ICANN Strategic Planning Process

Draft Key Priorities

July 2006 – June 2009
Strategic Plan for Community Comment
November 2005
Key Challenges and Opportunities for ICANN

• The continued rise of the Internet as a truly global means of communication and the need for ICANN to meet the needs of a truly global stakeholder base
• Ensuring stability and security in an environment of increased threats
• A wide range of abusive behaviours in the Internet environment that may be placed at ICANN’s doorstep
• Maintaining stability given expected increases in scale driven by the number of devices using the Internet and the number of users
• Multiple complicated changes to Internet operations or protocols that need to be managed in parallel, including possible paradigm changes not yet anticipated
• Significant increases in the volume of policy and management work that needs to be done
• Continuous evolution of commercial applications and business models that use the Internet
• Possible fracturing of the current system perhaps brought about by some users becoming dissatisfied with perceived restrictions imposed by technical protocols or by actions of a government or governments
• ICANN taking an appropriate role in the broad group of international entities involved in Internet functions
• Designing appropriate structures and processes for a post-MoU and post-WSIS ICANN
Identifying the Priorities

1. Organizational Excellence in Operations and Policy

2. Internationalization of the Internet and ICANN

3. Ensuring Multi-Stakeholder Organizational Excellence

4. Work towards a post-MoU ICANN
Organizational Excellence in Operations and Policy

1.1 Operations

• Operations Performance Targets for:
  i. IANA
  ii. Registry Tasks
  iii. Registrar Tasks

• Procedures for Dealing with Potential Business Failure of Key Operational Entities

• Develop and Implement an Emergency Response Plan, including:
  i. Responses from Different Emergency Situations
  ii. Key Contact within ICANN
  iii. Key Partners
  iv. Media/Public Relations Tactics

• Further Improve Accountability of Budget Process
• Monitor Innovations that might Affect Areas Within ICANN’s Mission
• Improve Access to Technical Advice and the Resolution of Technical Issues

1.2 Policy

• Develop Capacity to Better Understand Economic Issues, Consumer Needs, Market Explanation and Business Models and the Implications of These Factors on ICANN Policy
Organizational Excellence in Operations and Policy (cont.)

1.3 Key Issues to be Addressed in this Plan

• IDN.IDN
• DNSSEC Deployment
• New TLD Process
• WHOIS/CRISP Development
• Preventing Hijacking
• Mitigating Abusive Behavior

1.4 Sustainability

• Analyze Implications of Increased demand on ICANN operations and Policy Processes
• Develop Ways of Improving Scalability
Internationalization of the Internet and ICANN

• Develop and implement policies and processes for translation
• Redesign ICANN business practices and processes to meet the needs of a global audience
• Work with existing communities in each region to develop and monitor outreach programs for their region
Ensuring Multi-Stakeholder Organizational Excellence

• **Improve participation in the ICANN process by:**
  - i. End users
  - ii. Governments
  - iii. The business community
  - iv. Technical and industry experts
  - v. Developers of new business models that use the Internet

• **Develop and implement a communications plan that clearly explains ICANN’s mission**

• **Strengthen relationships with key partners as needed to assist ICANN in carrying out its mission and identify key forums in which ICANN should participate**

• **Work with partners to find ways of dealing with issues not in ICANN’s ambit or for which there is no home**

• **Improve the efficiency and effectiveness of Supporting Organizations and Advisory Committees, including:**
  - i. Identifying the policy work that needs to be done
  - ii. Identifying which groups need to be working on which policy tasks
  - iii. Developing core policies as reference points
  - iv. Improving the policy development process to reduce the burden on community and staff
  - v. Developing a process for policy development where multiple Supporting Organizations and/or Advisory Committees need to be involved
  - vi. Enhancing interaction between Supporting Organizations and Advisory Committees
Work Towards a Post-MoU ICANN

- Achieve MoU objectives
- Develop and implement a stable and agreed funding model
- Engage the community in the analysis of issues and scenarios for post-MoU oversight
- Review the ICANN structure to determine whether it is appropriate for a post-MoU ICANN, and make the changes that are necessary for stable, strong, and secure future
- Strengthen leadership development to groom new leaders for the community
- Develop a knowledge management program to institutionalize corporate memory and communicate core ICANN values
- Develop and implement a workforce planning methodology for ICANN staff to attract and retain the high quality staff