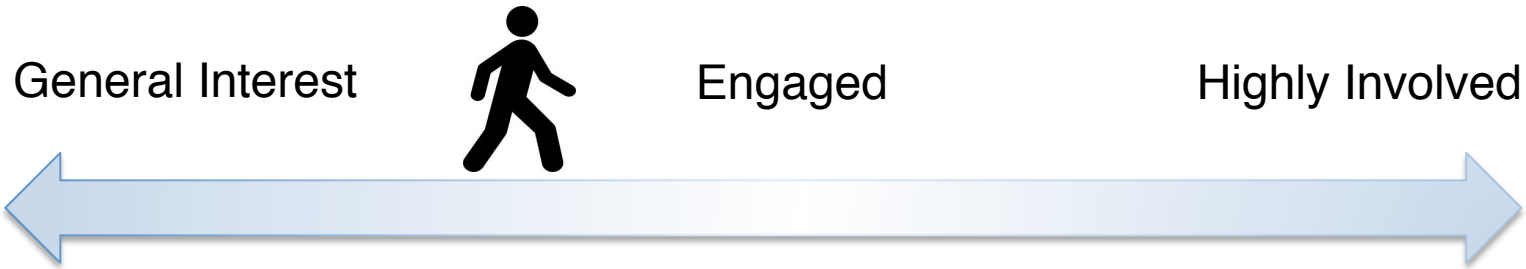
Digital Engagement Project

29 August 2013

Continuum of Engagement



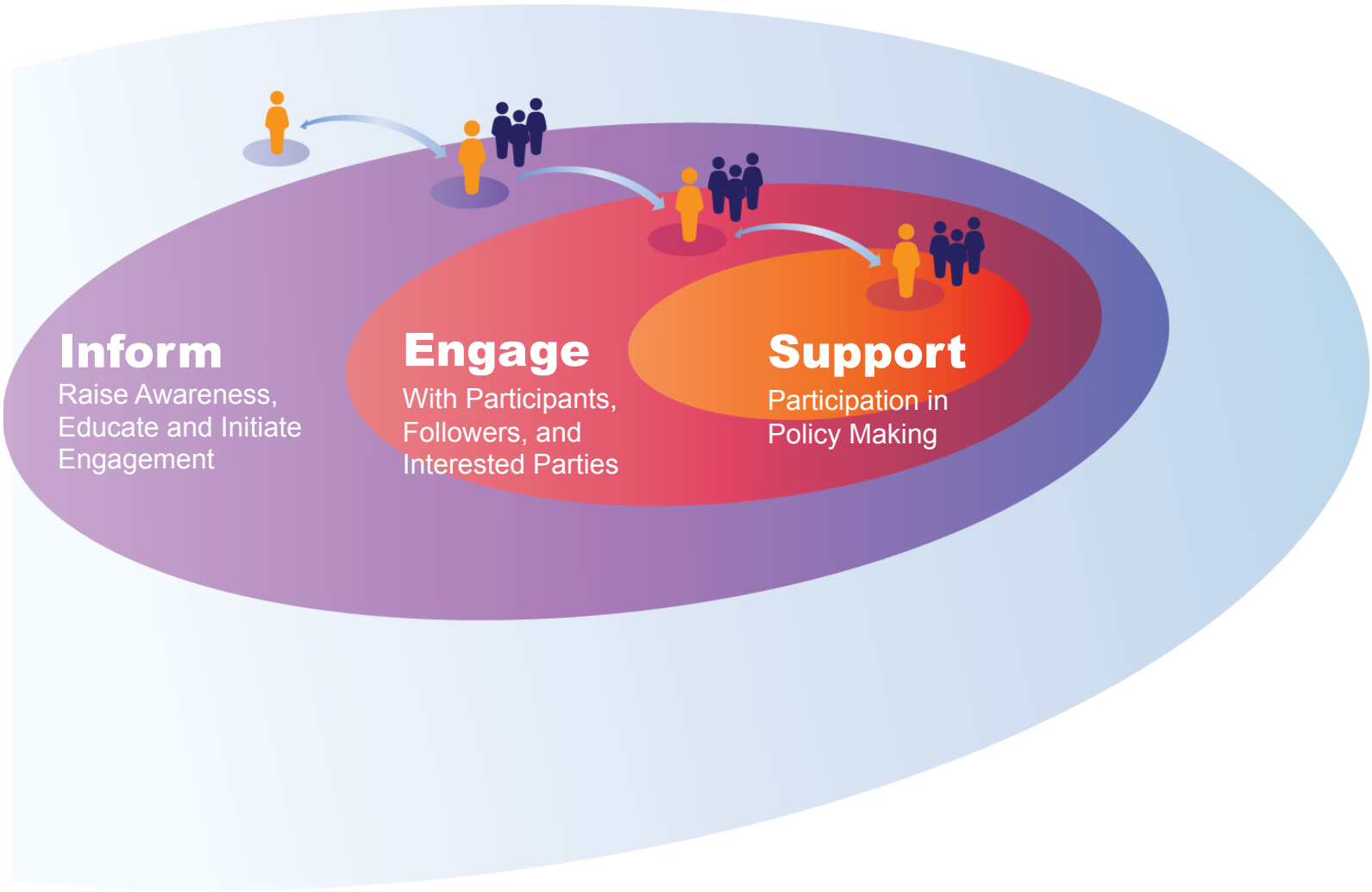
People move left or right along this continuum of engagement depending on personal and professional factors

