

Local Events Calendar Feedback Evaluation

Background

On the request of community members to highlight local initiatives, a local events calendar was created and placed on the homepage of the ccnso.icann.org site. The idea of the local events calendar was presented to the ccTLD community at the Costa Rica meeting (March 2012).

A first, basic calendar went live early May 2012. A calendar with a more appealing design replaced it a few weeks later.

Collecting Information

At the end of April 2012, Community members were encouraged to contribute to the new local events calendar (by postings to relevant email lists, as well as per direct emails to a selection of community members). There was next to none feedback to the emails sent to the general email list, almost all events that were gathered came from people that had been targeted directly.

At the end of August, 16 registries were contacted directly (3-4 per region, 2 in the North American region) and were asked to contribute to the calendar. The emails also contained requests to specify whom in the registry to contact for similar future requests. The feedback received here was documented and a special contact list created.

Invitations were also sent to all relevant email lists in early September 2012, with reminders two weeks later.

In addition, all regional organisations were contacted and asked for contributions.

Feedback

Mainly thanks to the individual contacts made, a list of events until the end of 2012 could be created. However, in most cases, follow-up emails had to be sent in order to obtain complete information (such as name of event, date, url). The emails sent to the email list only generated very few (three) reactions.

In cases where emails were targeted, the response often only resulted in being directed to a link where a huge amount of events were listed – however, impossible for an outsider to judge which ones were worth being highlighted, which not.

Only in rare cases, information, which could be used directly (without a need for follow-up requests), was provided.

Steps Forward

Gaining information on local events proves to be a time consuming undertaking with very limited interest in cooperating shown by the community.

It is questionable if the maintenance of the calendar is worth such a big time investment, given that the usage of the information provided is ambiguous.

It is therefore suggested that the responsibility of maintaining the local events calendar is transferred to the Community members. This can be done, by providing a link on the ccNSO home page, which leads to a form where community members can submit information on local events. Once the form has been submitted, it will be checked and processed by the ccNSO Secretariat before appearing on the website.

ICANN's web developer has been consulted on this option and is prepared to help setting up such a form.

Alternatively, abandoning the idea of a local events calendar should also be considered.