Strategic Planning Introduction
Preparing for the July 2009-June 2012 Plan

Cairo

November 2008

Strategic Plan Introduction

- Review the strategic planning roadmap and timeline
- Remind you of key elements in the draft strategic plan
- Solicit comment

Strategic and Operational Planning at ICANN

- The ICANN Strategic Plan is a rolling three plan, reviewed and updated annually
- The ICANN Operating Plan is a one year plan that turns the priorities identified in the Strategic Plan into concrete initiatives

ICANN Planning Cycle

In the second half of the year, ICANN is performing against the outcomes in the approved Operating Plan and collaboratively developing the draft Strategic Plan

Key documents and links can be found at www.icann.org/planning

Basic approach of the strategic planning process

- Start with the current plan
- Consider changes in the environment in which ICANN operates
- Consider organizational opportunities and challenges
- Develop strategic priorities based on these inputs

All achieved through consultation with the ICANN community

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Context: Key Environmental Challenges (1 of 2)

- Internet's growing global scope; meet the needs of a truly global stakeholder base
- Ensuring stability and security of identifier system in an environment of increased threats
- Increasing importance of DNS for commercial and communication applications
- Managing a wide range of abusive behaviours that may be placed at ICANN's doorstep though not ICANN's remit
- Maintaining stability given increased scale of devices and users
- Depletion of IPv4/ uptake of IPv6

From draft 2009-2012 Plan

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Context: Key Environmental Challenges (2 of 2)

- Managing the continuous evolution of commercial applications and business models that use the Internet
- Avoiding possible fracturing of the DNS
- ICANN taking an appropriate role in the broad group of international entities involved in Internet functions
- Uncertain economic and financial environment

From draft 2009-2012 Plan

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Context Key Organizational Challenges

- Maintaining an appropriate organizational entity
- Organizational commitment to reviews
- Developing IT systems and tools for a multi-lingual, largely volunteer organization
- Ongoing obligation to review processes and performance in order to operate most effectively
- Maintaining high standards of accountability and transparency
- Significant increases in the volume of work (policy support, operations, more)
- Developing policy in a timely way
- Maintaining effective communication with a global audience of ICANN stakeholders
- Effective management of a global staff

From draft 2009-2012 Plan

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2009-2012 Strategic Objectives

1. Implement IDNs and new gTLDs
2. Enhance security, stability and resiliency of the Internet's unique identifiers
3. Monitor the depletion of IPv4 address space and provide leadership towards IPv6 adoption
4. Improve confidence in the gTLD marketplace
5. Strive for excellence in core operations
6. Strengthen processes for developing policy
7. Strengthen ICANN's multi-stakeholder model to manage increasing demands and changing needs
8. Globalize ICANN's operations
9. Strengthen accountability and governance
10. Ensure financial accountability, stability and responsibility

From draft 2009-2012 Plan

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Implement IDNs and new gTLDs

- Complete the policy process for IDN ccTLDs associated with the ISO 3166-1 two-letter codes (IDNC) domains within this plan period, and support the fast track process with a goal to get first country code IDNCs in the root by mid-2009.
- Launch the new gTLD application round by mid-2009.
- Ensure processes for approving and implementing new gTLDs (including management of objections) are routine and run according to a published process map with predictable time frames that are acceptable to the community by 2011.

Strategic Planning Timetable

Board workshop on strategic plan	September
Input from ICANN staff	September
Release draft priorities (multi-language) for comment	October
Draft plan consultations	October/November
Redraft plan based on feedback	November
Submit draft plan for review and approval by Board	December

Today

- Comments on the plan