ISPC Outreach Strategic Plan

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:	Christian Dawson
FY16 Election:	CROPP Individual Trips (5)
If Election = Outreach/Engagement Event, what month/year do you project holding the event? *(Please select from the drop-down menu).*	**Month/Year**

Outreach Strategy

Outreach Plan Description and Details:	Introduction The Internet Service Providers & Connectivity Constituency (BC) FY16 Outreach Strategy is premised on fulfilling the ISPCP mission as contained in its Charter. Objectives The ISPCP Outreach objectives are: 1. To create awareness about the ISPCP, how it works and ICANN, particularly in low membership regions and industry sectors. 2. To realise this mission by growing the ISPCP 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 based on its established Outreach funding criteria. The ISPCP seeks to: • Present information about ICANN at the ISP and NOG related events around the globe, particularly in low membership regions. • Hold special events to inform the business community about ICANN and the ISPCP. • Provide travel support for potential members to attend relevant activities • Provide financial support for ISPCP members to attend outreach and recruitment events on behalf of the ISPCP that they would not otherwise attend • Provide mentorship and informal support to ISP representatives attending ICANN or ISPCP meetings for the first time. The Internet Service Providers and Connectivity Providers operate Internet backbone networks and/or provide access to Internet and related services to End Users. They are key players of the Internet. and have an essential role in its stability and development. As a consequence, they contribute toward fulfilling the aims and goals of ICANN. Since the creation of ICANN, those players formed a constituency to bring their specific and unique expertise to ICANN. The ISPs and Connectivity Providers Constituency forms an integral part of the generic Name Supporting Organization (GNSO) assigned, according to ICANN Bylaws, Article XX, Section 5, as a representative member of the Commercial Stakeholders Group (CSG) in the Non-Contracted Parties House. The role of the ISPCP Constituency goes beyond this GNSO participation: it takes an active part in many Supporting Organizations, Advisory Committees, and Working Groups within ICANN's diverse structure. Among the numerous topics where they expressed the views of their community, one could mention: • Whois policies, • New gTLDs and their impact on the network, • IP addressing, • Institutional evolution of ICANN, notably the Affirmation of Commitments, To summarize, the Constituency ensures that the views of Internet Service Providers and Connectivity Providers contribute toward fulfilling the aims and goals of ICANN. The ISPCP actively participates in the work of ICANN to ensure that policy development guarantees and enhances the operational stability of the Internet and the needs and interests of ISP and connectivity providers. The Constituency also cares about safeguarding the interests and concerns of the ISP and connectivity industry. The Constituency fulfills its roles and responsibilities while adhering to the relevant ICANN bylaws and Operating Procedures. Governance Framework ISPCP Outreach strategy is administered by the ISPCP 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 ISPCP membership at large. Expected Outcome Through our outreach efforts, the ISPCP expects to • Reach an in-person audience of some 500 potential members through attendance/speaking at various conferences. • Attract 12 new members by the end of FY2016 • Distribute more than 1000 ISPCP newsletters and business cards • Attract close to 2000 webpage views through leads from news channels across the world.
Date Submitted:	20-Jan-2016

Community Confirmation Section

Acknowledgements	Confirmed?	Name	Date	Notes
The detailed Outreach Strategic Plan has been properly completed per CROPP requirements.	Yes	Christian Dawson	20-Jan-2016	
The ICANN Organization / Structure's leadership has authorized this Outreach Strategic Plan.	Yes	Christian Dawson	03-Mar-2016	
The Outreach Strategic Plan has been concurred by the Stakeholder Engagement V.P.	Yes	Benedetta Rossi	03-Mar-2016	Submitted Outreach Plan to Regional VPs as per CROPP procedures.
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CROPP GNSO Outreach Strategic Plan Template v2 (Jun 2015)