FIVE YEAR STRATEGY DEVELOPMENT
Community Engagement
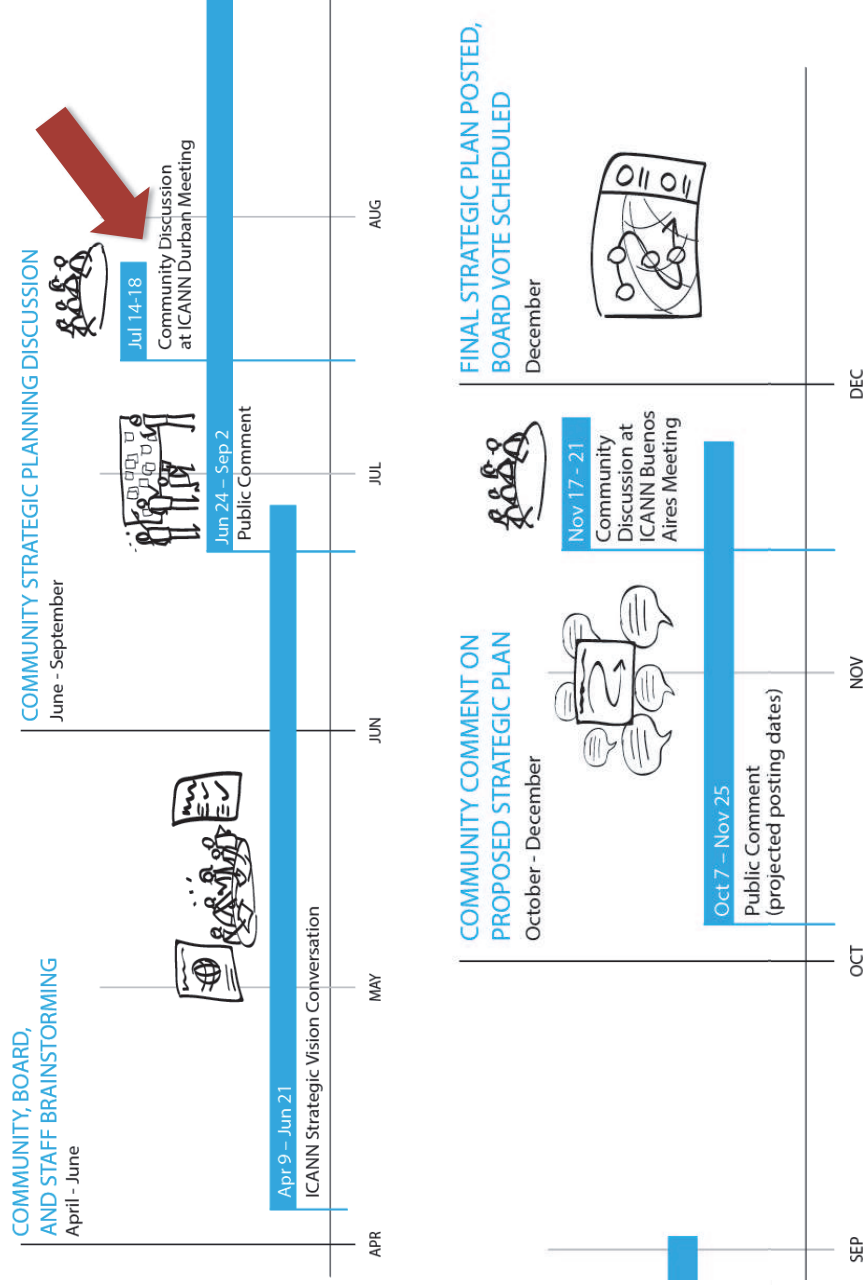
DURBAN
NO.47 · 14–18 JULY 2013
ICANN

AGENDA

:15 minutes   Presentation of strategy development status and the community engagement framework

:05 minutes   Workshop instructions

:70 minutes   Workshop groups working time

STRATEGIC PLAN DEVELOPMENT TIMELINE

COMMUNITY, BOARD, AND STAFF BRAINSTORMING
April - June

Apr 9 – Jun 21
ICANN Strategic Vision Conversation

COMMUNITY STRATEGIC PLANNING DISCUSSION
June - September

Jun 24 – Sep 2
Public Comment

Jul 14-18
Community Discussion at ICANN Durban Meeting

COMMUNITY COMMENT ON PROPOSED STRATEGIC PLAN
October - December

Oct 7 – Nov 25
Public Comment (projected posting dates)

