



Revised Draft 2011-2014 Strategic Plan

4 December 2010



Agenda

ICANN Planning Cycle

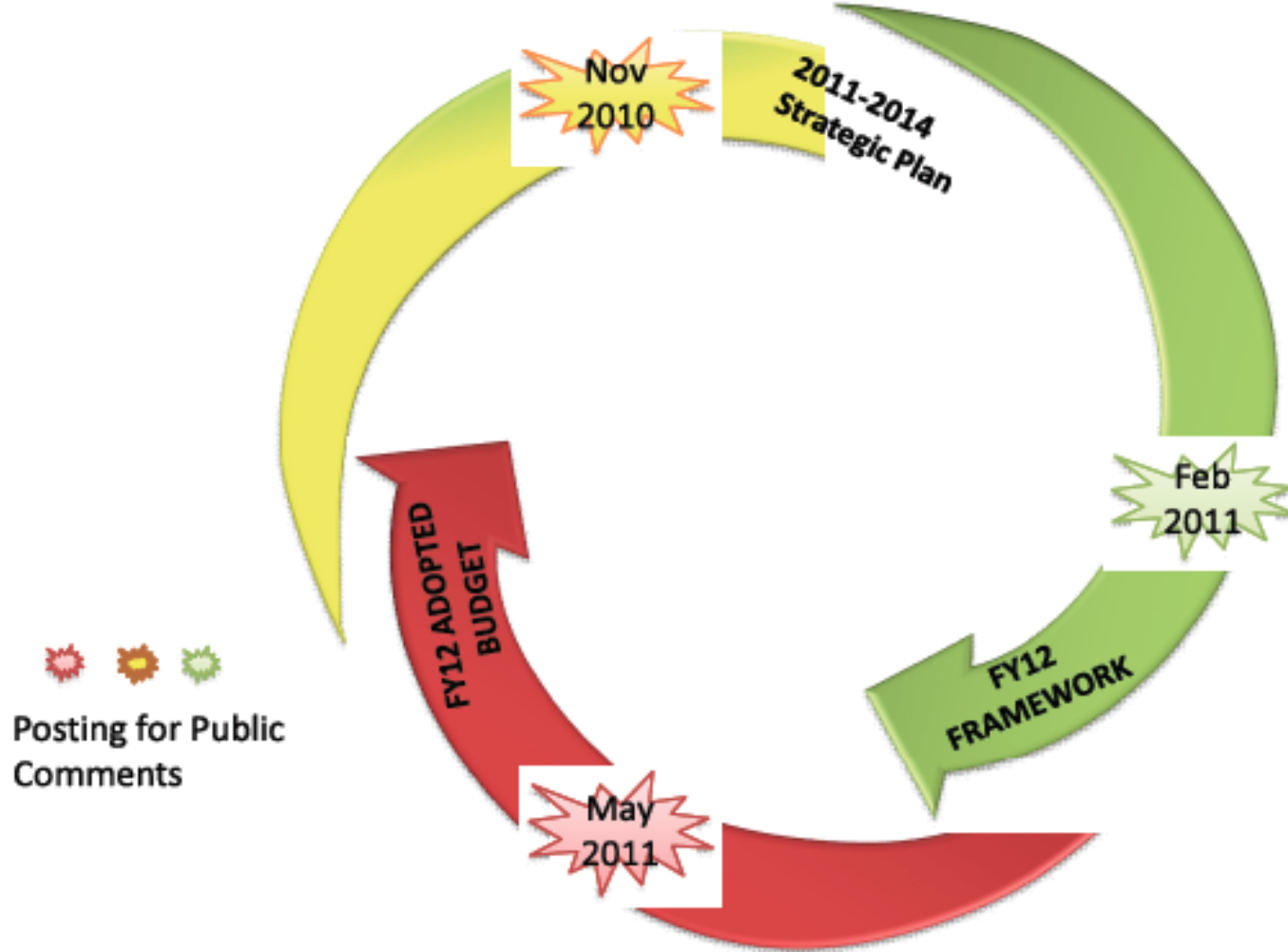
New Plan Goals

ICANN Updates

Response to Community Input

Plan for Getting Board Approval

FY12 Development Cycle



Mapping of ICANN Charter Documents to 2011 Strategic Plan Focus Areas

	Unique identifier stability and security	Consumer choice, competition and innovation	IANA and core operations	A healthy internet eco-system
Articles of Incorporation	<p>3(i) Coordinate the assignment of Internet technical parameters to maintain universal connectivity</p> <p>3(iii) Coordinating the internet DNS</p> <p>3(iii) Develop policies for determining circumstances under which new TLDs are added</p> <p>3(iv) Overseeing operation of the authoritative Internet DNS root server system</p>	<p>3(iii) Develop policies for determining circumstances under which new TLDs are added</p> <p>4. Operate through open & transparent processes that enable competition and open entry in internet-related markets.</p>	<p>3(i) Coordinate the assignment of Internet technical parameters to maintain universal connectivity</p> <p>3(ii) Performing and overseeing functions for coordinating the IP address space</p> <p>3(iv) Overseeing operation of the authoritative Internet DNS root server system</p>	<p>4. ICANN shall operate for the benefit of the Internet community as a whole.</p> <p>4. Cooperate as appropriate with relevant international organizations</p>
ByLaws	<p>1.1 Ensure the stable and secure operation of the internet's unique identifier systems.</p> <p>1.1.2 Coordinate operation and evolution of the DNS root name server system</p>	<p>1.1 Coordinate, <u>at the overall level</u>, the global internet's system of unique identifiers</p> <p>6 Core Value: Introducing & promoting competition in the registration of domain names where practicable and beneficial in the public interest</p>	<p>1.1 Coordinate, at the overall level, the global internet's <u>system of unique identifiers</u></p> <p>1.1.1 Coordinate allocation and assignment of three sets of unique identifiers (DNS, IP, Ports & Parameters)</p>	<p>1.1 Coordinate, at the overall level, the <u>global internet's system</u> of unique identifiers</p> <p>1.1.3 Coordinate policy development reasonably and appropriately related to these technical functions</p>
