

GGP Tasks 3-5 Guidance Recommendations

Draft Working Document

Tasks 3, 4, and 5

Task 3 – Analyze the set of suggested metrics in Implementation Guidance 17.9 and propose which ones should be prioritized. The set of prioritized metrics is NOT limited to what is identified in 17.9

Task 4 – Identify any other appropriate metrics and measures of success to help in identifying the necessary program elements and measuring program success after the fact. In identifying the suggested set of metrics, propose how data can be collected, how metrics can be measured, who can collect the data, as well as what represents success.

Task 5 – Consider, and to the extent feasible, suggest how the “outreach, education, business case development, and application evaluation” elements of the Applicant Support Program may be impacted by the identified metrics and measures of success. For example, based on the success metrics for Awareness and Education, this may impact the approach for performing outreach and education. To the extent feasible, suggest an approach to outreach, education, business case development, and application evaluation assistance.’

LIFE CYCLE ELEMENTS:

1. OUTREACH/AWARENESS

GOAL: That potential applicants from under-developed and developing regions should be a priority target of events, communication channels, and publications.

Approach: While not excluding any regional events, ICANN org should prioritize targeting potential applicants from under-developed and developing regions, over regions that are already well represented, through events, communications channels, and publications.

Indicators of Success: That the majority of events, communications channels, and publications are targeted to supported applicants from under-developed and developing regions.

Data/Metrics to Measure Success: Percentage of events, communications channels, and publications targeted to supported applicants from under-developed and developing regions.

GOAL: That potential applicants from the not-for-profit sector, social enterprises and/or community organizations should be a priority target of events, communication channels, and publications, over those with a more commercial or technical focus.

Approach: While not excluding any other type of applicant, ICANN org should prioritize targeting potential applicants from the not-for-profit sector, social enterprises and/or community organizations, over those with a more commercial or technical focus, through events, communications channels, and publications.

Indicators of Success: That the majority of outreach events, communications channels, and publications are targeted to supported applicants are from not-for-profit sector, social enterprises and/or community organizations.

Data/Metrics to Measure Success: Percentage of outreach events, communications channels, and publications targeted to supported applicants from not-for-profit sector, social enterprises and/or community organizations.

GOAL: That more parties who potentially qualify for applicant support are aware of the gTLD program, engage with the gTLD program, and are well informed of the potential to obtain applicant support.

GOAL: Create awareness of the next round of gTLD applications and the availability of applicant support both online and at in-person events, using both staff and community resources.

Approach:

ICANN org should:

- Drive interested parties to online information and tools and not to try to provide detailed information.
- Create a list of potential events and communications channels, to which the community can make suggestions.
- Direct staff to participate remotely unless there is a compelling reason for in person attendance, focusing in-person attendance on significant multi-regional and regional events only.
- Prepare materials for regional staff to use for events which they will already be attending, with in-person participation should be focused on regional staff who are already attending an event and using existing budgets.
- Prepare “public materials” which can be used by community members for their own outreach efforts. The nature of these materials to be carefully crafted to allow their use by persons who are not staff.
- Direct staff to consider non-traditional channels to raise awareness, such as social media channels and publications to also drive interested parties to the online information and tools.

Indicators of Success:

- Number of events.
- Polling and surveys including targeted feedback with an emphasis on whether outreach efforts were considered successful (encouraged applications, or decided not to apply as not appropriate for them).
- At least 0.5% of the applicants of the next round are supported applications.
- Number of outreach events and follow up communications with potential applicants.
- Level of awareness about the New gTLD Program/Applicant Support Program.
- Number of enquiries about the program/level of interest expressed/number that considered applying.
- Number and percentage of applicants.
- First-time applicants versus repeat applicants.
- Applicants submitting a single application versus portfolio applicants.
- Applications based on pre-existing trademarks.
- Registrations for self-service resources.

Data/Metrics to Measure Success:

- Number of outreach events and follow up communications with potential applicants.
- Level of awareness about the New gTLD Program/Applicant Support Program.
- Number of enquiries about the program/level of interest expressed/number that considered applying.
- Number and percentage of applicants.
- First-time applicants versus repeat applicants.
- Applicants submitting a single application versus portfolio applicants.
- Applications based on pre-existing trademarks.
- Diversity and distribution of the applicant pool: geographic diversity, languages, script.
- Number of registrations for self-service resources.

GOAL: Ensure that there are self-service resources available to interested parties.

Approach:

ICANN org should:

- Enable a portal which will allow interested potential applicants to access information;
- Require registration in the portal to allow for collection of metrics [including location, type of entity and the like] and to follow potential applicants through the process and query them on conclusion as to their satisfaction;
- Create content for the portal outlining both the gTLD application process as well as the applicant support program.

Indicators of Success:

- Polling and surveys including targeted feedback with an emphasis on whether outreach efforts were considered successful (encouraged applications, or decided not to apply as not appropriate for them).
- Number of enquiries about the program/level of interest expressed/number that considered applying.

- Registrations for self-service resources.

Data/Metrics to Measure Success:

- Level of awareness about the New gTLD Program/Applicant Support Program.
- Number of enquiries about the program/level of interest expressed/number that considered applying.
- Number of registrations for self-service resources.

Rationale:

TBD FROM WG DISCUSSION

2. "BUSINESS CASE" ALSO KNOWN AS APPLICANT UNDERSTANDING AND DETERMINING NEED/OPPORTUNITY & DEVELOPING APPLICATION

GOAL: Those interested in applicant support are given access to details of the gTLD program and the applicant support program to enable them to make an informed decision regarding: (1) proceeding with an application for a gTLD; and (2) proceeding with a request for applicant support.

