Industry
- Record Count : Business
- Record Count : Academia
- Record Count
- Sum of Outreach: Civil Society

March 2017 DNS Industry Outreach



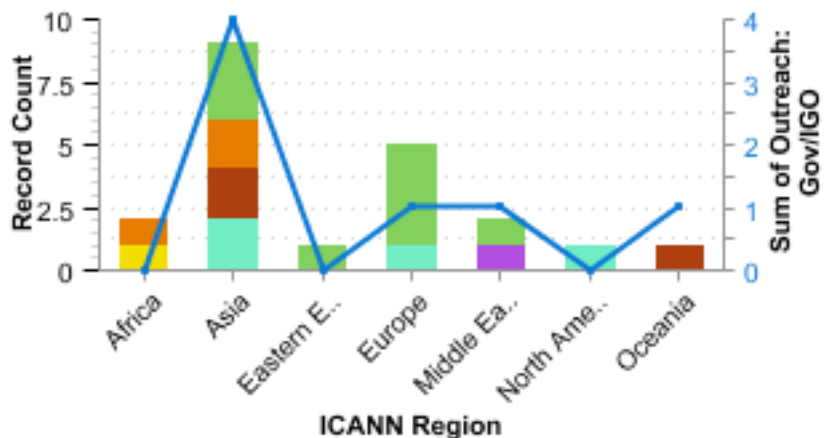
ICANN Region

Activity Category

- Record Count : Multistakeholder Event
- Record Count : Technical
- Record Count : DNS Industry
- Record Count : Business
- Record Count : Academia
- Record Count
- Sum of Outreach: DNS Industry

GSE Update – March 2017 data

March 2017 Gov/IGO Outreach

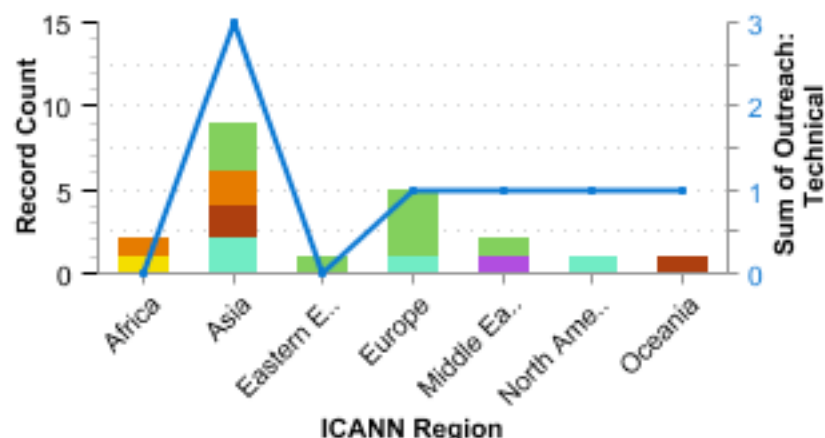


ICANN Region

Activity Category

- Record Count : Multistakeholder Event
- Record Count : Technical
- Record Count : DNS Industry
- Record Count : Business
- Record Count : Academia
- Record Count
- Sum of Outreach: Gov/IGO

March 2017 Technical Outreach



ICANN Region

Activity Category

- Record Count : Multistakeholder Event
- Record Count : Technical
- Record Count : DNS Industry
- Record Count : Business
- Record Count : Academia
- Record Count
- Sum of Outreach: Technical

⊙ **Public Interest**

- ⊙ Productive discussions in HIT sessions at ICANN55 & 57; no agreement on next steps
- ⊙ Community to decide on how best to carry this conversation forward in a way that supports ICANN's new Bylaws
- ⊙ At ICANN57, there was a call to create some type of a loose/informal structure, with follow-ups from staff; no uptake to date
- ⊙ Observation: PI is designed to be self-executing in ICANN's new Bylaws, receiving much support; possible interim solution:
 - ⊙ *If the bottom-up, multistakeholder process is followed, and the end result is supported by consensus, then the global public interest is automatically served.*

⦿ **Gender Diversity Survey**

- ⦿ Community-identified need for data to explore gender diversity within ICANN
- ⦿ Purpose of survey is to understand current perceptions of gender diversity within the ICANN community and identify potential barriers to participation
- ⦿ Survey to be launched post-Copenhagen and advertised through all SO/AC channels

◎ ICANN Learn

- ◎ 15 April: launch At-Large capacity building webinars course
 - ◎ English, French, Spanish
 - ◎ Discussion areas
 - ◎ Quizzes
 - ◎ Easy-to-navigate downloads
- ◎ Pre-requisite course structure now available
- ◎ Automatic "Congratulations on Completing This Course" email now available



- ◎ Expanded technical capacity for SSR training coming soon!