

# Strategic Planning Forum

18 November 2013

Buenos Aires



# Agenda



- **Opening Remarks, Overview**
- **Board Discussion with the Community** on ICANN's Draft Vision, Mission & Focus Areas for a Five-Year Strategic Plan
  - *Overall –Does this draft appropriately outline ICANN's future? Are we missing a strategic element you see as critical for ICANN to address in the next five years?*
  - *Focus Area Goals –What specific outcomes or achievements should we target for each of the Focus Area Goals? What quantitative / qualitative elements should we consider in measuring progress / results for each Focus Area Goal?*
    1. Evolving ICANN's implementation of multistakeholder approach for coordination
    2. Developing a world-class public responsibility framework
    3. Supporting a healthy unique identifier ecosystem
    4. Striving towards technical and operational excellence
    5. Defining role clarity for ICANN in the Internet governance ecosystem
- Closing Remarks

# HOW WE GOT HERE: THE INVITATION TO PARTICIPATE - APRIL 2013, BEIJING



# STRATEGY DEVELOPMENT PROCESS TO DATE

## ICANN Strategic Vision Conversation

April – June



## Community Discussion of Strategic Areas

June – September



## Community Input on Draft Text

October – January



## Strategy Planning Process Announced in Beijing

April 8



## ICANN Board Strategic Planning Workshop

May 17 & 18



## Community Brainstorming in Durban

July 15-18

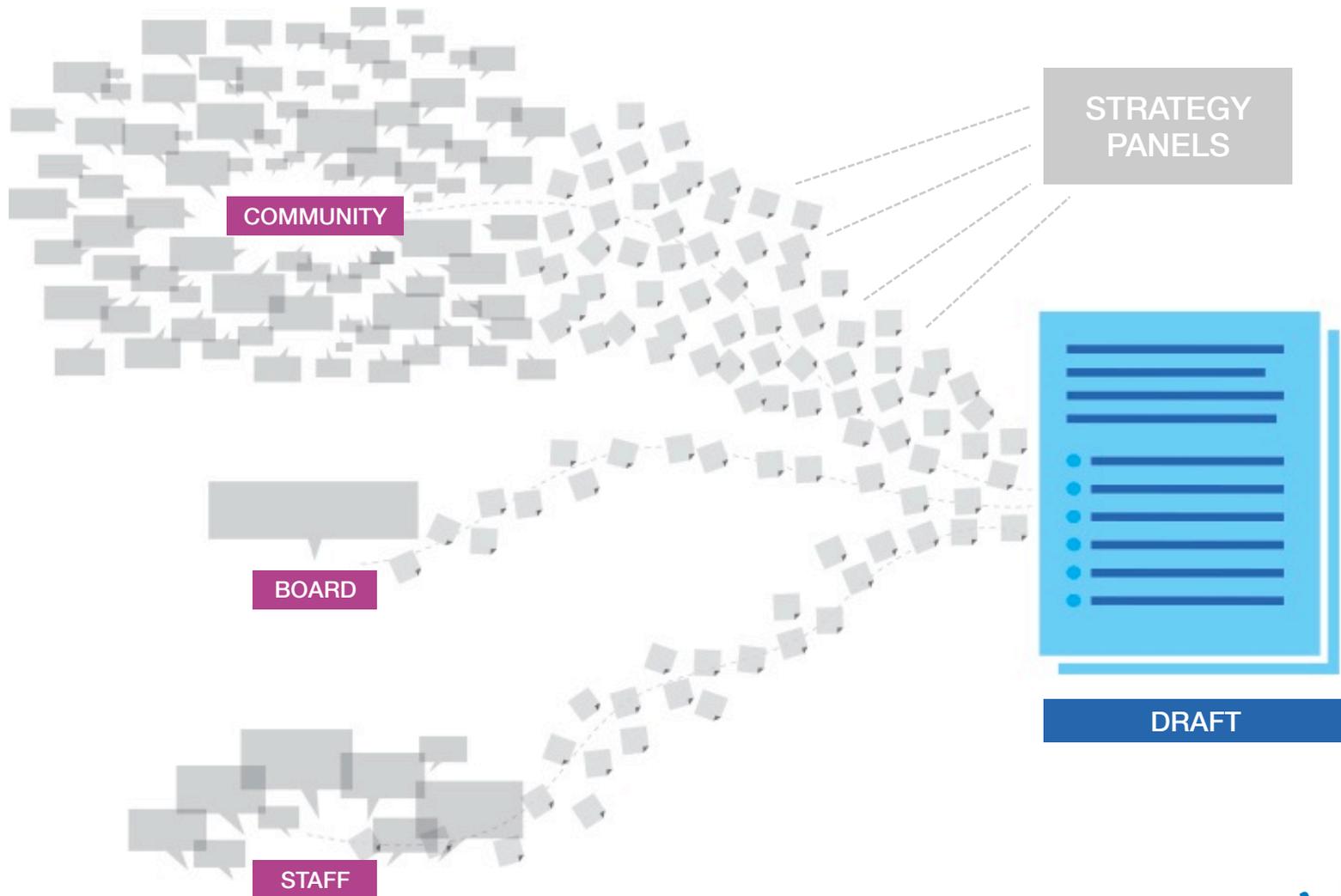


## Community Discussion in Buenos Aires

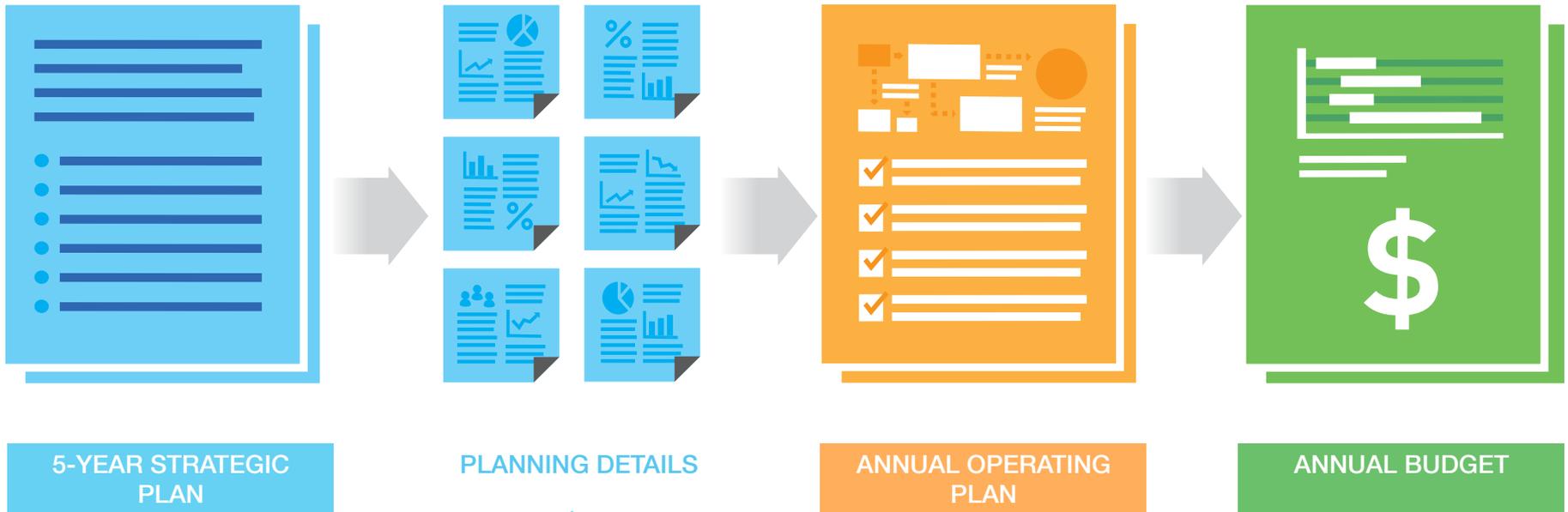
November 17-21



# DRAFT VISION, MISSION, FOCUS AREA GOALS CREATED, PUBLISHED FOR PUBLIC COMMENT



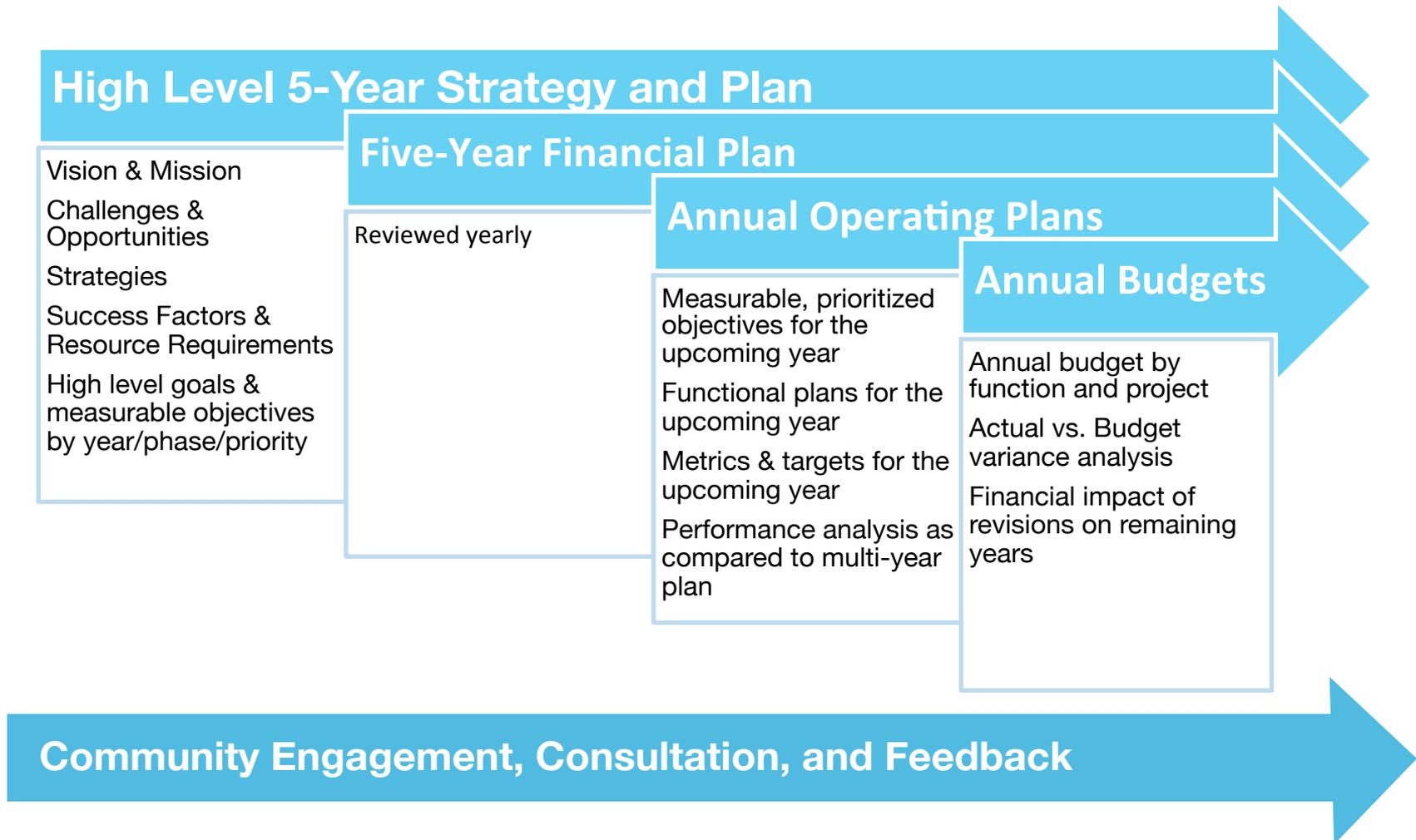
# A NEW APPROACH TO PLANNING & BUDGETING



FOR EXAMPLE:

- Prioritization
- Timing/staging over five years
- Critical success factors
- Outcomes
- Resources
- Metrics
- Monitoring

