

## Definition of effectiveness

The degree to which objectives are achieved and the extent to which targeted problems are solved.

Once a policy has been implemented it is necessary to monitor and evaluate the effectiveness of the policy to determine whether it has been successful in achieving the intended outcomes. ... The impact of policy can be measured with good statistics. If policy cannot be measured it is not good policy.

## Steps to determine effectiveness

- 1) Identify issue
- 2) Frame issue – determine goal of policy, ability to implement the policy and actual results of the policy
- 3) Audit outcomes and impacts - Measurable results short term, intermediate and long term impacts
  - a. Sampling
  - b. Metrics
  - c. Monitoring
  - d. Trend analysis
  - e. Determine information gaps
- 4) Determine whether changes in outcomes are a result of the policy
- 5) Develop recommendations and good practices

## How can we use this framework for our work in the RT

- 1) Identify issue - The degree to which Whois objectives identified by stakeholders have been achieved and the extent to which problems targeted by the first RT have been solved

2) Frame issue – focus on goals of the first RTs recommendations? What problems they were trying to address, ability to implement the policy and actual results of the policy.

One of the issues that the first RT pointed out is that it was difficult to know what the WHOIS policy was and find all the components of the policy in one cohesive document.

From first RT report

"the extent to which ICANN s existing policy and implementation are effective in meeting stakeholder needs"

3) Audit outcomes and impacts - Measurable results short term, intermediate and long term impacts

Possible questions to use in survey of stakeholders about their needs for WHOIS.

Have there been improvements since the first RT recommendations?

Does WHOIS meet your needs for accurate data and why?

Does WHOIS meet your needs for privacy and why?

Current WHOIS issues not addressed by the RT recommendations?

Is the WHOIS policy effective in the current implementation?

Does ICANN compliance meet stakeholder needs and is it effective?

a. Sampling

b. Metrics

c. Monitoring

d. Trend analysis

e. Determine information gaps

4) Determine whether changes in outcomes are a result of the policy

Have market conditions impacted the WHOIS instead of policy?

Have applicable law impacted the WHOIS instead of policy?

5) Develop recommendations (and recommend good practices)

