



# FY15 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to [controller@icann.org](mailto:controller@icann.org).  
Please remember that the deadline for FY15 Budget consideration is **March 7<sup>th</sup> 2014**

## REQUEST INFORMATION

### Title of Proposed Activity

Constituency outreach material

### Community Requestor Name

ISPCP – GNSO

### Chair

Tony Holmes

### ICANN Staff Community Liaison

## REQUEST DESCRIPTION

### 1. Activity: Please describe your proposed activity in detail

#### Outreach Material

Production of ISPCP Outreach material, primarily Newsletter and Factsheet for distribution at the ICANN meeting and other member events and for download from the ISPCP website.

- Graphic Design
- Translation
- Printing locally
- Transport to meeting

Content written by ISPCP members

Photographs from ISPCP member

Translation mostly in Spanish.

#### Note:

*Assistance by ICANN staff is supposed – as announced from the FY14 budget request round*

### 2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Outreach

### 3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

Recurring activity

## REQUEST OBJECTIVES

1. *Strategic Alignment.* Which area of ICANN's Strategic Plan does this request support?



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**Continuing role in Internet Governance, Stakeholder Diversity, technical and operational excellence, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements**

**2. Demographics. What audience(s), in which geographies, does your request target?**

Addressing two broad worldwide audiences:

- People charged with the strategic direction of their company (product managers, strategists, marketing leaders, etc.) who need to understand the business impact of the DNS and shape their organization’s preferred role in the DNS value chain.
- Technical leaders who need to understand and address security, stability and reliability issues of the domain name and numbering systems.

**3. Deliverables. What are the desired outcomes of your proposed activity?**

Broadening the reach of, and participation in, the ISPCP constituency in order to enhance international DNS cooperation, support participation in the multi-stakeholder model and act in the global public interest

**4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?**

Number of copies distributed and number downloaded from website. Reception and feedback on content of newsletter.

## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

**Staff Support Needed (not including subject matter expertise):**

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
<i>ISPCP Newsletter and Factsheet</i>	<i>ongoing</i>	<i>Based on FY14 experience</i>	<i>5,000 \$</i>	
<i>Develop Outreach materials</i>	<i>ongoing</i>	<i>Senior person to extract information, junior person for drafting/review</i>	<i>2-4 hours/week</i>	<i>Prepare materials that can be repurposed across multiple uses (meetings, F2F) and media (print, web, RSS)</i>
<i>Develop new-member onboarding materials</i>	<i>ongoing</i>	<i>Senior person to help with planning, junior person for drafting/review/support</i>	<i>2-4 hours/week</i>	<i>Successful outreach requires that new participants have a positive experience once they decide to join.</i>
<i>Develop ongoing Outreach messaging and materials</i>	<i>ongoing</i>	<i>Senior person to extract information, junior person for drafting/review</i>	<i>1-2 hours/week</i>	<i>Prepare materials that can be repurposed across multiple uses (meetings, F2F) and media (print,</i>



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				<i>web, RSS)</i>
<i>Incorporate materials/message into Global Outreach events</i>	<i>FY15 – all year. Incorporate materials into events as they become available</i>	<i>Guided by senior person, executed by junior person</i>	<i>4-8 hours/event</i>	
<i>Incorporate materials/message into ISPCP events, activities and media</i>	<i>FY15 – all year. Incorporate materials as they become available</i>	<i>Guided by senior person, executed by junior person</i>	<i>2-4 hours/month</i>	<i>Assistance, guidance and coordination (“account manager” role)</i>

**Subject Matter Expert Support:**

*ISPCP members (who will participate as zero-cost volunteers) will provide subject matter expertise.*

**Technology Support: (telephone, Adobe Connect, web streaming, etc.)**

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
<i>Develop Outreach materials</i>	<i>ongoing</i>	<i>Primarily coordination and review</i>	<i>2-4 calls/month</i>	<i>Phone bridge + Adobe Connect</i>
<i>Develop new-member onboarding materials</i>	<i>ongoing</i>	<i>Intensive, planning and development activity</i>	<i>2-4 calls/month</i>	<i>Phone bridge + Adobe Connect</i>
<i>Develop ongoing Outreach messaging and materials</i>	<i>ongoing</i>	<i>Ongoing materials-development and coordination</i>	<i>1-2 calls/month</i>	<i>Phone bridge + Adobe Connect</i>
<i>Incorporate materials/message into Global Outreach events</i>	<i>FY15 – all year. Incorporate materials into events as they become available</i>	<i>Done on an event by event basis, presumes learning curve, less work in later iterations</i>	<i>1-2 calls/event</i>	<i>Phone bridge + Adobe Connect</i>
<i>Incorporate materials/message into ISPCP events, activities and media</i>	<i>FY15 – all year. Incorporate materials as they become available</i>	<i>Ongoing coordination</i>	<i>1-3 calls/quarter</i>	<i>Phone bridge + Adobe Connect</i>

**Language Services Support:**

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
<i>Develop Outreach materials</i>	<i>ongoing</i>	<i>Translations of the materials into the standard ICANN languages</i>	<i>4-8 documents</i>	
<i>Develop ongoing Outreach messaging and materials</i>	<i>ongoing</i>	<i>Translations of the materials into the standard ICANN languages</i>	<i>1-2 documents per month</i>	
<i>Incorporate</i>	<i>FY15 – all year.</i>	<i>Translations to the</i>	<i>2-4</i>	



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<i>materials/message into Global Outreach events</i>	<i>Incorporate materials into events as they become available</i>	<i>extent that base materials are tailored to meet venue requirements</i>	<i>documents/event (if venue requires non-standard language support)</i>	
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**Other:**

**Travel Support:**

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

**Potential/planned Sponsorship Contribution:**