# A NEW APPROACH TO PLANNING & BUDGETING



# STRATEGY PANELS



Paul Mockapetris



Beth Noveck



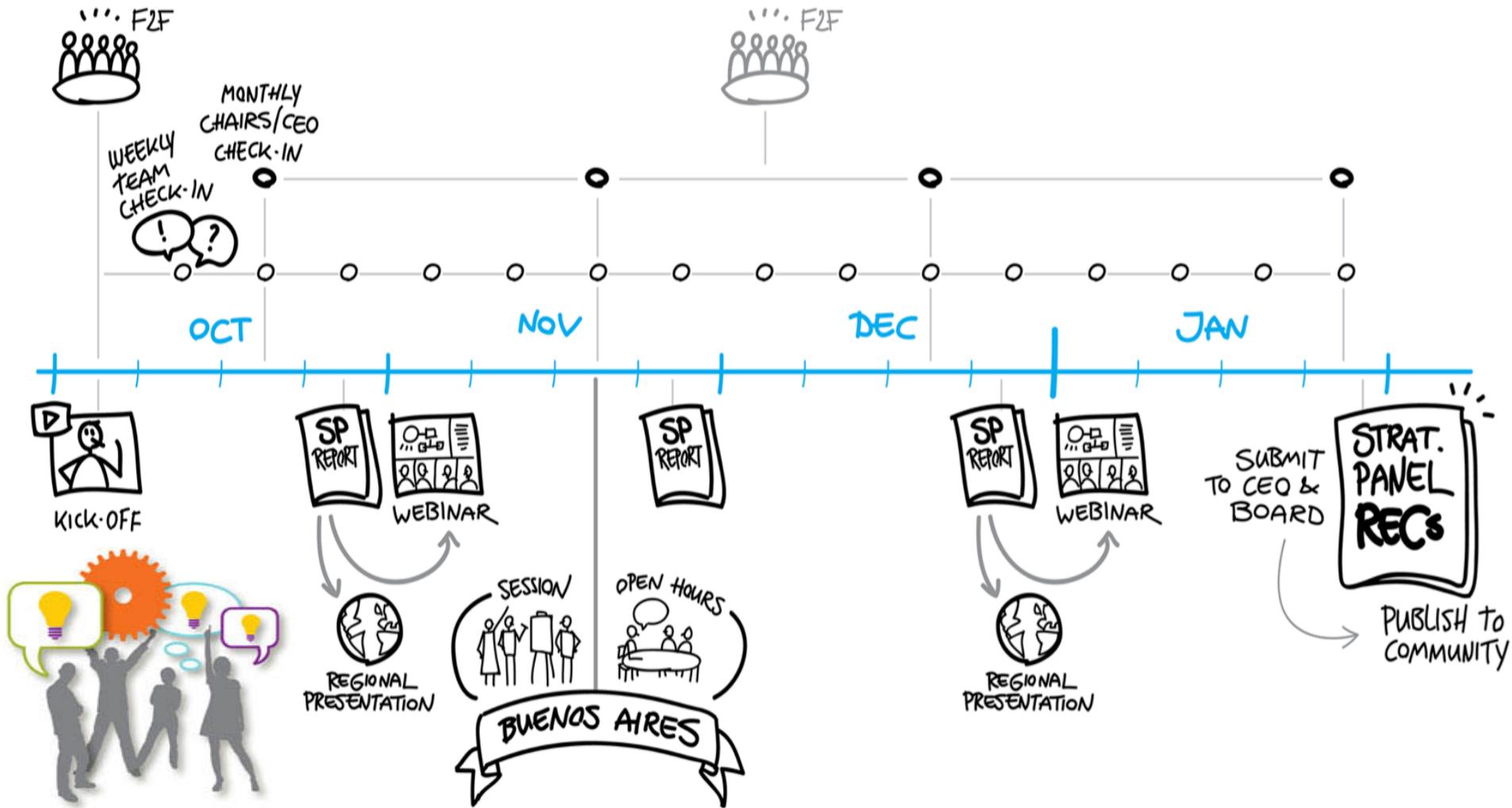
Vinton Cerf



Nii Quaynor

## ICANN Strategy Panel Chairs

# STRATEGY PANELS



# Connecting the Dots

↓ We are here

## STRATEGIC PLAN DEVELOPMENT



## STRATEGY PANELS



## OPERATIONAL PLAN & BUDGET\*



\*Draft

# Does this Draft Vision Appropriately Outline ICANN's Future?



## Vision

ICANN's vision is that of an independent, global organization trusted world-wide to coordinate the global Internet's systems of unique identifiers to support a single, open globally interoperable Internet. ICANN builds trust through serving the public interest, and incorporating the transparent and effective cooperation among stakeholders worldwide to facilitate its coordination role.

# Does the Current Mission Appropriately Outline ICANN's Future?



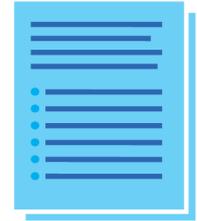
## Mission

ICANN's founding mission, as stated in its Bylaws, is to coordinate, at the overall level, the global Internet's systems of unique identifiers, and in particular to ensure the stable and secure operation of these related systems. This includes:

1. Coordinating the allocation and assignment of the following three sets of unique identifiers for the Internet (the IANA function):
  - a. Domain names (used in a system referred to as "DNS").
  - b. Internet protocol ("IP") addresses and autonomous system ("AS") numbers; and
  - c. Protocol port and parameter numbers.
2. Coordinating the operation and evolution of the DNS root name server system.
3. Coordinating the community's policy development reasonably and appropriately related to these technical functions.

In performing its mission, ICANN is guided by core values enumerated in its Bylaws. These general principles and values continue to guide the activities of ICANN's Board, staff and community (of which ICANN is comprised).

