



FY18 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY18 Budget consideration is **30 January, 2017**.

REQUEST INFORMATION

Title of Proposed Activity

Outreach Materials

Community Requestor Name

Business Constituency

Chair

Chris Wilson

ICANN Staff Community Liaison

Rob Hogarth

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

Outreach Materials

Production of BC Outreach materials, primarily Newsletters and Factsheets specific to events [e.g. in some cases, translated to most prevalent language] for distribution at the ICANN meetings and other member supported events and for download from the BC website for broader availability:

- Graphic Design by professional for print and web ready versions
- Translation by ICANN language services if time and expertise permits, otherwise outsourced when justified/needed
- Printing by ICANN if time permits otherwise, use of more localized printing services, managed by a BC member responsible for production
- Transport to meeting.
- If justified, use of professional editor services

Coordination of production carried out by either a BC officer and member or by secretariat. Content written by BC members or ICANN staffer at no cost..Photographs from BC member or ICANN Flickr at no cost for credit line.

This has been funded in FY13, FY14, FY15, FY16 & FY17 and has been successful. Print run is between 250 and 500 copies per meeting [3 per year, with fact sheets at 1-2 per year]. Previous editions can be downloaded from 'quick links' on BC website – www.bizconst.org.

The Newsletters and Fact Sheets are always developed in English, and non English translations are provided, depending on the dominant UN Languages related to the ICANN meeting location, or for fact sheets, any special outreach events. When non English versions are provided, they are also printed, and posted on the website.

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Outreach

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

Published in time to distribute at each ICANN meeting. Otherwise, available online for download.



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REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

Continuing role in Internet Governance, Stakeholder Diversity, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements

2. Demographics. What audience(s), in which geographies, does your request target?

Potential members and other attendees of ICANN meetings. All regions.

3. Deliverables. What are the desired outcomes of your proposed activity?

Outreach for the BC and ICANN. Retention of members, information and news for members who are on the fringe of BC stakeholder activity but wish to be kept informed of internet governance and ICANN issues affecting them. Significant positioning with ICANN Board, staff, members of the ICANN community, and GAC, as well as broader outreach.

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Number of copies distributed and number downloaded from BC website. Reception and feedback on content of newsletter. In FY13 each of three editions had print run of 300 or 400, FY15 about 1,500, FY16 750 and FY17 250 (so far) and were distributed at ICANN meetings. Factsheet is also widely distributed at ICANN Newcomers lounge and both newsletters and factsheets are distributed to ICANN Fellowship. In addition, upon occasion, BC members have distributed copies of the relevant newsletter at the WSIS Forum, AfICTA Summit, WITSA World Congress, and at the IGF.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or Parameters	Additional Comments
BC Newsletter and occasional factsheet	Meeting # 60		\$2,500.00	
	Meeting # 61		\$2,500.00	
	Meeting # 62		\$2,500.00	

Subject Matter Expert Support:

Nil

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



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Nil

Language Services Support:

Possible translation to French and Spanish

Other:

N/A

Travel Support:

N/A

Potential/planned Sponsorship Contribution:

Material design
Drafting of content
Printing and shipping