



2011 Stakeholder Satisfaction Survey

Executive Summary: Highlights

ICANN Costa Rica, 15 March 2012

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Why a Survey?



- ❖ AoC and community comments
- ❖ Solicit stakeholder perceptions of ICANN's Performance Effectiveness across 10 major Services
- ❖ Purpose: identify strengths and areas for improvement
- ❖ Create an initial baseline to measure impact of future improvements
- ❖ Refine the process over time

Key Process Steps



- ❖ Research survey literature and prepare plan/design
- ❖ Collect major service areas from Exec Team and Staff
- ❖ Develop survey and test internally with selected departmental Staff members
- ❖ Announce survey and solicit participation from SO-AC Leaders
- ❖ Conduct survey via online QuestionPro
- ❖ Tabulate, analyze, and report results

Population & Response Rates

Response Rate:

Expecting: 20% (350)

Actual: 3.5% (60)

Note:

There were 429 survey link “Views” which, if completed, would have yielded 25% rate

[Needs investigation]

Identification Data: Organizational Affiliation (Raw)

Primary Organizational Affiliation (Raw)	Population	Actual	Pct	Rate
At-Large Advisory Committee (ALAC)	432	18	30%	4.2%
Generic Names Supporting Organization (GNSO)	500	18	30%	3.6%
Country Code Names Supporting Organization (ccNSO)	400	10	17%	2.5%
Security & Stability Advisory Committee (SSAC)	34	6	10%	17.6%
I* Community Participant	20	6	10%	30.0%
Government Advisory Committee (GAC)	230	1	2%	0.4%
Other-Please Specify Below	0	1	2%	N/A
Root Server System Advisory Committee (RSSAC)	51	0	0%	0.0%
Address Supporting Organization (ASO)	30	0	0%	0.0%
Total	1,697	60	100%	3.5%

Participation Stats

Surveys Completed by Week

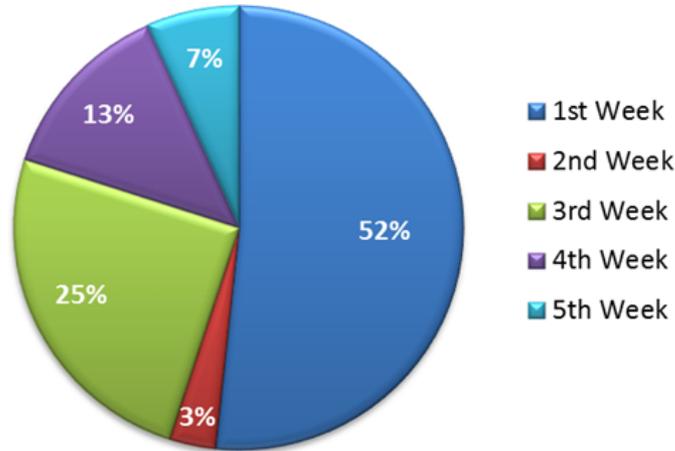


Figure 1.

Distribution of Time Spent on Survey

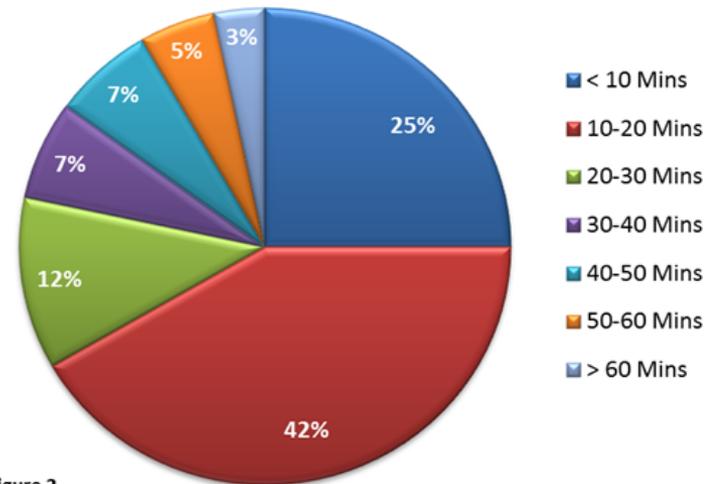


Figure 2.