Affirmation of Commitments	<p>1. Technical coordination of the Internet's domain name & addressing system (DNS)</p> <p>3(b) Preserve security, stability and resiliency of the DNS</p> <p>8(a) Maintain the capacity and ability to coordinate the Internet DNS at the overall level and work for the maintenance of a single, interoperable internet</p> <p>3(d) Facilitate international participation in DNS technical coordination</p>	<p>3(c) Promote competition, consumer trust and consumer choice in DNS marketplace</p>	<p>1. Technical coordination of the Internet's domain name & addressing system (DNS)</p> <p>7 Adhere to transparent & accountable budgeting processes</p> <p>7 Publish Annual Report of progress to ByLaws responsibilities, strategic & operating plans</p> <p>8(a) Maintain the capacity and ability to coordinate the Internet DNS at the overall level and work for the maintenance of a single, interoperable internet</p>	<p>3(a) Ensure that decisions are made related to the global technical coordination of the DNS are made in the public interest and are accountable and transparent</p> <p>7 Adhere to transparent and accountable fact-based policy development and cross-community deliberations</p> <p>8(c) Operate as a multi-stakeholder, private sector led organization with input from the public, for whose benefit ICANN shall in all events act.</p>
<p>3. ICANN is a nonprofit public benefit corporation and is not organized for the private gain of any person.</p> <p>3(v) Engage in any other related lawful activity in furtherance of 3 (i) through (iv)</p>	<p>1.2 Core Values 1-11</p>	<p>Apply to All Focus Areas</p>		
		<p>4. Perform & publish analyses of the positive and negative effects of ICANN decisions on the public, including public financial impact and the impact on the systemic security, stability and resiliency of the DNS</p>	<p>7. Adhere to responsive consultation procedures that provide detailed explanations of the basis for decisions, including how comments have influenced the development of policy considerations</p>	<p>7. Provide thorough and reasoned explanation of decisions taken, the rationale and sources of data</p> <p>8(b) Remain a non-profit, headquartered in the US with offices around the world to meet the needs of a global community</p>

New Plan Goals

- 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., translations, website
- Increase participation and collaboration with, e.g., IGF, EC, OECD on standards and best practices

Plan for Getting Board Approval

- Consultations with Working Groups
- Finish consultations with Constituencies
- Publish revised 2011-2104 Strategic Plan for Public Comment
- Submit to Board for Approval



Thank You



Questions