



# Revised Draft 2011-2014 Strategic Plan

*December 2010*



# Agenda

ICANN Planning Cycle

Review with Board Working Group

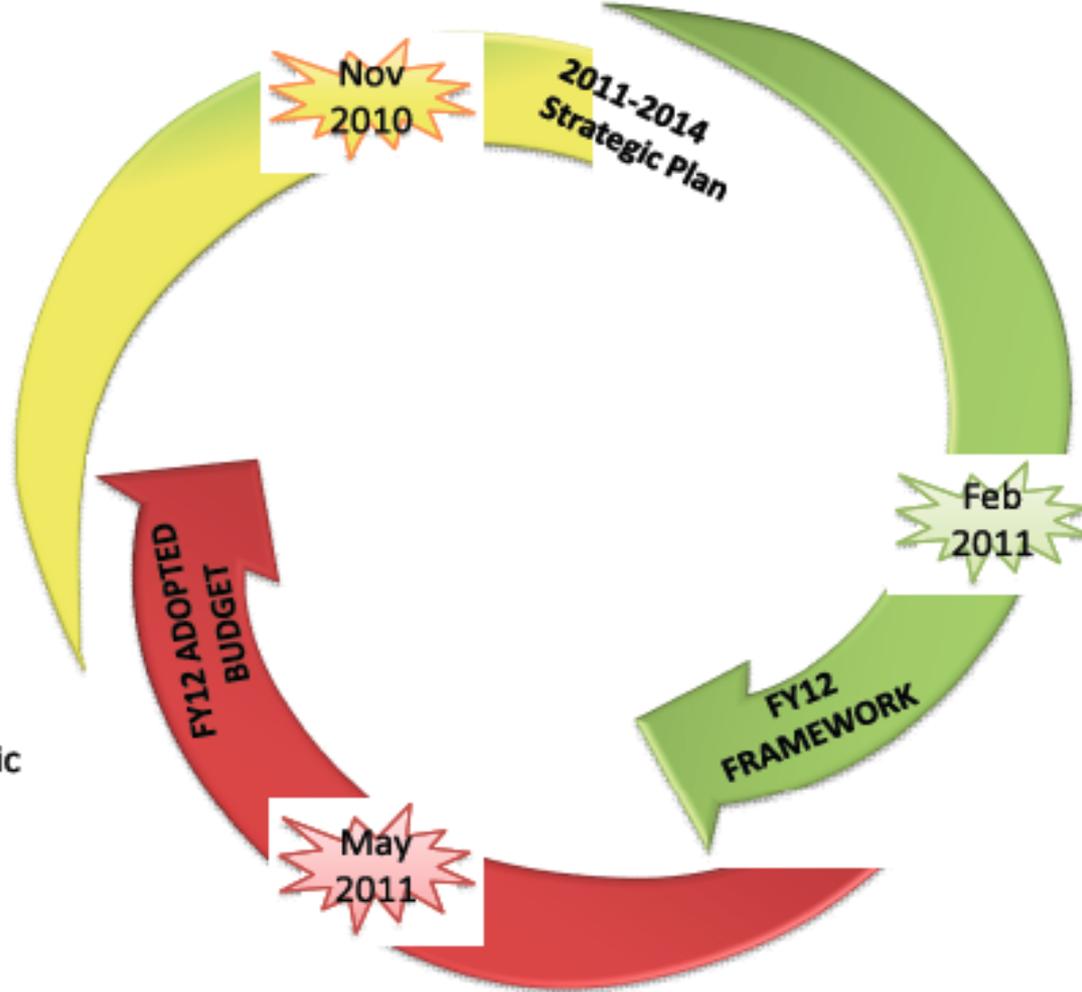
ICANN Updates

Response to Community Input

Review Four Focus Areas

Plan for Getting Board Approval

# FY12 Development Cycle



  
Posting for Public  
Comments

# Board Working Group Recommendations

- Re-organize objectives to
  - Distinguish areas of control vs influence
  - Be clear about levels of engagement
- Measureable objectives
  - Clear definition of desired outcome
  - Establish consistent evaluation models

# ICANN Updates

## DNS Stability & Security

- Focus on DNSSEC adoption by TLDs and registrants
- Switch focus from specific DNS CERT solution to support of broad community discussion on DNS security