Nov 17 - 21
Community Discussion at ICANN Buenos Aires Meeting

FINAL STRATEGIC PLAN POSTED, BOARD VOTE SCHEDULED
December

APR   MAY   JUN   JUL   AUG   SEP   OCT   NOV   DEC

STRATEGY PORTAL

Internet Corporation for Assigned Names and Numbers

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ABOUT US › PLANNING

Five-Year Strategic Planning Process

Français | Español | Русский | 简体中文 | العربية

Introduction

Comment Here: Role Clarity for ICANN

Comment Here: ICANN Community

Comment Here: Users

Comment Here: Internationalization & Regional Development

Comment Here: Internet Governance (IG)

Comment Here: Security & Stability

Comment Here: Operational Excellence

Comment Here: Domain Name Industry Engagement

Welcome!

Welcome! We are seeking public input to help create ICANN's new, overarching vision and five-year strategic plan. Building on previous discussions about how to help prepare ICANN for an increasingly complex world, we are seeking comments on eight key areas of consideration for the new strategic plan: role clarity; community; users; internationalization and regional development; Internet governance; security and stability; operational excellence; and domain name industry engagement.

Click the button on the right to provide comments in these key areas, and offer other strategic planning comments you would like ICANN to consider. These key strategic planning areas will be discussed at the ICANN meeting in Durban and comments will be collected online through August. All input will be carefully considered, and a proposed strategic vision and plan will be shared for public comment in October. Key strategic planning steps are illustrated below and supporting materials, including input from previous strategic planning discussions, are linked below, for your reference.

2013 Timeline for Developing ICANN's New Strategic Plan

STRATEGIC PLANNING COMMENTS
START HERE

Supporting Materials

- Synthesis of previous brainstorming discussions & online input [PDF, 209 KB]
- ICANN's current Strategic Plan [PDF, 864 KB]
- ICANN's FY14 Security, Stability & Resiliency Framework [PDF, 5.93 MB]
- ICANN Bylaws - Mission and Core Values

Questions? Email us.

COMMUNITY ENGAGEMENT FRAMEWORK

Eight topic categories for discussion & feedback.

1. Role Clarity for ICANN
2. ICANN Community
3. Users
4. Internationalization & Regional Development
5. Internet Governance
6. Security & Stability
7. Operational Excellence
8. Domain Name Industry Engagement

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1. ROLE CLARITY FOR ICANN

With the external forces and international growth and evolution of the Internet and the domain name system, the basic role ICANN plays over the next 5 years will need to be assessed.

What does a clear articulation of ICANN's role in 2018 contain?

Here are just a few examples of the many questions and suggestions that the community is considering in this area:

- *An explanation of ICANN's responsibility to the public interest.*
- *Should ICANN evolve its compliance role(s)?*
- *What should ICANN's role be with regard to intellectual property rights?*
- *How should ICANN's security role evolve?*
- *What should ICANN's role be with regard to consumers?*

2. ICANN COMMUNITY

Since ICANN was formed in 1998, the Internet and the world have changed immensely. Adapting to these changes is critical for the health and effectiveness of ICANN.

Thinking ahead to 2018, what attributes and characteristics do ICANN's evolved, successful community structures and processes have? What do they look like?

Here are just a few examples of the many questions and suggestions that the community is considering in this area:

- *Enable online collaboration to support distributed work for effective participation without physical attendance.*
- *Attract top talent to the ICANN community to enable a culture of excellence and expertise.*
- *How might the ICANN's multi-stakeholder model evolve to better support the growing and internationalizing Internet users and providers?*
- *How might the policy and decision-making processes and structures evolve to be more flexible, nimble, inclusive and responsive to growth and disruption?*

3. USERS

The nature of users is changing. They are more sophisticated, distributed globally, and their expectation of the Internet is always on, always accessible – "it should just work."

How might ICANN engage this broad, end-user base over the next five years?

