All questions and completed forms should be sent to controller@icann.org.

Please remember that the deadline for FY15 Budget consideration is **March 7th 2014**

|  |
| --- |
| REQUEST INFORMATION |
| Title of Proposed Activity  |  |  |
| Constituency outreach material |  |  |
| Community Requestor Name | Chair |
| ISPCP – GNSO | Tony Holmes |
| ICANN Staff Community Liaison |  |
|  |  |

|  |
| --- |
| request description  |
| *1. Activity:* Please describe your proposed activity in detail |
| **Outreach MaterialProduction 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.** |
| *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? |
| **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** |
|  |  |  |  |  |
| *Develop Outreach materials* | *ongoing* | *Senior person to extract information, junior person for drafting/review* | *2-4 hours/week* | *Prepare materials that can be repurposed across multiple uses (meetings, F2F) and media (print, web, RSS)* |
| *Develop new-member onboarding approach and materials* | *ongoing* | *Senior person to help with planning, junior person for drafting/review/support* | *2-4 hours/week* | *Successful outreach requires that new participants have a positive experience once they decide to join.*  |
| *Develop ongoing Outreach messaging and materials* | *ongoing* | *Senior person to extract information, junior person for drafting/review* | *1-2 hours/week* | *Prepare materials that can be repurposed across multiple uses (meetings, F2F) and media (print, web, RSS)* |
| *Incorporate materials/message into Global Outreach events* | *FY15 – all year. Incorporate materials into events as they become available* | *Guided by senior person, executed by junior person* | *4-8 hours/event* |  |
| *Incorporate materials/message into ISPCP events, activities and media* | *FY15 – all year. Incorporate materials as they become available* | *Guided by senior person, executed by junior person* | *2-4 hours/month* | *Assistance, guidance and coordination (“account manager” role)* |

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

 |
| Language Services Support: |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Timeline** | **Assumptions** | **Costs basis or parameters** | **Additional Comments** |
| *Develop Outreach materials* | *ongoing* | *Translations of the materials into the standard ICANN languages* | *4-8 documents* |  |
| *Develop ongoing Outreach messaging and materials* | *ongoing* | *Translations of the materials into the standard ICANN languages* | *1-2 documents per month* |  |
| *Incorporate materials/message into Global Outreach events* | *FY15 – all year. Incorporate materials into events as they become available* | *Translations to the extent that base materials are tailored to meet venue requirements* | *2-4 documents/event (if venue requires non-standard language support)* |  |

 |
| Other: |
|  |
| Travel Support: |
|

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Description** | **Timeline** | **Assumptions** | **Costs basis or parameters** | **Additional Comments** |
|  |  |  |  |  |
|  |  |  |  |  |

 |
| Potential/planned Sponsorship Contribution: |
|  |