## Consumer Choice, Competition & Innovation

- Delegated IDNs; implementation of IDNA protocol; variant management solutions and other improvements to user experience
- Protection of registrants - a rights charter + RAA amendments + Whois accuracy improvements
- Increase communication on user opportunities

# ICANN Updates

## Core Operations, including IANA

- Continue to improve initiatives, i.e., IANA Excellence; Organizational Effectiveness
- Implement IANA automation

## Healthy Internet Eco-System

- Improve Policy process resulting from reviews & specific GNSO initiative
- Increase participation and collaboration with, e.g., IGF, EC, OECD on standards and best practices
- Improve communications and accessibility

# Response to Community Input

## DNS Stability & Security

- Strengthen key stakeholder relationships to:
  - Maintain stable, continuous L–Root Operations
  - Business Continuity Planning
  - increase adoption of IPv6
  - Increase adoption of DNSSEC by developing countries
  - Work with community to address Internet security

## Consumer Choice, Competition & Innovation

- Continuing IDN expansion
- Increase Registry/Registrar regional diversity
- Partnership + training – ISOC, Registries

# Response to Community Input

## Core Operations, including IANA

- IANA contract renewal
- Model after EFQM
- Enhance measurements + feedback mechanisms
- Improve PDP process
- Strengthen strategic relationships, e.g., IETF, Root server managers

## Healthy Internet Eco-System

- Maintain stable mgmt of naming and addressing system
- Enhance multi-stakeholder bottom up model
- Enhance informational tools and content, e.g., website
- Increase participation and collaboration with, e.g., IGF, EC, OECD on standards and best practices

# Public Comment

**Open:** 27 November 2010

**Close:** 10 January 2011

Public Comment forum:

<http://www.icann.org/en/announcements/announcement-27nov10-en.htm>

# DRAFT ICANN Strategic Plan 2011 to 2014 – Four Strategic Focus Areas

*Supporting... One World. One Internet.*

	DNS stability and security	Consumer choice, competition and innovation	Core operations including IANA	A healthy internet eco-system
<b>Strategic Objectives</b>	<ul style="list-style-type: none"> <li>Maintain &amp; drive DNS uptime</li> <li>Enhance DNS risk management</li> <li>Broad DNSSEC adoption</li> <li>Enhanced international DNS cooperation</li> <li>Improved DNS resiliency</li> </ul>	<ul style="list-style-type: none"> <li>Maintain single authoritative root</li> <li>Increased TLD options in more languages</li> <li>New gTLDs including IDNs</li> <li>Lower registration abuse</li> <li>Increased industry competition</li> </ul>	<ul style="list-style-type: none"> <li>Flawless IANA operations</li> <li>Resilient L-Root operations</li> <li>Continual improvements (TQM)</li> <li>Internationalization</li> <li>Long-term IANA functions responsibility</li> </ul>	<ul style="list-style-type: none"> <li>Continuing role in internet governance</li> <li>Stakeholder diversity</li> <li>World-class accountability and transparency</li> <li>Enhanced trust in ICANN's stewardship</li> <li>Focus on global public interest</li> <li>Cross stakeholder working groups</li> </ul>
<b>Community Work</b>	<ul style="list-style-type: none"> <li>Local DNSSEC adoption</li> <li>Whois Internationalized Registration Data</li> <li>Develop solutions for DNS security</li> <li>IPv6 rollout</li> </ul>	<ul style="list-style-type: none"> <li>IDNA protocol implementation</li> <li>New TLD rollout</li> <li>Registrar Accreditation Agreement amendments</li> <li>gTLD Registrant Rights Charter</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring of performance</li> <li>Key committee participation</li> <li>Engagement within technical community</li> <li>Final IPv4 address allocation</li> <li>Root Zone Management (RZM)</li> </ul>	<ul style="list-style-type: none"> <li>Increased multi-stakeholder participation</li> <li>Contributing to international fora</li> <li>Review SOs and ACs</li> </ul>
<b>Strategic Projects</b>	<ul style="list-style-type: none"> <li>DNSSEC propagation</li> <li>Facilitate work on DNS security</li> <li>Full business continuity planning</li> <li>IPv4 exhaustion risk management</li> <li>Advocate IPv6 adoption</li> <li>RPKI deployment</li> </ul>	<ul style="list-style-type: none"> <li>Internationalized Domain Name (IDNs) expansion</li> <li>Implement new gTLDs</li> <li>Whois program improvements</li> <li>Improve policy processes</li> <li>Registrant protection</li> </ul>	<ul style="list-style-type: none"> <li>IANA infrastructure upgrade</li> <li>IANA services outreach</li> <li>Monitoring root zone performance</li> <li>IANA excellence efforts</li> <li>Organizational Effectiveness Initiative (OEI)</li> <li>Strengthening regional presence</li> </ul>	<ul style="list-style-type: none"> <li>Affirmation of Commitments &amp; organizational reviews</li> <li>Retain &amp; support existing community while attracting new &amp; diverse community members</li> <li>Build global support for single authoritative root</li> <li>Enhanced cooperation in Internet Governance</li> </ul>
<b>Staff Work</b>	<ul style="list-style-type: none"> <li>Collaborative business continuity planning (BCP)</li> <li>Collaboration with RIRs &amp; technical groups</li> <li>DNSSEC operations &amp; propagation</li> <li>IPv4 &amp; IPv6 engagement</li> <li>Cooperative TLD training in developing countries</li> </ul>	<ul style="list-style-type: none"> <li>Compliance improvements</li> <li>Support SO &amp; AC work</li> <li>Global outreach</li> <li>IDN ccTLD Fast Track</li> <li>New gTLD implementation</li> <li>ICANN regional footprint</li> </ul>	<ul style="list-style-type: none"> <li>IANA request processing</li> <li>Board support</li> <li>Security and contingency operations</li> <li>L-Root operations</li> <li>Improve financial system and controls</li> <li>Staff retention and engagement</li> </ul>	<ul style="list-style-type: none"> <li>Thought leadership</li> <li>Wider international engagement</li> <li>Strengthen corporate, government &amp; other stakeholder partnerships</li> <li>Decision impact analysis &amp; reporting</li> <li>Enhance communications &amp; better accessibility via improved web site</li> <li>Enhanced translation strategy</li> </ul>

