

RECOMMENDATIONS 1, 2, 3: GNSO OUTREACH AND WORKING GROUP PARTICIPATION

Deleted: ROTATION OF PDP WORKING GROUP MEETING START TIMES

STRATEGIC ALIGNMENT

Part One – Which ICANN Objective does this meet

Promote role clarity and establish mechanisms to increase trust within the ecosystem rooted in the public interest. Also, evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive. See Strategic Plan main web page at: <https://www.icann.org/resources/pages/strategic-engagement-2013-10-10-en>.

Alignment with Strategic Objectives

Goal	<ul style="list-style-type: none"> - Shared understanding by Board, staff and stakeholders of the allocation of responsibilities for design, development and implementation of policy and operational processes. - Shared understanding of the roles, responsibilities and accountability of the Board, staff and stakeholders. - Board, staff, and stakeholders use best practices and exercises appropriate behavioral norms.
Project/Recommendation	<p>Recommendation 1: That the GNSO develop and monitor metrics to evaluate the ongoing effectiveness of current outreach strategies and pilot programs with regard to GNSO Working Groups.</p> <p>Recommendation 2: That the GNSO develop and fund more targeted programs to recruit volunteers and broaden participation in PDP Working Groups, given the vital role volunteers play in Working Groups and policy development.</p> <p>Recommendation 3: That the GNSO Council reduce or remove cost barriers to volunteer participation in Working Groups.</p>

SCOPE DESCRIPTION

Scope Statement

1. Staff will provide an overview of current outreach strategies and pilot programs with regard to GNSO Working Groups.
2. The GNSO Review Working Group to determine what metrics to develop and monitor to evaluate ongoing effectiveness of current outreach strategies and pilot programs.
3. The GNSO Review Working Group determine whether the GNSO should develop and fund more targeted programs, beyond those already offered.
4. The GNSO Review Working Group determine how best to reduce or remove cost barriers to volunteer participation in Working Groups and policy development.
2. The GNSO Review Working Group to determine whether this recommendation has been implemented or whether further work needs to be undertaken to meet the intent of this recommendation.

Out of Scope

The above scope is sufficiently clear.

Assumptions

None.

Deliverables

None.

OPTION ANALYSIS

None were considered or were necessary to be considered.

SOLUTION

1. Current Outreach Strategies and Pilot Programs:

Staff identified the following current outreach and volunteer development initiatives:

- *Stakeholder Journey Project*: Seeks to build pathways for interested stakeholders to become active participants in bottom-up policy processes.
- *The ICANN Academy Leadership Program*: Provides training in leadership and facilitation skills for members of the ICANN community across the ACs, SOs, and SGs.
- *The ICANN Academy Chairing Skills Program Pilot*: Seeks to prepare community members to take on leadership roles in working groups and stakeholder groups.
- *The Volunteer Engagement Project*: Seeks to improve ICANN's ability to identify and attract new and productive community participation while retaining existing participants who dedicate their time and efforts to ICANN's work.
- *NextGen@ICANN*: Sponsors young adults to attend ICANN meetings, focusing on individuals ages 18-30 from the region in which the meeting is taking place.
- *The ICANN Fellows Program*: Offers sponsorship to ICANN meetings and capacity-building activities for select participants, focusing on individuals from underserved and underrepresented communities. Includes continuing review of the program; evaluation through the annual budget process.
- *ICANN Learn*: Offers a free and open learning platform for members of the community.
- *Other Activities*: Within the GNSO, several activities support onboarding of newcomers: Monthly webinars for working group newcomers co-hosted with GNSO Council members; PDP Working Group Member Onboarding Program; and the Membership Enrollment Portal (currently in the planning stages).

2. Stakeholder Group and Constituency Outreach:

Commercial Stakeholder Group:

a. Business Constituency: See: <http://www.bizconst.org/> and <http://www.bizconst.org/category-fees>.

b. Intellectual Property Constituency: See: <http://www.ipconstituency.org/> and <http://www.ipconstituency.org/join-the-ipc>.

c. Internet Service Provider and Connectivity Provider Constituency: See <http://www.ispcp.info/> and <http://www.ispcp.info/membership>.