GOAL: Those interested in applying for a gTLD or applicant support are given access to a network of third parties willing to provide assistance at no or deferred cost.

GOAL: Funnel interested persons who wish to take their interest further into more in-depth online engagement.

Approaches:

ICANN org should give interested parties the ability:

- To access more in-depth materials [such as webinars] on applicant support.
- To reach out through the portal to those third parties willing to provide no or deferred cost assistance – while ensuring that this is not seen as an ICANN service. This outreach should be monitored and measured and interested parties [and 3rd parties] should be encouraged to rate the usefulness of the assistance offered and the extent to which it is utilized.
- To book virtual engagements with ICANN staff to address queries not already covered in the available materials, if they have been through the portal and accessed the in-depth materials.

Indicators of Success:

Correlation between access to services (pro bono and others) and success of applications – emphasis on gathering data on whether services encouraged applications and diversity of applications, including whether some types of services were more successful than others.

Data/Metrics to Measure Success:

- Number of ICANN staff members and contractors supporting the Applicant Support Program.

- Number of service providers offering pro-bono assistance and value of assistance offered/provided.
- Number of applicants accessing/using pro-bono assistance.
- Number of approved applicants for financial assistance.
- Number of applicants who received bid credits, multiplier, other and were successful in auction.
- The value of the bid credits, multiplier, other.
- Number of applicants who withdrew from auction.
- Number of applicants who entered into a business combination or other forms of joint ventures.
- Length of time before any change of ownership occurred.

Rationale:

TBD FROM WG DISCUSSION

3. ICANN ORG SET UP OF APPLICANT SUPPORT PROGRAM FOR SUCCESS (OPERATIONALLY SPEAKING)

GOAL: Ensure that the Applicant Support Program has the necessary resources to be successful operationally.

Approach:

ICANN org to provide the resources necessary for the Applicant Support Program to be a success operationally.

Indicators of Success:

- Number of ICANN staff members and contractors supporting the Applicant Support Program.
- Number of service providers offering pro-bono assistance and value of assistance offered/providers.
- Adequate funding, materials, and resources.

Data/Metrics to Measure Success:

- Number of ICANN staff members and contractors supporting the Applicant Support Program.
- Number of service providers offering pro-bono assistance and value of assistance offered/providers.
- Applicant Support Program funding, materials, and resources.

Rationale:

TBD FROM WG DISCUSSION

4. APPLICATION SUBMISSION AND EVALUATION

GOAL: At least 20 parties make a request for applicant support, with no more than 30% of requests from any one ICANN region.

GOAL: At least 10 parties qualify for applicant support with no more than 30% from any one ICANN region.

Approach: ICANN org should prioritize targeting applicants from under-developed and developing regions, over regions that are already well represented.

Indicators of Success:

- Increase[d] global diversity and representation across regions within the New gTLD Program through the Applicant Support Program. The Applicant Support Program assists potential new gTLD applicants seeking both financial and non-financial support.
- Global diversity (distribution of applicants per region and successful applications by criteria);
- Number of supported applicants that represent the global public interest (but need criteria).
- Majority of successful applications are from underserved regions.
- That the evaluation process identified successful applicants by region/underserved/diversity.

Data/Metrics to Measure Success:

- Percentage of supported applicants from under-developed and developing regions.
- Increase[d] global diversity and representation across regions within the New gTLD Program through the Applicant Support Program. The Applicant Support Program assists.
- Potential new gTLD applicants seeking both financial and non-financial support
- Global diversity (distribution of applicants per region and successful applications by criteria).
- Number of supported applicants that represent the global public interest (but need criteria).
- Successful applications from underserved regions.
- Evaluation process identified successful applicants by region/underserved/diversity.

Rationale:

TBD FROM WG DISCUSSION

5. CONTRACTING/DELEGATION

GOAL: That X percentage of contracted and delegated gTLDs are supported applications.

Approach:

ICANN org should ensure that supported applicants are given access to a network of third parties willing to provide assistance with contracting and delegation.

Indicators of Success:

- Ratio of successful applications versus applicants requesting support.
- Number of supported applications that proceeded to contracting and delegation.

Data/Metrics to Measure Success:

- Measure ratio of successful applications versus applicants requesting support.
- Measure number of supported applications that proceeded to contracting and delegation.

Rationale:

TBD FROM WG DISCUSSION

6. ONGOING OPERATIONS OF THE GTLD

GOAL: Potential supported applicants should understand what a successful registry might look like and what it takes to operate one.

Approach: Following completion of a new gTLD round, ICANN org should collect data on the number of supported applications that resulted in a delegated TLD by region, and those that did not; track operations of those delegated TLDs for two years; and conduct of survey of the successful and unsuccessful supported applicants to determine which elements of the program they found useful or not.

Indicators of Success:

Number of supported applications that result in a delegated TLD and track operations over a designated time period, for example two years.

Data/Metrics to Measure Success:

- The number of registrants of domain names registered in “regional” TLDs (e.g., TLDs focusing mainly on a local, limited market), keeping in mind that there are other barriers for registrants in developing countries to access domain names, such as inability to access online payment services and a lack of local registrars.
- The number of domain names registered in “regional” new gTLDs compared to the number of Internet users in such regions. These numbers could be compared with the same numbers for Internet users and “regional” new gTLDs in developed regions such as Europe and North America.

Rationale:

TBD FROM WG DISCUSSION