People move left or right along this continuum of engagement depending on personal and professional factors:
- Move at different speeds
- Stop where ever appropriate
- Engagement varies by topic

There must be no artificial barriers preventing people from moving from left to right.
ICANN has promoted a model and to discuss how the organization can engage with participants and community members.
Today ICANN does not offer meaningful engagement through digital means. People can access content through our primary website, and associated SO/AC sites, and we offer some measure of support for Working Groups, but little else.
…And Tomorrow

ICANN will support a wide spectrum of engagement modes allowing people to participate at a level and through a means that is appropriate to them.
Digital Engagement Phases

Phase 1
Raise Awareness, Educate and Initiate Engagement

Phase 2
Engage with Participants, Followers, and Interested Parties

Phase 3
Support participation in Policy Making

The development work can be grouped into three phases of effort, each targeting specific users and solving distinct needs.
The project as it stands is focused on the first two phases. Solving the problem of more fully supporting working groups will be left to a later date.
Many, Many Questions

Where do we start?

How can we innovate in a way that stays true to ICANN's organizational values?

Where could we test and prototype new ideas without disrupting vital work or causing confusion?

How do resolve the root cause issues and not the only the symptoms?
Begin at the Beginning

8+ Weeks Research

- Multiple workshops with ICANN staff members in Los Angeles and NYC

60+ books, documents and websites

- Nomenclature
- Structure
- History
- Issues
- Related topics

50+ interviews & conversations

- Variety of stakeholders interviewed:
  - ICANN Staff
  - Working Group Members
  - ICANN Fellows
- *Audio recordings

1 week observation

- ICANN Durban 47
- Joined working group sessions
- Open forum discussions
- *Webcast recordings
Persona Map

Underdeveloped

Shandi Mani
IT manager for government
Cameroon
“How do I find the right people who can really help?”

Ali al Nasri
aspiring registrar
United Arab Emirates
“How do I get the inside track on creating a business?”

Pedro Perez
recent NGO founder
Uruguay
“How do raise my profile around key policies FAST?”

Sierra Rodriguez
public policy professor
Boston
“What resources exist to activate the community?”

Developing

Highly Developed

DISCOVERY

COMMUNICATION

CONVERSATION

EDUCATION

Civil Society
Government
Industry
Technology

Civil Society
Government
Industry
Technology

Civil Society
Government
Industry
Technology

Civil Society
Government
Industry
Technology
ICANN | LABS

THE LEAN STARTUP
ERIC RIES

Agile Development
ICANN is building new software tools to improve how we work together and strengthen our values of transparency and collaboration.

By signing up for ICANNLabs, you can stay abreast of new developments and communicate with the innovation teams.

Letter from Fadi Chehadé

The success of ICANN's multi-stakeholder model hinges on bottom-up, community-driven policy and for that success to continue we need to increase our reach and relevance to new digital audiences hitting the web. So we have asked ourselves how we could innovate in a way that stays true to those organizational values, but can help us engage and communicate in new ways - and that led us to ICANNLabs, our open innovation platform.

Today, we are inviting participants to sign up and indicate the early areas of interest, so that they can be the
4 Tracks
We believe that creating a parallel space for facilitated, contextual conversation between ICANN community members representing different points of view might elucidate key issues and points of contention. This in turn might generate deeper interest and engagement in policy development.

Track Leader:
Duncan Burns
Social Media & Push

We believe that enlisting knowledgeable, curators who can effectively “translate” the most important updates of the day into content the any interested party can understand would go a long way toward converting users with a general interest in Internet governance into more engaged participants.

Track Leader:

Jimmy Leach
We believe that building a formal digital mentorship program for newcomers and experienced ICANN community members will increase engagement, by matching newcomers with relevant mentors so that all participants can successfully accomplish their Internet governance goals.

Track Leader:
Nora Abusitta
We believe that ICANN and the Internet governance sector at large would benefit from a unified identity system that generates relevant and trusted social profiles for individuals and groups participating in ICANN.

Track Leader:
Chris Gift
Any Community Participation?

Nearly 3,000 visits  
Over 500 sign-ups

Digital Engagement Advisory Group with 29 Members

Comments:

Posted by Sally Costerton 15 days ago.
I have been lucky enough to experience many great community mentors - it makes all the difference. I am sure lots of people will want to participate in this.

Posted by avril doria 13 days ago.
Now that I assume the collection of mentors is completed, how do you plan to evaluate which ones are appropriate? Is there an ICANN purity test they need to pass. Will there be cultural matching? diversity spread? Or will experience be the primary criterium?

Posted by Clarissa 12 days ago.
Hello Avril,
Based on feedback that we received from ICANN stakeholders and community members, we found that a true mentorship model would be asking too much of potential mentors. Therefore, we have decided to rework our initial experiment and are now exploring the idea of a peer advisory network. We will be releasing additional details in the upcoming week.

If you are interested in participating, please let us know by sending an email to education@icannlabs.org.

--Clarissa
ICANN Labs Community Manager
Twitter: @bloomsd
Roadmap

One: Four “tracks” running experiments around specific themes for driving engagement (Currently underway and running through early September)

Two: We’ll take the best learning from our experiments, and converge the tracks into an early version for a new ICANN.org experience that’s focused on engagement. (Sept. – Oct.)
Roadmap (cont’d)

Three: We’ll release an early version of the new ICANN.org (new.icann.org), and start to integrate more live content from the existing ICANN website. For example, policy documentation, meeting notes, etc. (Sept.-Nov.)

Four: We’ll start to “productionalize” the new site, adding features and functionality to ensure scalability and performance (Dec.-Feb.)
Any questions?

Additional Resources

http://labs.icann.org/en
http://www.icannroundtable.org
http://www.icannpassport.org
http://www.icannpeerlearning.org
http://www.icannstream.org

https://wiki.icann.org/display/ocs/Project+Documentation