Multi-stakeholder – Collaborative – International – Transparent - Accountable

# ICANN Strategic - One of the Four Strategic Focus Areas

*DNS stability and security .*

1st draft version  
2011-2014

Updated, for  
discussion  
2011-2014

- Strategic Objectives**
- 100% DNS uptime
  - Enhance DNS risk management
  - Broad DNSSEC adoption
  - Enhanced international DNS cooperation
  - Improved DNS resiliency
- 
- Community Work**
- Full DNSSEC adoption
  - Internationalized Whois Registration Data
  - Implementable DNS CERT solution
  - IPv6 rollout
- 
- Strategic Projects**
- DNSSEC propagation
  - Support DNS CERT work
  - Full business continuity planning
  - IPv4 exhaustion risk management
  - IPv6 adoption
  - RPKI deployment
- 
- Staff Work**
- Collaborative business continuity planning (BCP)
  - Collaboration with RIRs & technical groups
  - DNSSEC operations & propagation
  - IPv4 & IPv6 engagement
  - ccTLD training in developing countries

What we collectively  
achieved in 2010

Community  
Consultation

- **Maintain & drive** DNS uptime
  - Enhance DNS risk management
  - Broad DNSSEC adoption
  - Enhanced international DNS cooperation
  - Improved DNS resiliency
- 
- **Local DNSSEC adoption**
  - Whois **Internationalized** Registration Data
  - **Develop solutions for DNS security**
  - IPv6 rollout
- 
- DNSSEC propagation
  - **Facilitate work on DNS security**
  - Full business continuity planning
  - IPv4 exhaustion risk management
  - **Advocate** IPv6 adoption
  - RPKI deployment
- 
- Collaborative business continuity planning (BCP)
  - Collaboration with RIRs & tech groups
  - DNSSEC operations & propagation
  - IPv4 & IPv6 engagement
  - **Cooperative TLD** training in developing countries

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# ICANN Strategic - One of the Four Strategic Focus Areas

*Consumer choice, competition and innovation.*

1<sup>st</sup> draft version  
2011-2014

Topics for discussion  
for  
2011-2014

Strategic  
Objectives

- Everyone connected (unified root)
- New gTLDs including IDNs
- Lower registration abuse
- Increased industry competition
- More Regional TLD's

Community  
Work

- IDN protocols
- New TLD rollout
- Registrar Accreditation Agreement amendments
- Registrant Rights Charter

Strategic  
Projects

- Internationalized Domain Name (IDNs) expansion
- Implement new gTLDs
- Whois program improvements
- Improve policy processes
- Registrant protection