Non-Commercial Stakeholder Group:

a. Non-Commercial Users Constituency: See <https://www.ncuc.org/>, <https://www.ncuc.org/get-involved/join-ncuc/>, and <https://www.ncuc.org/about/membership/>.

b. Not-for-Profit Operational Concerns Constituency: See <https://www.ncuc.org/about/membership/>.

Registrar Stakeholder Group: See: <http://icannregistrars.org/membership/>

Registries Stakeholder Group: See: <https://www.rysg.info/>

3. GNSO Outreach: See: <https://gns0.icann.org/sites/gns0.icann.org/files/gns0/presentations/policy-efforts.htm>

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Newcomers:

ICANN Newcomer Programme

Newcomers Webinars

PDP Updates

ICANN Meeting Reports & Webinars

Introduction to the GNSO course on ICANN Learn

GNSO How to participate: <https://gns0.icann.org/en/about/participation.htm>

Community Regional Outreach Program (CROPP): <https://community.icann.org/display/soaceoutreach>

The Community Regional Outreach Pilot Program (CROPP) has been in place since FY14 - for three and one half fiscal years as a pilot program. In its various pilot phases, the CROPP showed steady growth in community interest and usage for eligible communities. Required community activity reports depicted innovative uses of the program by eligible pilot communities that employed annual outreach and engagement strategies.

For FY18, the ICANN Org will continue to administer a comprehensive Regional Outreach Program that will permit eligible communities that have developed a strategic outreach and engagement plan (and posted that plan on the ICANN Community Wiki) to choose to continue to employ the newly labeled "CROP" program.

After testing a pilot outreach event capability in FY17, the CROP program will revert to focusing on regional travel for all eligible communities, rather than outreach events. All communities will be able to target five individual regional trips for FY18 to maximize their outreach and engagement opportunities.

To confirm their FY18 eligibility, potentially-eligible communities in the ALAC and GNSO non-contracted communities must produce a clear and comprehensive outreach plan explaining their FY18 outreach goals and planned expectations so that the selected activities can be coordinated with the appropriate ICANN Regional engagement teams. The recommended submission target date for those community plans is 30 September 2017. ICANN Org will develop/modify program parameters and calendars as appropriate to effectively manage the provision of these resources.

3. Suggested Metrics:

1. Identify Fellows who are members of stakeholder groups and constituencies, and participate in Working Groups and track the numbers annually.
2. Track Newcomers who apply for and participate in the Fellows program.
3. Evaluate CROPP outreach plans from 2017.
4. Gather statistics from stakeholder groups and constituencies on membership numbers annually.

4. Whether to develop and fund more targeted programs, beyond those already offered

The question of whether to develop and fund more targeted programs is likely to be informed by metrics. Some questions to consider when gathering metrics are: Does the Fellows program result in an increase in participation of newcomers in stakeholder groups and constituencies, and on working groups? Do newcomers advance into the Fellows program? Did CROPP increase participation in the GNSO regionally? Can stakeholder groups and constituencies show how CROPP has benefitted them? Do the membership outreach by stakeholder groups and constituencies increase membership and participation?

5. How best to reduce or remove cost barriers to volunteer participation in Working Groups and policy

Field Code Changed

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development

Participation in Working Groups is already a low-cost, or no-cost, option for members and observers. All meetings are accessible via remote participation and there are recordings and transcripts. For meetings at ICANN meetings real time transcription and translation of transcripts often are provided. Newcomers may be eligible for travel funding for ICANN meetings via the NextGEN and Fellows programs, although face-to-face participation is not a requisite for effective participation in the policy making process. Via a separate recommendation the cost of providing real time transcription for Working Group meetings will be gathered and the GNSO Review Working Group will consider whether the benefits justify the costs, or whether the determination to provide real time transcription will be evaluated based on the needs and composition of individual Working Groups.

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Working Group Determination:

TBD

KEY DEPENDENCIES

None.

RISK IDENTIFICATION

None.

KEY PERFORMANCE INDICATORS

It is not clear to staff whether a KPI applies in the implementation of these recommendations.

NECESSARY TO PROCEED

Next Phase Activities/Resources

Staff resources.

APPROVERS

Name	Title	Approval Status	Date
GNSO Review Working Group			

REVISION HISTORY

Date	Version	Description	Author
17 January 2018	V1	Original Draft.	Julie Hedlund, Policy Director

Attachments, as applicable: None