- 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

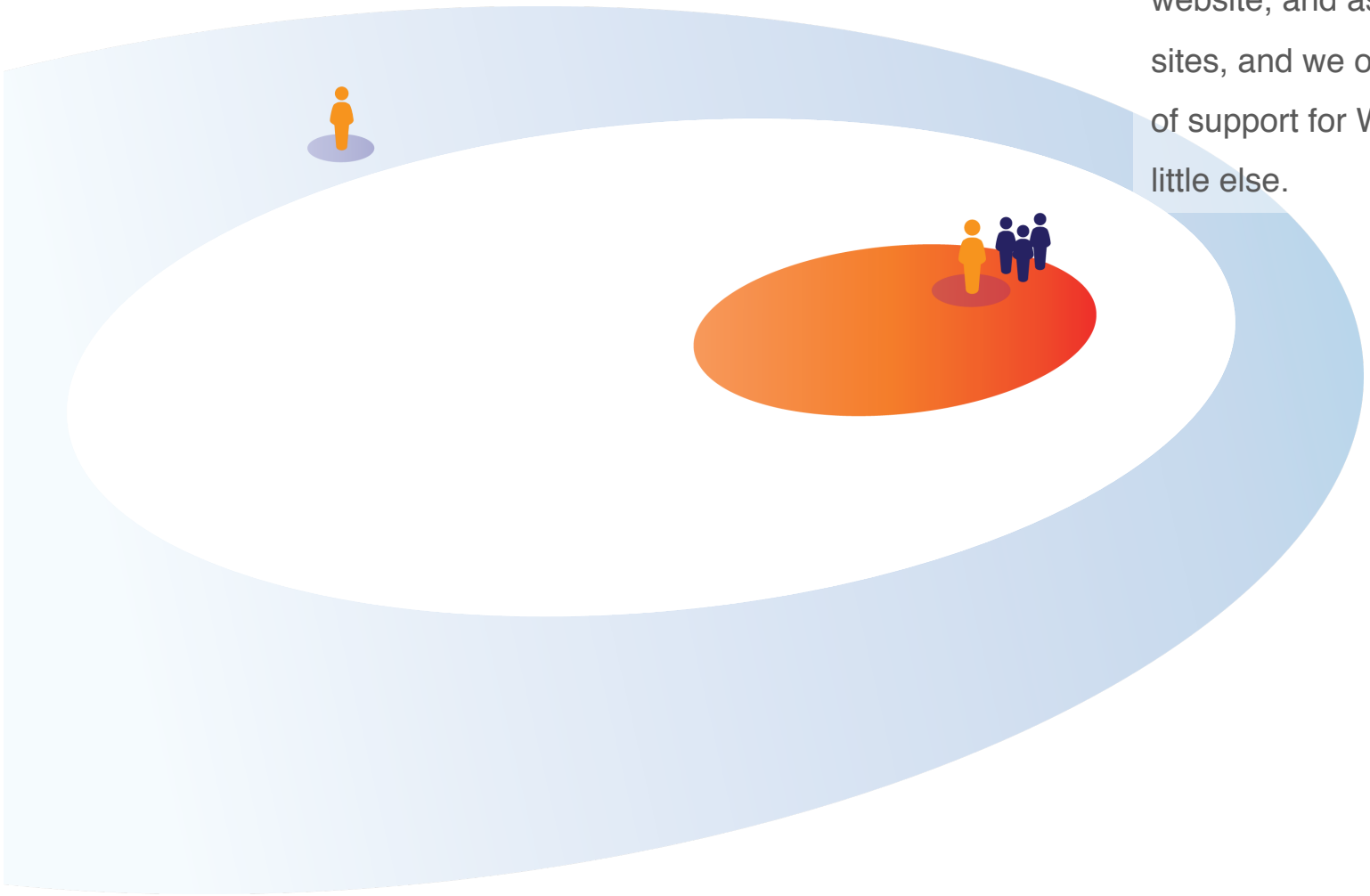
Engagement Model

ICANN has promoted a model and to discuss how the organization can engage with participants and community members.