Two waves of responses:

Week 1: Over 50% received!

Week 3: Another 25% occurred after the reminder e-mail (12 Dec), allowing for redistribution by leaders to their members.

A 67% majority (40) completed the survey in < 20 minutes, but 70% (28) provided no written comments to any of the 10 sections.

22% (13) took > 30 minutes, but 77% (10) did provide written comments.

Performance Effectiveness-ICANN

Top Five

Service Sub-Elements Sorted by Mean Performance Effectiveness

Rank	Major Service Category	Service Sub-Element	Mean	Median	Mode
1	Section 8-Public Meetings	D) Interpretations	3.74	4.00	4.00
2	Section 1-SO/AC Support	A) Meetings & Teleconferences	3.72	4.00	4.00
3	Section 8-Public Meetings	C) Remote Participation	3.71	4.00	4.00
4	Section 1-SO/AC Support	C) Resources	3.57	4.00	4.00
5	Section 1-SO/AC Support	B) Technologies	3.53	4.00	4.00

Bottom Five

33	Section 3-DNS Policy Implem Services	D) Administration	2.58	3.00	3.00
34	Section 10-Leadership	A) Financial Stewardship	2.53	3.00	3.00
35	Section 10-Leadership	C) Sustainability	2.50	2.50	3.00
36	Section 10-Leadership	D) Organization & Staffing	2.33	2.00	2.00
37	Section 1-SO/AC Support	D) Financial	2.28	2.00	2.00

Observations:

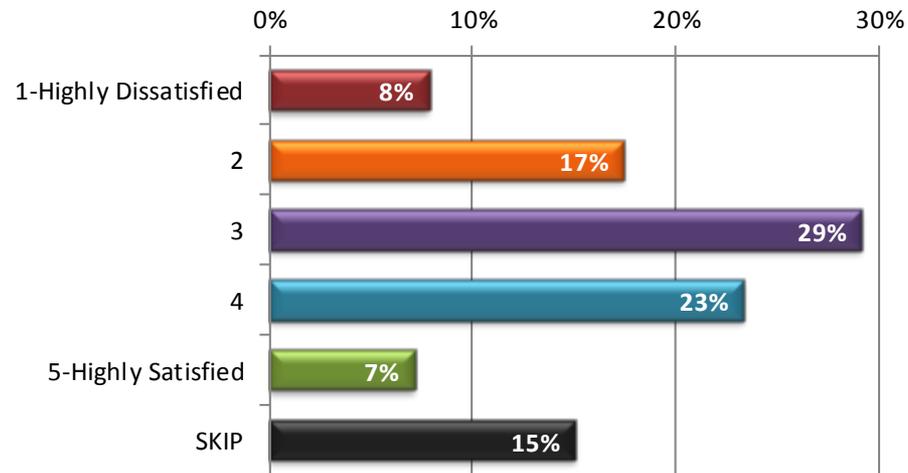
- 3 of the 4 questions in the SO/AC Support category were rated among the top 5
- 3 of the 4 questions on Leadership were rated in the bottom 5 of all 37 service elements.

Performance Effectiveness-ICANN

All Questions

Ratings	Total	Pct
1-Highly Dissatisfied	175	8%
2	387	17%
3	647	29%
4	518	23%
5-Highly Satisfied	159	7%
SKIP	334	15%
Total	2220	100%
Mean	3.05	
Median	3.00	
Mode	3.00	
	<i>Low</i>	<i>High</i>
95% Conf Interval (Mean)	3.0	3.1

All Questions



Analyzing ratings across the broad spectrum of services suggests that ICANN's perceived Performance Effectiveness is close to the middle of the 5-point evaluation scale and symmetrically (normally) distributed.