# Draft Focus Areas with Goals



1. Evolving ICANN's implementation of the **multistakeholder** approach for coordination
2. Developing a world-class **public responsibility** framework
3. Supporting a healthy **unique identifier ecosystem**
4. Striving towards **technical and operational excellence**
5. Defining role clarity for ICANN in the **Internet governance ecosystem**

# What Specific Outcomes or Achievements Should We Target? What are Metrics of Success?



## 1. Evolving ICANN's implementation of the multistakeholder approach for coordination

- Further internationalize ICANN to be more inclusive by becoming more multilingual and providing tools for connection and collaboration worldwide.
- Bring ICANN to the world through greater regional engagement to reinforce our international role.
- Evolve our Supporting Organization and Advisory Committee structures to meet the changing needs of our diverse, global stakeholders.
- Evolve ICANN Meetings to better support the global community's changing needs.
- Evolve policy development and decision-making processes to be more inclusive, efficient and effective.
- {Considered additions or changes from the community and Strategy Panels, as appropriate}

# What Specific Outcomes or Achievements Should We Target? What are Metrics of Success?



## 2. Developing a world-class public responsibility framework

- Support developing communities through programs that will enable them to understand and participate in the ICANN process and the multistakeholder model
- Address the challenges faced by developing countries seeking inclusion and development, consistent with ICANN's mission and core values
- Engage in capacity building at a regional level to engage and develop the community globally for ICANN involvement
- {Considered additions or changes from the community and Strategy Panels, as appropriate}

# What Specific Outcomes or Achievements Should We Target? What are Metrics of Success?



## 3. Supporting a healthy unique identifier ecosystem

- Foster and coordinate a secure, stable and resilient identifier ecosystem, including the stable, secure, trusted operation of the DNS
- Plan for emerging changes in the use of domain names and other identifiers
- Develop a technology roadmap for domain names and other identifiers to help guide ICANN activities and inform the Internet ecosystem
- Develop a technology roadmap for ICANN and security operations to support the operational stability, reliability, resiliency, security, and global interoperability of the DNS
- Coordinate a responsible opening of the DNS for “creative disruption” and innovation
- Support the evolution of the domain name marketplace to be robust, stable and trusted
- Support the attainment of broad-scale adoption and operation of IPv6 throughout the Internet
- {Considered additions or changes from the community and Strategy Panels, as appropriate}

# What Specific Outcomes or Achievements Should We Target? What are Metrics of Success?



## 4. Striving towards technical and operational excellence

- Improve the technical sophistication of ICANN staff and stakeholders, and ensure structured coordination of ICANN's technical resources.
- Develop a culture of knowledge and expertise by attracting top talent to staff and the community.
- Create role clarity for the Board, staff and stakeholders.
- Ensure ICANN's long-term financial stability and sustainability.
- Ensure a strong linkage between ICANN's Strategic Plan, Operating Plan (with measurable objectives), and Budget.
- {Considered additions or changes from the community and Strategy Panels, as appropriate}

# What Specific Outcomes or Achievements Should We Target? What are Metrics of Success?



## 5. Defining role clarity for ICANN in the Internet governance ecosystem

- Clarify ICANN's role with respect to the coordination of the global Internet's systems of unique identifiers to ensure we keep pace with an evolving Internet ecosystem, including in key areas relating to: consumers, security, compliance / regulatory, public interest, business innovation, and intellectual property rights.
- Ensure ICANN's role is clear, recognized, and well understood worldwide.
- Create a balanced and proactive approach to engagement with communities dependent on the domain name system.
- Create a balanced and proactive approach to engagement with governments.
- Facilitate an issues-based cooperation and problem-solving environment.
- Develop a stable framework for Internet governance.
- Foster cooperation, fairness, communication and trust among the Internet Governance ecosystem.
- Engage in and highlight complementary relationships; be stronger together.
- {Considered additions or changes from the community and Strategy Panels, as appropriate}

# Are We Missing a Strategic Element You See as Critical for ICANN to Address in Next 5 Years?



- **Vision**
- **Mission**
- **Focus Area Goals**
  1. Evolving ICANN's implementation of the **multistakeholder** approach for coordination
  2. Developing a world-class **public responsibility** framework
  3. Supporting a healthy **unique identifier ecosystem**
  4. Striving towards **technical and operational excellence**
  5. Defining role clarity for ICANN in the **Internet governance ecosystem**

# Next Steps



- Please keep sharing your input! Public comments requested on the draft Vision, Mission & Focus Areas through January 2014  
<http://www.icann.org/en/news/public-comment/strategic-29oct13-en.htm>
- Input will inform proposed ICANN Vision & Five-Year Strategic Plan, scheduled for public comment February - March 2014
- Comments considered, draft finalized for Board action April 2014
- New Five-Year Strategic Plan will be foundation for Five-Year Financial Plan and Annual Operating Plans and Budgets (beginning with FY2016)