Here are just a few examples of the many questions and suggestions that the community is considering in this area:

- *As domain names become increasingly invisible to end users via apps, icons, search, etc. – what might be the role of end users with regard to domain names or the DNS itself?*
- *What might ICANN's role be in supporting the coming pervasiveness of machine users?*
- *How might ICANN define the ecosystem of users it supports?*
- *Should our engagement activities focus more on registrants than users?*
- *How might end-users be engaged in the multistakeholder model?*

4. INTERNATIONALIZATION & REGIONAL DEVELOPMENT

To ensure effectiveness and legitimacy, ICANN must continue and expand its efforts to engage stakeholders around the globe.

What must ICANN do by 2018 to be considered by the community a sufficiently international, multi-stakeholder organization?

Here are just a few examples of the many questions and suggestions that the community is considering in this area:

- *What might ICANN do to ensure a balance between regional-specific programs and global programs?*
- *Ensure people of all nationalities and interests join ICANN's discussions easily and effectively..*
- *What are the attributes of an improved regional presence and strong capacity building at the regional level?*
- *Evolve ICANN to primarily engage international experts.*
- *Improve communications and engagement at the regional and international level.*

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5. INTERNET GOVERNANCE (IG)

Internet Governance remains a balance of complex forces. Ensuring a healthy, collaborative ecosystem is critical to successful IG efforts long-term. ICANN performs a small but important role in this system with respect to the Internet's system of unique identifiers.

What does effective Internet Governance look like in 2018?

Here are just a few examples of the many questions and suggestions that the community is considering in this area:

- *How might the IG ecosystem evolve to meet the challenges of today and tomorrow? What other organizations are involved? What role do they play? How are roles and responsibilities determined?*
- *Evolve ICANN's relationship with governments, including the US Government.*
- *Engage in problem-solution facilitation.*
- *What should ICANN's role and focus be in addressing challenges of developing countries?*

6. SECURITY AND STABILITY

The external forces identified will continue to exert influence on what many see as the core focus of ICANN — the secure and stable system of unique identifiers to support a secure and stable Internet.

What must ICANN do to ensure a secure and stable system of unique identifiers for the Internet, with the complexity and reach anticipated in 2018?

Here are just a few examples of the many questions and suggestions that the community is considering in this area:

- *How might ICANN evolve its role with regard to security and stability of the unique identifiers?*
- *Should ICANN move beyond threat awareness and coordination?*
- *Improve technical (security) sophistication.*
- *Evolve ICANN's role as redundancy coordinator for domain name registrars, domain name and IP address registries, and/or DNS name-server failures.*
- *How should ICANN evolve its engagement with the security community?*

7. OPERATIONAL EXCELLENCE

As complexity and the rate of change increase, operational excellence becomes even more important. ICANN must effectively adapt to this accelerated environment.

What does an improved, efficient, adaptive, agile ICANN of 2018 look like?

Here are just a few examples of the many questions and suggestions that the community is considering in this area:

- *Evolve ICANN operations to be more flexible, nimble and responsive to growth and disruption.*
- *What elements need to be addressed to ensure ICANN's long-term financial stability and sustainability?*
- *How might ICANN evolve and achieve excellence in its gTLD registry and registrar operations?*
- *Does IANA's role need to evolve to be more responsive to the global community?*

8. DOMAIN NAME INDUSTRY ENGAGEMENT

The domain name industry faces increasingly complex challenges with users, new TLDs, and disruptive technologies and trends.

What should ICANN's role be over the next five years for this industry?

Here are just a few examples of the many questions and suggestions that the community is considering in this area:

- *How might ICANN evolve regarding its relationships with the gTLD registrars and registries, ccTLD operators, and IP address registries?*
- *How will the removal of gTLD supply constraints and changes in gTLD distribution channels change ICANN's role?*
- *Should gTLD registrars and registries be treated as ICANN "customers" or domain name distribution channels?*
- *Evolve ICANN's role in supporting the maturation of a healthy unique identifiers ecosystem (domain names, IP addresses and AS numbers).*
- *Should ICANN actively encourage business and technical innovation in the DNS? Why or why not? If so, how?*