Performance Effectiveness-Services

Observations:

Highest-ranked
Service Category =
Public Meetings

Lowest-ranked
Service Category =
Leadership

Major Services Sorted by Mean Performance Effectiveness

Rank	Service Category	Mean	Median	Mode
1	Section 8-Public Meetings	3.41	4.00	4.00
2	Section 2-DNS Policy Development	3.35	3.00	4.00
3	Section 1-SO/AC Support	3.31	3.00	4.00
4	Section 5-DNS Stability & Security	3.28	3.00	3.00
5	Section 3-DNS Policy Implementation Services	3.06	3.00	3.00
6	Section 7-Communications	3.00	3.00	3.00
7	Section 6-IANA Operations	2.98	3.00	3.00
8	Section 9-Strategic Planning	2.94	3.00	3.00
9	Section 4-Contractual Compliance	2.79	3.00	3.00
10	Section 10-Leadership	2.50	2.00	3.00

Engagement Statistics

Years Active Involvement with ICANN

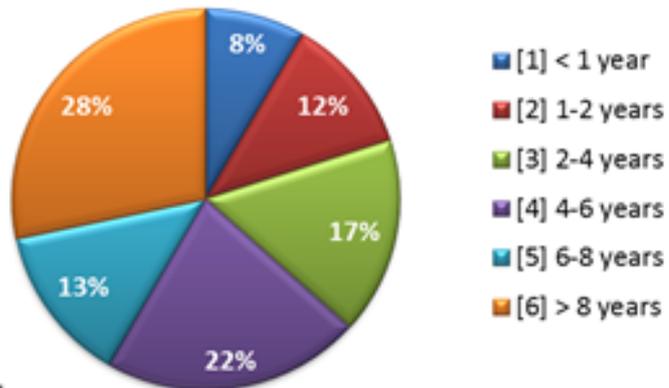


Figure 5.

Engagement Level

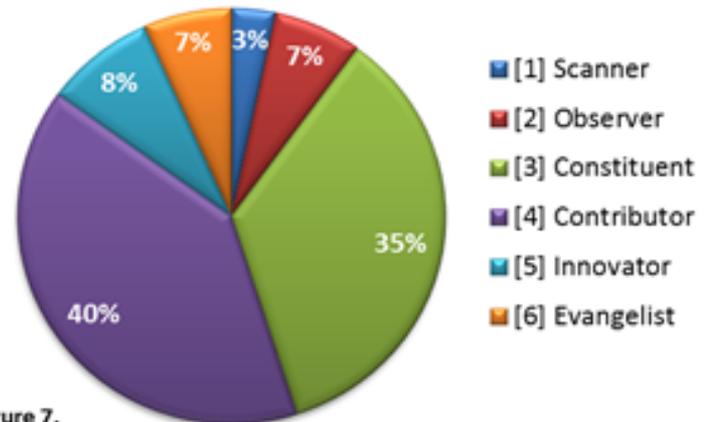


Figure 7.

Hours/Week Spent on ICANN Activities

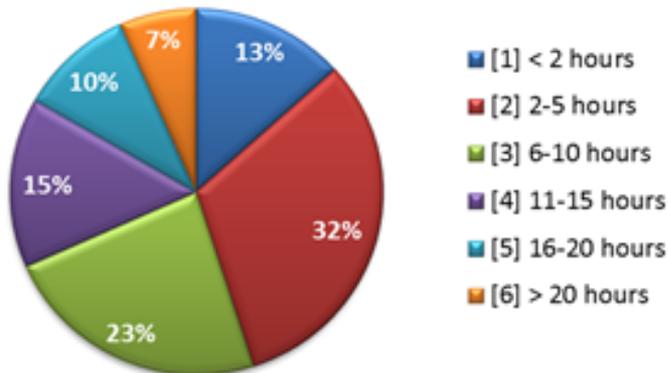


Figure 6.

Fig. 5: 60% indicated that they have been actively involved with ICANN for more than 4 years

Fig. 6: 32% spend 2-5 hours/week on ICANN activities and 32% devote more than 11 hours/week

Fig. 7: 75% placed themselves in Constituent or Contributor level

Looking Ahead: Next Steps



- ❖ Community reaction/feedback (post comments to Wiki* page)
- ❖ Results interpretation by Department (Staff)
- ❖ Action Plan development (Staff)
- ❖ Evaluation of Administrator's process recommendations
- ❖ Determination of subsequent survey timetable

() Visit Community Wiki, Projects Tab, ICANN Stakeholder Survey-2011*