

BC Outreach Strategic Plan



Instructions:

1. Please use the **<Edit Contents>** menu option (directly above) to complete this form. Remember to **<Save>** the page (bottom right) after making updates.
2. The information fields are 'richtext' so that they can accommodate tables, links, images, attachments, and other formatting capabilities that may be useful in explanations/descriptions.
3. This form may be edited/saved as many times as needed. When completed, please notify your Pilot Program Coordinator (PPC) for further processing.

STAFF USE ONLY

Strategy Status

APPROVED



In order to take advantage of CROPP deliverables in FY16, an Outreach Strategic Plan must be completed, approved internally within the structure/organization, and concurred by the applicable Regional Stakeholder V.P. team no later than 30 September 2015.

Person Completing Form:	Ozan Sahin
FY16 Election:	Outreach/Engagement Event (1)
If Election = Outreach/Engagement Event, what month/year do you project holding the event? (Please select from the drop-down menu).	Month/Year
	Sep 2015

Outreach Strategy

Outreach Plan Description and Details:	FY16 Outreach Strategy																			
	13.08.2015																			
	Introduction																			
	The Commercial and Business Users' Constituency (BC) FY16 Outreach Strategy is premised on fulfilling the BC mission* as contained in its 2009 approved Charter. It is also aimed at aligning with ICANN strategic objectives one** and four***.																			
	Objectives																			
	The BC Outreach objectives are: 1. To create awareness about the BC, how it works and ICANN, particularly in low membership regions and industry sectors. 2. To realise this mission by growing the BC membership base thereby enriching its long term policy development efforts and at the same time addressing volunteer burn-out phenomenon 3. To advance the bottom-up multi-stakeholder model of ICANN by creating meaningful opportunities for input from a broad cross section of businesses.																			
	Implementation Strategy																			
	Implementing its Outreach Strategy is based on ICANN FY16-27 support provision of a oneoff event and BC's FY16 Budget provision for Outreach based on its established Outreach funding criteria.																			
	The BC seeks to:																			
	<ul style="list-style-type: none">• Present information about ICANN and the BC at ICT related events around the globe, particularly in low membership regions.• Hold special events to inform the business community about ICANN and the BC.• Provide travel support for potential members to attend relevant activities• Provide financial support for BC members to attend outreach and recruitment events on behalf of the BC that they would not otherwise attend• Provide mentorship and informal support to business representatives attending ICANN or BC meetings for the first time.																			
*The mission of the Business Constituency is to ensure that ICANN policy positions are consistent with the development of an Internet that:																				
<ul style="list-style-type: none">• promotes end-user confidence because it is a safe place to conduct business• is competitive in the supply of registry and registrar and related services• is technically stable, secure and reliable.																				
**Evolve and further globalize ICANN																				
***Promote ICANN's role and multistakeholder approach																				
Governance Framework																				
BC Outreach strategy is administered by the BC Outreach Committee with the support of its Executive Committee and ICANN staff.																				
Events and travel support requests are considered and approved by the Outreach Committee. Report outs of activities are provided to the BC membership at large.																				
Expected Outcome																				
Through our outreach efforts, the BC expects to																				
<ul style="list-style-type: none">• Reach an in-person audience of some 500 potential members through attendance/speaking at various conferences.• Attract 16 new members by the end of FY2016• Distribute more than 5,000 BC newsletters, business cards and factsheets• Attract close to 10,000 webpage views through leads from news channels across the world.																				
BC Outreach Strategy Matrix																				
<table><tr><th>Sn</th><th>Ojectives</th><th>Outputs</th><th>Expected Results</th><th>Key Performance Indicators</th></tr><tr><td>1</td><td>To create awareness about BC, its works and ICANN in low membership regions.</td><td>Conduct of Outreach events in collaboration with stakeholders in Africa, Asia & Latin America. Re-branding of URL (bizconst.org) Reports Newsletters Factsheets</td><td>Increased awareness of BC & ICANN Increased interest in the DNS industry</td><td>Speaking opportunities for BC officials @ (Business) events Numbers of newsletters distributed. Number of electronic, print and new media beats. Increased BC membership</td></tr><tr><td>2</td><td>To realise its mission by growing its membership base thereby enriching its long term policy development efforts and at the same time addressing volunteer burn-out phenomenon</td><td>Conduct of Outreach events in collaboration with stakeholders in Africa, Asia & Latin America. Member one-on-one outreach with business associates.</td><td>More members of BC from the 3 regions (Africa, Asia and Latin America)</td><td>Growth of BC membership by 25%. Effective BC participation in all WGs Numbers of business stakeholders reached.</td></tr><tr><td>3</td><td>To advance the bottom-up multi-stakeholder model of ICANN</td><td>Fortnightly conference calls Effective participation in ICANN policy development process Publication of policy positions on the wiki and URL. Presentations at key trade Association events.</td><td>Increased uptake of the M/S model across entities.</td><td>Survey results Growth in membership Effective BC participation in all WGs.</td></tr></table>	Sn	Ojectives	Outputs	Expected Results	Key Performance Indicators	1	To create awareness about BC, its works and ICANN in low membership regions.	Conduct of Outreach events in collaboration with stakeholders in Africa, Asia & Latin America. Re-branding of URL (bizconst.org) Reports Newsletters Factsheets	Increased awareness of BC & ICANN Increased interest in the DNS industry	Speaking opportunities for BC officials @ (Business) events Numbers of newsletters distributed. Number of electronic, print and new media beats. Increased BC membership	2	To realise its mission by growing its membership base thereby enriching its long term policy development efforts and at the same time addressing volunteer burn-out phenomenon	Conduct of Outreach events in collaboration with stakeholders in Africa, Asia & Latin America. Member one-on-one outreach with business associates.	More members of BC from the 3 regions (Africa, Asia and Latin America)	Growth of BC membership by 25%. Effective BC participation in all WGs Numbers of business stakeholders reached.	3	To advance the bottom-up multi-stakeholder model of ICANN	Fortnightly conference calls Effective participation in ICANN policy development process Publication of policy positions on the wiki and URL. Presentations at key trade Association events.	Increased uptake of the M/S model across entities.	Survey results Growth in membership Effective BC participation in all WGs.
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Date Submitted:	13-Aug-2015																			

Community Confirmation Section

Note: To be completed by a Pilot Program Coordinator (PPC) designated by this organization/structure.

Acknowledgements	Confirmed?	Name	Date	Notes
<i>The detailed Outreach Strategic Plan has been properly completed per CROPP requirements.</i>	Yes	Ozan Sahin	13-Aug-2015	BC FY16 Outreach Strategic Plan meets the CROPP requirements.
<i>The ICANN Organization / Structure's leadership has authorized this Outreach Strategic Plan.</i>	Yes	Ozan Sahin	13-Aug-2015	BC Excomm approved the FY16 Outreach Strategic Plan
<i>The Outreach Strategic Plan has been concurred by the Stakeholder Engagement V.P.</i>	Yes	Ozan Sahin	13-Aug-2015	BC FY16 Outreach Strategic Plan has been concurred by Pierre Dandjinou, VP, Stakeholder Engagement - Africa
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