WORKSHOP OVERVIEW

GOAL: Engagement & discussion

WORKSHOP EXAMPLE SHEETS

Select One Topic, Read & Discuss

Write Your Sub-Group's Feedback

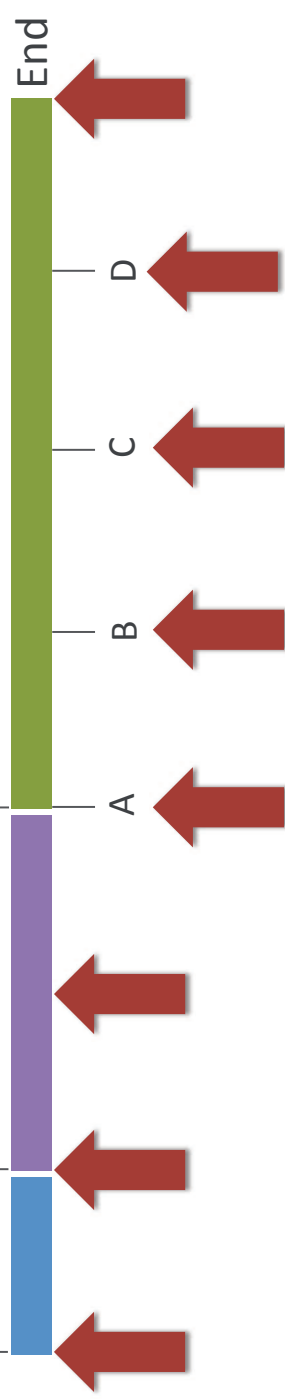# WORKSHOP PACING

Total time: 70 minutes

Introductions & Organization (:10)

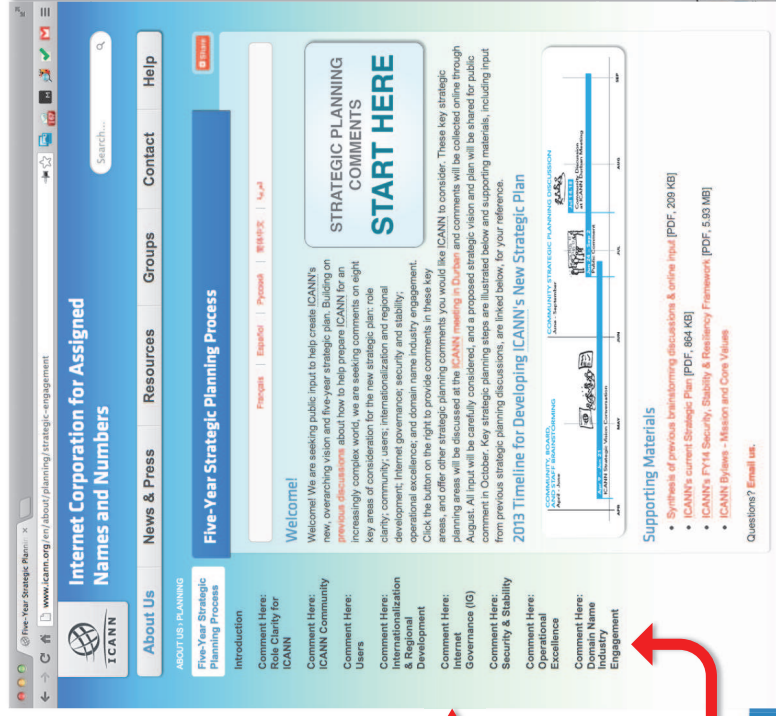Subgroup Working Time (:20)

Group Readout / Discussion (:40)
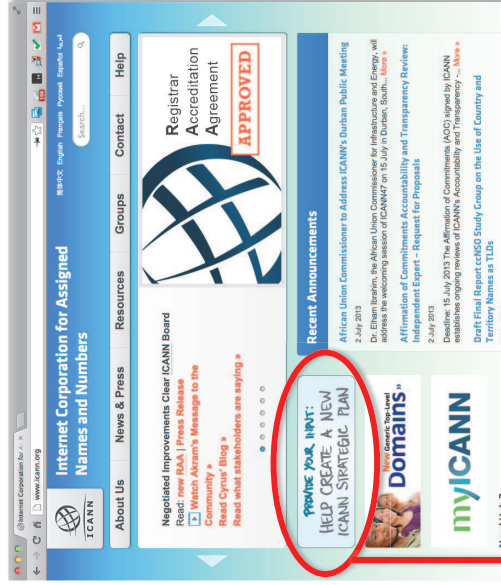
Visit icann.org to link to the strategy planning portal for information, resources, and to provide your input.

Use the left navigation to reach topic comment areas.

Thank you

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