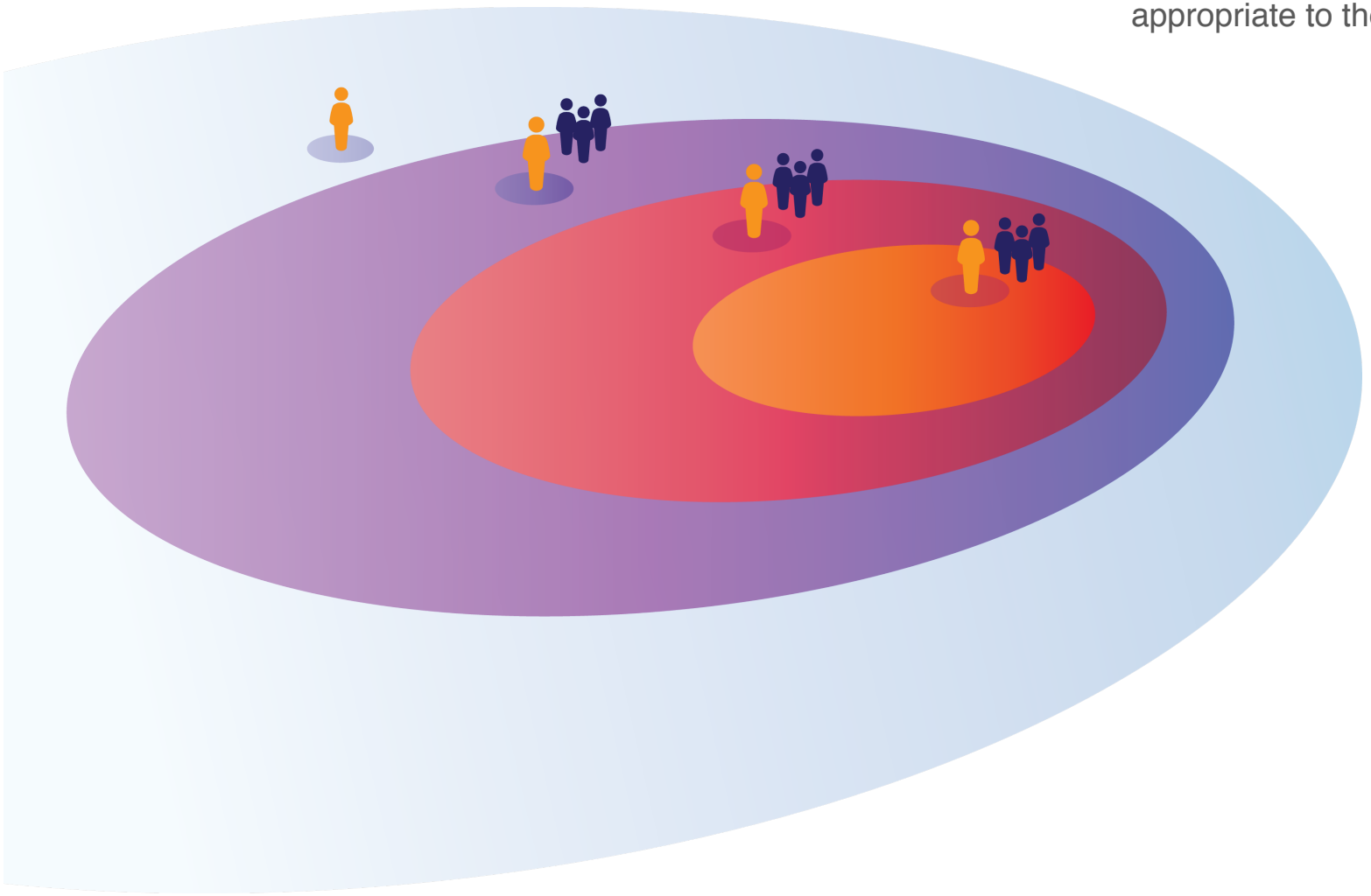
Digital Engagement at ICANN Today

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.



