Digital Engagement
People move left or right along this continuum of engagement depending on personal and professional factors
- Move at different speeds
- Stop where ever appropriate
- Engagement varies by topic

There must be no artificial barriers preventing people from moving from left to right
Engagement Model

**Inform**
Raise Awareness, Educate and Initiate Engagement

**Engage**
With Participants, Followers, and Interested Parties

**Support**
Participation in Policy Making
Digital Engagement at ICANN Today
Digital Engagement at ICANN Tomorrow
Experiences: A model for digital engagement

- **Inform**
  - Archive
  - Social media
  - Topical briefings
  - Blogs

- **Engage**
  - Reporting
  - Document mgmt
  - Learning
  - Public comment
  - Expertise location
  - Rich profiles

- **Support**
  - Meetings
  - Policy Process
  - Working Groups
  - Membership
  - Audit records
  - Vote
  - Regional discovery
  - Micro blogging
  - Topic Spaces
  - Polling

**DURBAN**
Questions

As we ramp up our digital innovation efforts, we asked ourselves how we could innovate in a way that stays true to ICANN's organizational values?

How could we transparently develop applications with bottoms-up participation?

Where could we test and prototype new ideas without disrupting vital work or causing confusion?

How do we maintain organizational flexibility?

Can community members or other organizations tap into this model?
ICANN is building new software tools to improve how we work together and strengthen our values of transparency and collaboration.

By signing up for ICANNLabs, you can stay abreast of new developments and communicate with the innovation teams.

Letter from Fadi Chehadé

The success of ICANN’s multi-stakeholder model hinges on bottom-up, community-driven policy and for that success to continue we need to increase our reach and relevance to new digital audiences hitting the web. So we have asked ourselves how we could innovate in a way that stays true to those organizational values, but can help us engage and communicate in new ways - and that led us to ICANNLabs, our open innovation platform.

Today, we are inviting participants to sign up and indicate the early areas of interest, so that they can be the

labs.icann.org
Digital Engagement Phases

Phase 1
Raise Awareness, Educate and Initiate Engagement

Phase 2
Engage with Participants, Followers, and Interested Parties

Phase 3
Support participation in Policy Making
Phase 1: 4 Tracks

- **Social media and Push Publishing**: How social features can increase awareness of governance topics (e.g. activity feeds, notifications, social subscription).

- **Community & Conversation Tools**: Rethinking how conversations happen on ICANN.org, focusing on modern discussion forums that work across devices/platforms and integrate social media.

- **Resources and Education**: Exploration of new online models (fully integrating the Online Learning Platform).

- **Discovery and Personalization**: Richer member profiles that track meaningful activity, and personalized recommendations based on contributions.
What’s Next

- ICANN Labs launch
- August – Mid-September: research and prototyping
- September – Early October: report on findings
- October – Early December: use findings to develop new production services
Open ICANN
Experiences: A model for digital engagement

Inform
- Archive
- Social media
- Topical briefings
- Blogs

Engage
- Forums
- Regional discovery
- Polling

Support
- Meetings
- Document mgmt
- Policy Process
- Working Groups
- Membership
- Audit records
- Vote

Rich profiles
- Expertise location
- Topic Spaces

Calendars
- Learning
- Public comment

Reporting
- Doc publishing

Regional discovery
- Reporting
- Document mgmt
- Policy Process
- Working Groups
- Membership
- Audit records
- Vote

Forums
- Regional discovery
- Polling

Social media
- Topical briefings
- Blogs
Focus on Core Experiences

Inform
- Archive
- Social media
- Topical briefings
- Blogs

Support
- Meetings
- Document mgmt
- Policy Process
- Working Groups
- Membership
- Audit records
- Vote

Engage
- Learning
- Public comment
- Rich profiles
- Forums
- Micro blogging
- Regional discovery
- Topic Spaces
- Polling

Expertise location

Location
Open ICANN

ICANN Web Assets

Inform  Engage  Support

API Network
- ICANN API
- Standard plugins

Private Data
Rich Member Profile Data
Open Data

User Authenticated Access

Application Authenticated Access

Structured Data Types
- Policies
- Board resolutions
- PDP stages and data
- Public comments
- WG data
- DNS stats & raw data
- Participation data
- Other?

Open ICANN Office
Evangelize the strategy, provide developer support and guidance, and manage a user experience that makes sense.

Community members
- General public
- IG organizations
- NGO and IGOs
- Research & academia
- Public safety
- Developers

Private Data
Rich Member Profile Data
Open Data

Open ICANN Office
Evangelize the strategy, provide developer support and guidance, and manage a user experience that makes sense.
Benefits

- Aligned with organizational values.
- Transparent, open, and collaborative.
- Flexible for ICANN, community members, and constituencies, and all stakeholders.
- Cost effectively develop services while maintaining an overall user experience that makes sense.
Next Steps

• We’re still in early phases of articulating and introducing the concept and broad ideas.
• Work will begin in earnest in September
• Proposed requirements, project plan and timeline to be issued in September.
ICANN’s Digital Footprint

User-led digital strategy: Delivering accessibility, not exclusivity

- A digital platform which is visible, using plain terminology and multiple languages
- An engagement platform which encourages participation, has shared standards and processes
- Transparency and reach delivered through shared data, APIs and social feeds

Delivers to a much wider audience, with a much broader demographic, using tools and platforms that those audiences are used to. And building iteration after iteration.
Thank You

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Phase 1 Roadmap

- September
- October
- Determined by Consensus

- beta.icann.org

- The new ICANN.ORG
Approach: Lean & Agile
THE LEAN STARTUP

Learn Faster
- Split Tests
- Customer Interviews
- Customer Development
- Five Whys Root Cause Analysis
- Customer Advisory Board
- Falsifiable Hypotheses
- Product Owner Accountability
- Custom Archetypes
- Cross-functional Teams
- Smoke Tests

LEARN

IDEAS

BUILD

Code Faster
- Unit Tests
- Usability Tests
- Continuous Integration
- Incremental Deployment
- Free & Open-Source Components
- Cloud Computing
- Cluster Immune System
- Just-in-time Scalability
- Refactoring
- Developer Sandbox

DATA

CODE

Measure Faster
- Split Tests
- Clear Product Owner
- Continuous Deployment
- Usability Tests
- Real-time Monitoring
- Custom Liaison

MEASURE

Funnel Analysis
- Cohort Analysis
- Net Promoter Score
- Search Engine Marketing
- Real-Time Alerting
- Predictive Monitoring