Staff  
Work

- Compliance improvements
- Support Supporting Organizations (SOs) & Advisory Committee (ACs) work
- Global outreach
- IDN ccTLD Fast Track
- New gTLD implementation
- Regional expansion

What we collectively  
achieved in 2010

Community  
Consultation

- **Maintain single authoritative root**
- **Increased TLD options in more languages**
- New gTLDs including IDNs
- Lower registration abuse
- Increased industry competition

- **IDNA** protocol **implementation**
- New TLD rollout
- Registrar Accreditation Agreement amendments
- **gTLD** Registrant Rights Charter

- Internationalized Domain Name (IDNs) expansion
- Implement new gTLDs
- Whois program improvements
- Improve policy processes
- Registrant protection

- Compliance improvements
- Support SO & AC work
- Global outreach
- IDN ccTLD Fast Track
- New gTLD implementation
- **ICANN regional footprint**

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# ICANN Strategic - One of the Four Strategic Focus Areas

Core operations including IANA

1<sup>st</sup> draft version  
2011-2014

Topics for discussion  
2011-2014

## Strategic Objectives

- Flawless IANA operations
- Resilient L-Root operations
- Continually improving (TQM)
- Internationalization
- Long-term IANA functions responsibility

## Community Work

- Monitoring of performance
- Key committee participation
- Final IPv4 address allocation
- Root Zone Management (RZM)

## Strategic Projects

- IANA infrastructure upgrade
- IANA services outreach
- Monitoring root zone performance
- IANA Excellence efforts
- Organization Effectiveness Initiative (OEI)
- Staff International plan

## Staff Work

- IANA request processing
- Board support
- Security and contingency operations
- L-Root operations
- Implement new Financial System
- Implement new Strategic Plan process

What we collectively  
achieved in 2010

Community  
Consultation

- Flawless IANA operations
- Resilient L-Root operations
- Continual improvements (TQM)
- Internationalization
- Long-term IANA functions responsibility

- Monitoring of performance
- Key committee participation
- **Engagement within technical community**
- Final IPv4 address allocation
- Root Zone Management (RZM)

- IANA infrastructure upgrade
- IANA services outreach
- Monitoring root zone performance
- IANA excellence efforts
- Organizational Effectiveness Initiative (OEI)
- **Strengthening regional presence**

- IANA request processing
- Board support
- Security and contingency operations
- L-Root operations
- **Improve financial system and controls**
- **Staff retention and engagement**

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# ICANN Strategic - One of the Four Strategic Focus Areas

*A healthy Internet ecosystem*

1<sup>st</sup> draft version  
2011-2014

Topics for discussion  
2011-2014

## Strategic Objectives

- One Internet through excellent internet governance
- Stakeholder diversity
- World-class accountability and transparency
- Enhanced trust in ICANN's stewardship
- Focus on global public interest

## Community Work

- Increased multi-stakeholder participation
- Contributing to international fora
- Review SOs and ACs

## Strategic Projects

- Affirmation of Commitments & organizational reviews
- Attract new & diverse community members
- Build global support for a unified root
- More constructive and mutually respectful Internet Governance

## Staff Work

- Thought leadership
- Wider International engagement
- Strengthen Corporate & Government & other stakeholder partnership
- Decision impact analysis & reporting
- Improve web site

What we collectively  
achieved in 2010

Community  
Consultation

- **Continuing role in** internet governance
- Stakeholder diversity
- World-class accountability and transparency
- Enhanced trust in ICANN's stewardship
- Focus on global public interest
- **Cross stakeholder working groups**

- Increased multi-stakeholder participation
- Contributing to international fora
- Review SOs and ACs

- Affirmation of Commitments & organizational reviews
- **Retain & support existing community while** attracting new & diverse community members
- Build global support for **a single authoritative root**
- **Enhanced cooperation in** Internet Governance

- Thought leadership
- Wider international engagement
- Strengthen corporate, government & other stakeholder partnerships
- Decision impact analysis & reporting
- **Enhance communications & better accessibility via improved** web site
- **Enhanced translation strategy**

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# Plan for Getting Board Approval

- Consultations with Working Group
- Reorganize based on Working Group input
- Finish consultations with Constituencies
- Republish 2011-2104 Strategic Plan for Public Comment



# Thank You



# Questions