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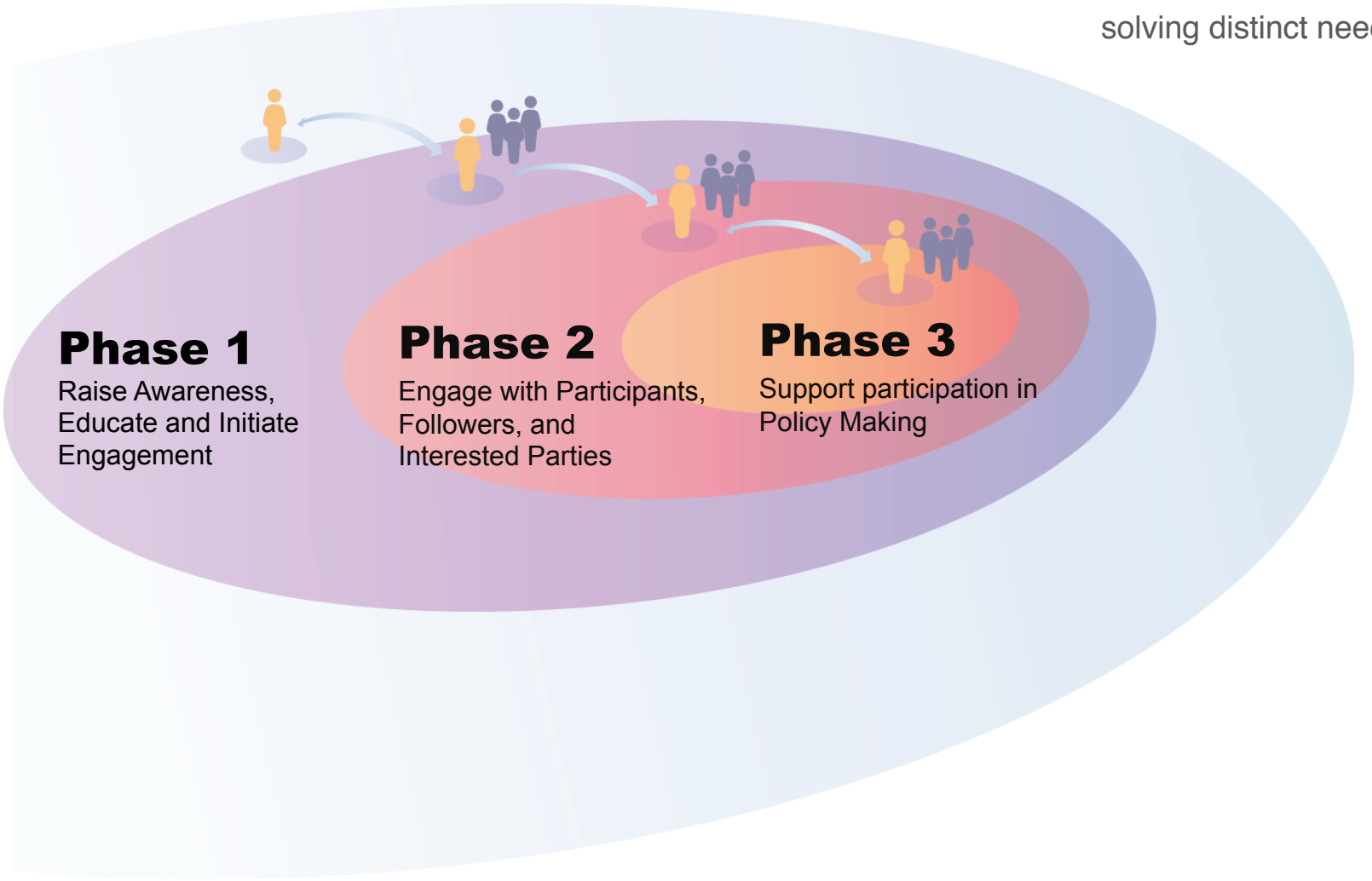
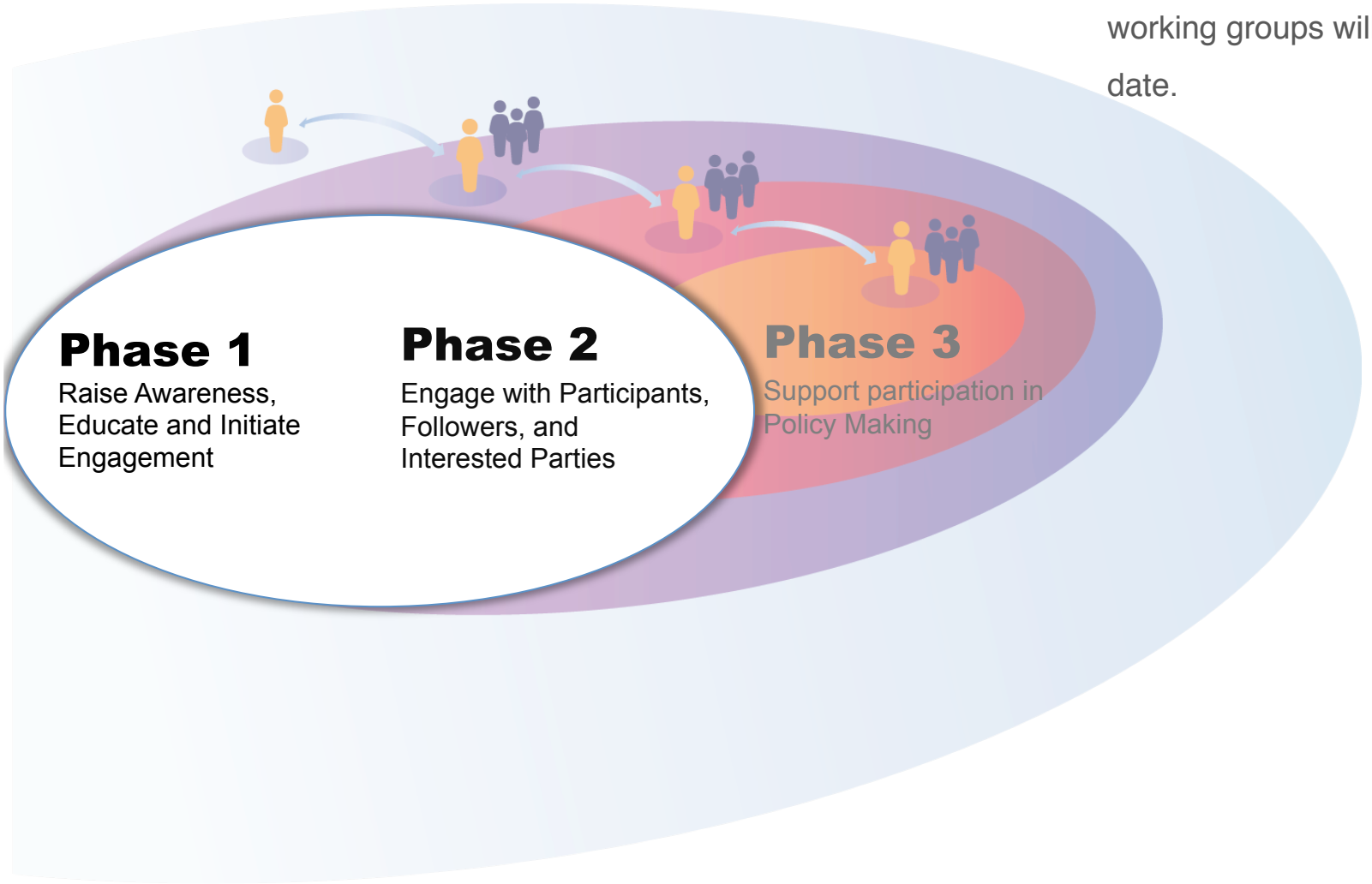
Digital Engagement Phases

