

Outreach evaluation & recommendation

Discussion Items from Toronto:

- To what extent is this is Staff process
 - capabilities
 - amount of time it would take
- Professional (paid) survey or informal survey
- Statistical poll or set of clarifying questions
- Include both Outreach and Support in one process or two
 - Developing Country applicants
 - Aid application
- Did ICANN do a PR report on the outreach efforts

Process

A. Theory formation (till December mtg)

Team: Tijani, Yoavi, Cintra

B. Survey

B1. General outreach

10 question max ???

Open Questions (essay), multiple choice, T/F

Team: Dev, Cintra, Jacqueline,

- on line questionnaire (till February Mtg)
- create question
- distribution (till March Mtg)
- ICANN
- ISOC
- various hashtags

B2. interview with regional groups (till Beijing)

- ALSes
- ISOC chapters
- GAC
- ccTLDs
- follow up from questionnaire

C. Draft initial report on causes (Beijing + 4 weeks)

Team: Cintra, Jacqueline,

D. Draft proposed solutions (till Durban)

Team: Cintra,

- Fix for next round
- Propose remediation round