



Data & Metrics for Policy Making

Jonathan Zuck | Council Update | 3 Sept 2015

DMPM Council Update - Agenda

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The Data & Metrics for Policy Making Working Group (WG) has been exploring the improved use of data in:

1. Issue identification, scoping and prioritization
2. Key performance metrics for recommended policy
3. Fact based assessment of policy outcomes

Opportunities for Data in Policy Development

- ⦿ Evolve ICANN culture to better informed, fact-based policy development
- ⦿ Help ensure that the most critical registrant, registry, and registrar issues are addressed
- ⦿ Facilitate deliberations and decisions based on tangible evidence as opposed to “gut feeling” or anecdotal evidence
- ⦿ Promote continuous improvement to the policy based on measured outcomes





- ⦿ Data: Individual facts, a set of values, statistics, or items of information
- ⦿ Metrics: A set of measurements that help quantify results, which allows for better determination of the level of success against a set of goals

Draft Recommendation – Pilot Effort

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Recommendation 1

The WG recommends a “pilot” effort under which:

- GNSO Stakeholder Groups, Constituencies and Working Groups are invited to submit requests for data on pressing naming related issues
- No more than five proposals are selected
- Data requests, information management and data use are evaluated
- Adjustments are made to request processes
- Establish success criteria of pilot
- Final data budget recommendation is made for the next budget cycle



Draft Recommendation – Early Outreach

2

Recommendation 2

The WG recommends the GNSO direct staff to make updates to the GNSO's Policy Development Process Manual (Annex 2 of GNSO Operating Procedures, Section 9, p.65) that updates existing text of the early outreach in regards to audience scope and quantitative input.

- Public Comment Forum includes red-line version of GNSO Operating Procedures



Draft Recommendation – Deliverable Templates

3

Recommendation 3

The WG recommends the GNSO direct staff to create and publish new templates of the Issue Report, Charter, and Final Report templates as linked to from the Working Group Guidelines, Annex 1, Section 5, Products and Outputs (p.53).

- Public Comment Forum includes red-line version of GNSO Operating Procedures
- Template creation has started



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Recommendation 4

The WG recommends that the GNSO direct staff to add a template recommendation that outlines any future working group recommendations include an additional recommendation that measures whether the policy change produced the intended effect. As part of the prior recommendation to create work product templates, the Charter template work product should be updated to reflect the change as noted in the Charter template example found in Annex A of the Initial Report.

- New section - Key Metrics Considerations
- Update to deliverables section – Measure effectiveness of potential policy change



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Recommendation 5

The WG recommends the GNSO direct staff, as part of the prior Work Product Template recommendations, to import the same template recommendation into the Final Report template. A model of the template recommendation can be found in the deliverables section of this report found in [Annex A](#).

- Addition of template recommendation – Measure effectiveness of potential policy change



6

Recommendation 6

The WG recommends that the GNSO direct staff to update Annex 1 (p.53) of the Policy Development Process Manual, by adding a new Section 4.5 labelled “Metrics Request Decision Tree and Form.” This section will contain introductory content on how the GNSO can make requests for data and metrics at the Issue Scoping phase or during the Working Group phase of the Policy Development Process. The decision tree and form can be found in Annex B and C of the DMPM report.

- Public Comment Forum includes red-line version of GNSO Operating Procedures



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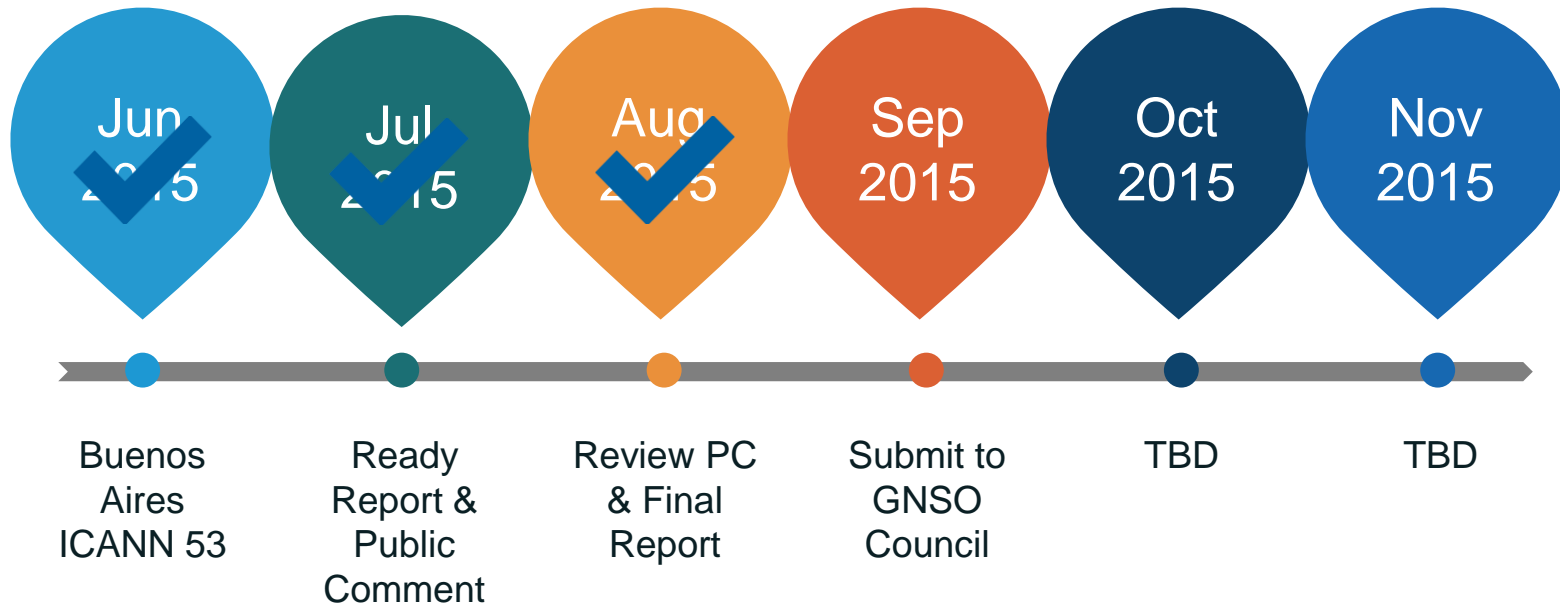
Recommendation 7

The WG recommends the GNSO direct staff to import the Metrics Request Decision Tree found in Annex B and Metrics Request Form found in Annex C of this report be imported into the Working Group Guidelines, likely in proposed Section 4.5 listed in recommendation #6. Staff has the discretion of creating a link and posting the decision tree external to the WGG, but the form should be included to complement other suggested changes and the form used when requesting an Issue Report.

- Public Comment Forum includes red-line version of GNSO Operating Procedures



Timeline



Next Steps

To Summarize

The WG will review the comments submitted and revise its Final Report for submission to the GNSO Council in September. Outcome of the deliberations will further determine actions beyond September.

Public Comment Closes **7 Sept 2015**:

<https://www.icann.org/public-comments/data-metrics-policy-making-2015-07-29-en>

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Thank You and Questions

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