The development work can be grouped into three phases of effort, each targeting specific users and solving distinct needs.



Digital Engagement Phases

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	60+ books, documents and websites	50+ interviews & conversations	1 week observation
Multiple workshops with ICANN staff members in Los Angeles and NYC	Nomenclature Structure History Issues Related topics	Variety of stakeholders interviewed: •ICANN Staff •Working Group Members •ICANN Fellows *Audio recordings	ICANN Durban 47 Joined working group sessions Open forum discussions *Webcast recordings

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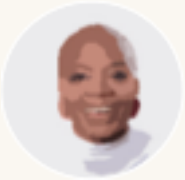
Persona Map

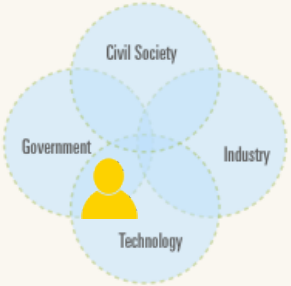
Underdeveloped → Developing → Highly Developed



Shandi Mani
IT manager for government
Cameroon

"How do I find the right people who can really help?"

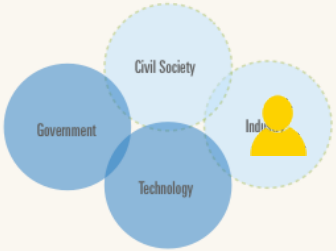
EDUCATION



Ali al Nasri
aspiring registrar
United Arab Emirates

"How do I get the inside track on creating a business?"

