



Community Regional Outreach Pilot Program (CROPP)

Benedetta Rossi | December 2016 Update

Community Regional Outreach Pilot Program: Why?

Build local and/or regional awareness and recruitment of new community members;

More effectively engaging with current members and/or "reactivating" previously engaged ICANN community members; and



Communicating ICANN's mission and objectives to new audiences.

CROPP Trip Allocations

What does CROPP provide in FY17 for At-Large?

A

- 5 Regional Trip Allocations for **each** At-Large RALO (AFRALO, NARALO, LACRALO, APRALO, EURALO) ; 3 nights and 4 days standard

B

- Funded Costs/Expenses: Airfare (economy class), hotel and per diem (3 nights and 4 days)

C

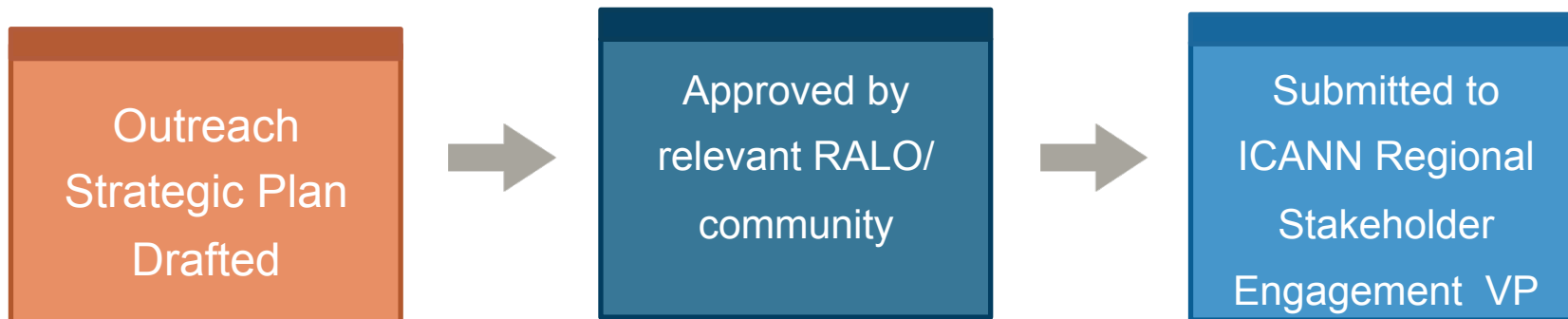
- All Travel is Booked by ICANN Constituency Travel for consistency and tracking purposes

CROPP Eligibility

Outreach Strategic Plan for Fiscal Year



Outreach Strategic Plan Process



CROPP Procedures

CROPP General Procedures

1

Outreach Strategic Plan

Drafted and
Submitted by
Community

2

Submit Trip Proposal on Wiki Space

3

Trip Proposals must
be submitted a
minimum of 6-weeks
prior to travel
(including approvals)

4

Trip assessment
to be submitted by
traveller within 3-
weeks of returning

5

All Trips must be
completed before
the end of
ICANN's 2017
Fiscal Year

6

Any unallocated
trip by the end of
Fiscal Year does
not carry over to
next Fiscal Year

Trip Confirmations/Approvals: Minimum 6-Weeks Prior to Travel

1

Community/Structure Leadership Approval

Each trip proposal must be approved within the participant's organization/structure leadership

2

ICANN Global Stakeholder Engagement VP

Each Trip must be concurred by ICANN's Global Stakeholder Engagement VP from the traveller's region

3

CROPP Program Administrators

Each Trip must satisfy the CROPP Program Guidelines as confirmed by the CROPP Program Administrators (Staff)

CROPP Roles/Responsibilities

CROPP Program Administrators (Staff)

The role of ICANN's Program Administrators will be to:

1. Provide Guidance and Interpretation of the CROPP Program Principles to the Community;
2. Confirm that all Trip Proposals meeting the principles/guidelines/criteria and have been authorized by the applicable parties;
3. Coordinate with other ICANN departments.

Pilot Program Coordinators (PPC) - Community

Each RALO is responsible for appointing 1-2 PPCs whose responsibilities are:

1. Consulting with members as needed for drafting and submission of Outreach Strategic Plan and any Trip Requests
2. Facilitating/managing trip approvals within organization and ICANN Regional Vice Presidents
3. Ensuring submission by traveller of a trip assessment & that it meets approval of the structure's leadership

Global Stakeholder Engagement VPs

1. Review each trip proposal to ensure it is congruent with and supportive of applicable regional strategies, plans, goals and objectives
2. Communicate concurrence to the applicable CROPP Pilot Program Coordinator (Community) and CROPP Program Administrator (Staff)
3. Collaborate with community travellers/participants as required

CROPP Additional Information

- ⦿ **Instructions for CROPP Templates, see Program Participant Template Instructions:** <https://community.icann.org/x/6wyOAw>
- ⦿ **To complete an At-Large Working DRAFT Template, see At-Large RALO Drafts:** <https://community.icann.org/x/7wyOAw>
- ⦿ **If you are new to CROPP and want an overview of the program, see the CROPP-FY17 Home Page:**
<https://community.icann.org/x/LAqOAw>
- ⦿ **To find someone knowledgeable who can help you, see CROPP Contacts:** <https://community.icann.org/x/5QyOAw>
- ⦿ **If you need specific assistance not found above or elsewhere, send an email to the ICANN Program Administrators at:**
cropp-staff@icann.org

Thank you & Questions



CROPP Staff Support

Reach us at:

Email: cropp-staff@icann.org



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