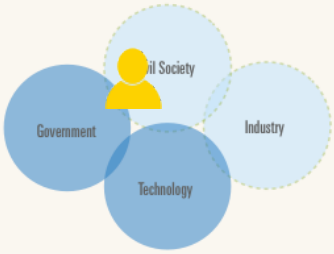
CONVERSATION



Pedro Perez
recent NGO founder
Uruguay

"How do raise my profile around key policies FAST?"

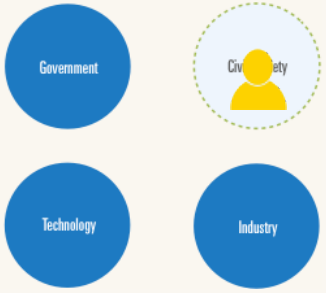
COMMUNICATION



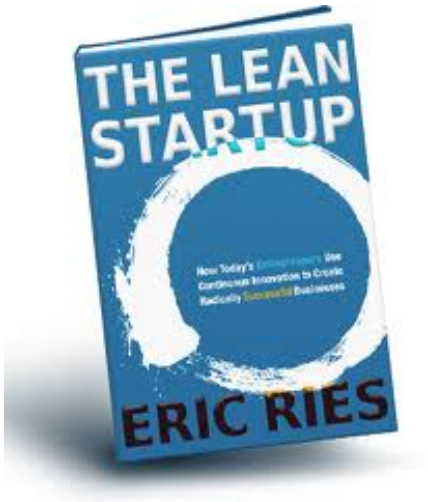
Sierra Rodriguez
public policy professor
Boston

"What resources exist to activate the community?"

DISCOVERY



ICANN | LABS



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Agile Development

ICANN

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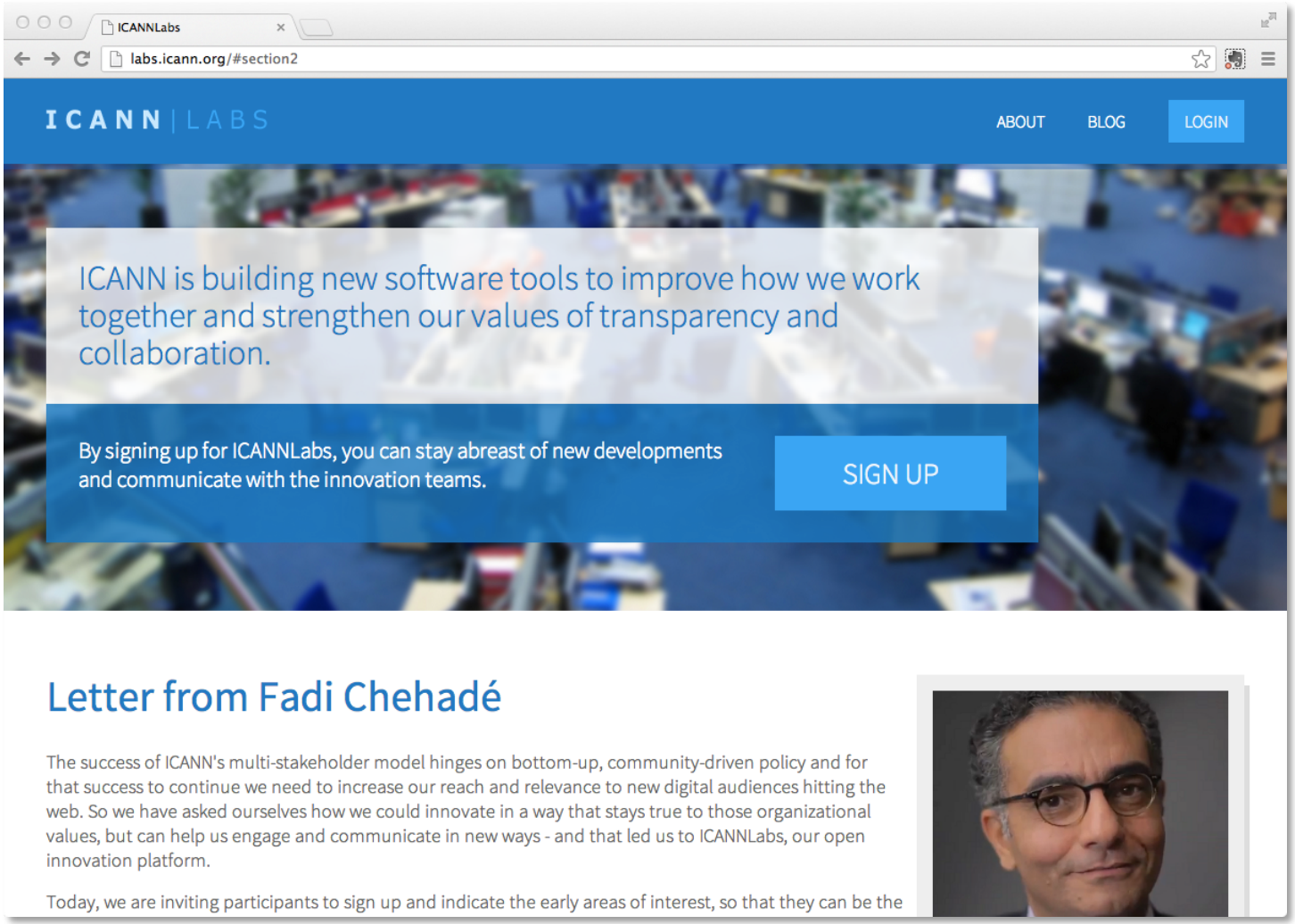

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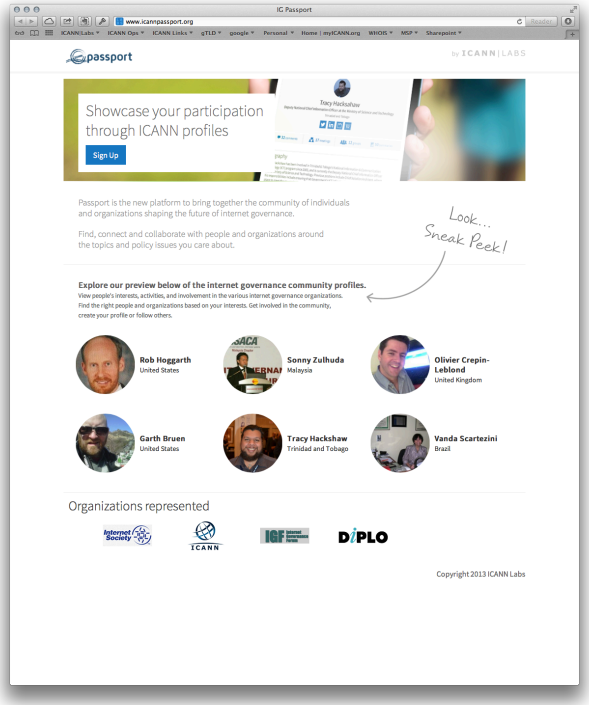
IC Passport
www.icannpassport.org
passport
by ICANN | LABS
Showcase your participation through ICANN profiles
Sign Up
Passport is the new platform to bring together the community of individuals and organizations shaping the future of internet governance.
Find, connect and collaborate with people and organizations around the topics and policy issues you care about.
Look... Sneak Peek!
Explore our preview below of the internet governance community profiles.
View people's interests, activities, and involvement in the various internet governance organizations.
Find the right people and organizations based on your interests. Get involved in the community, create your profile or follow others.
Rob Hoggarth
United States
Sonny Zulhuda
Malaysia
Olivier Crepin-Leblond
United Kingdom
Garth Bruen
United States
Tracy Hackshaw
Trinidad and Tobago
Vanda Scartezini
Brazil
Organizations represented
Internet Society
ICANN
IGF
DIPLO
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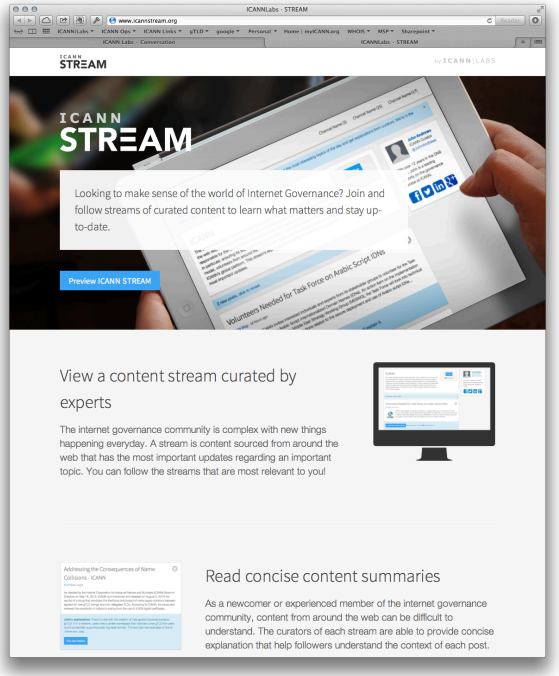
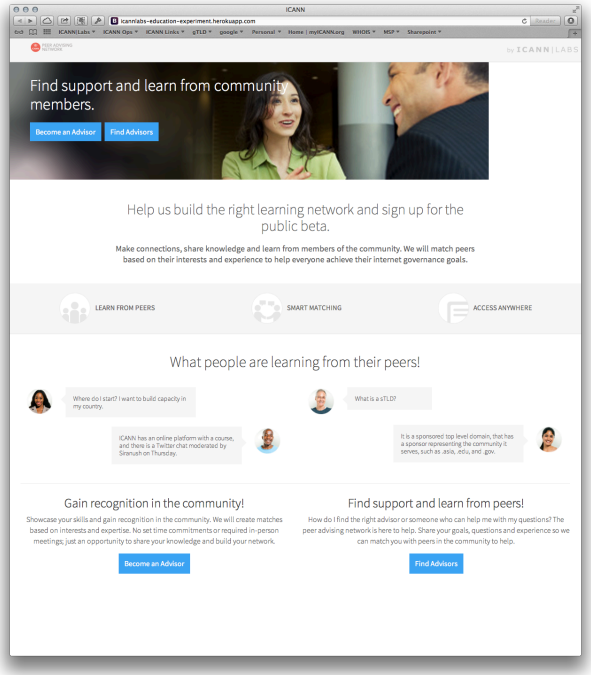
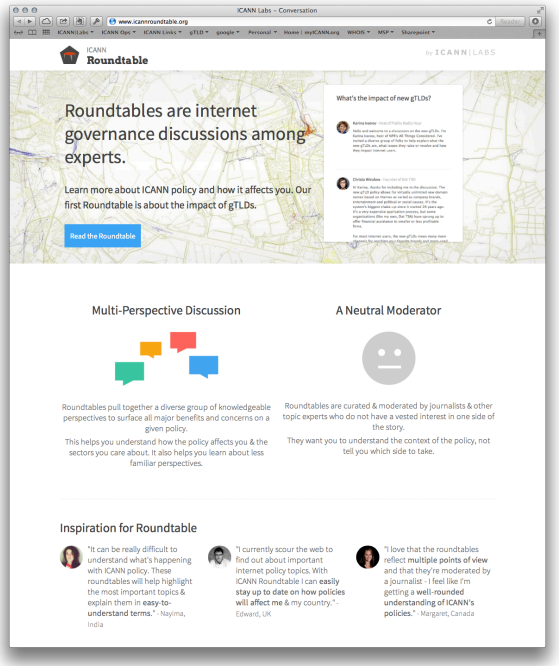

ICANNLabs - STREAM
www.icannstream.org
ICANN STREAM
by ICANN | LABS
ICANN STREAM
Looking to make sense of the world of Internet Governance? Join and follow streams of curated content to learn what matters and stay up-to-date.
Preview ICANN STREAM
Volunteers Needed for Task Force on Arabic Script IDNs
View a content stream curated by experts
The internet governance community is complex with new things happening everyday. A stream is content sourced from around the web that has the most important updates regarding an important topic. You can follow the streams that are most relevant to you!
Read concise content summaries
As a newcomer or experienced member of the internet governance community, content from around the web can be difficult to understand. The curators of each stream are able to provide concise explanation that help followers understand the context of each post.


ICANN
icannlabs-education-experiment.herokuapp.com
by ICANN | LABS
Find support and learn from community members.
Become an Advisor
Find Advisors
Help us build the right learning network and sign up for the public beta.
Make connections, share knowledge and learn from members of the community. We will match peers based on their interests and experience to help everyone achieve their internet governance goals.
LEARN FROM PEERS
SMART MATCHING
ACCESS ANYWHERE
What people are learning from their peers!
Where do I start? I want to build capacity in my country.
What is a gTLD?
ICANN has an online platform with a course, and there is a Twitter chat moderated by Sirarush on Thursday.
It is a sponsored top level domain, that has a sponsor representing the community it serves, such as .asia, .edu, and .gov.
Gain recognition in the community!
Showcase your skills and gain recognition in the community. We will create matches based on interests and expertise. No set time commitments or required in-person meetings; just an opportunity to share your knowledge and build your network.
Become an Advisor
Find support and learn from peers!
How do I find the right advisor or someone who can help me with my questions? The peer advising network is here to help. Share your goals, questions and experience so we can match you with peers in the community to help.
Find Advisors

4 Tracks

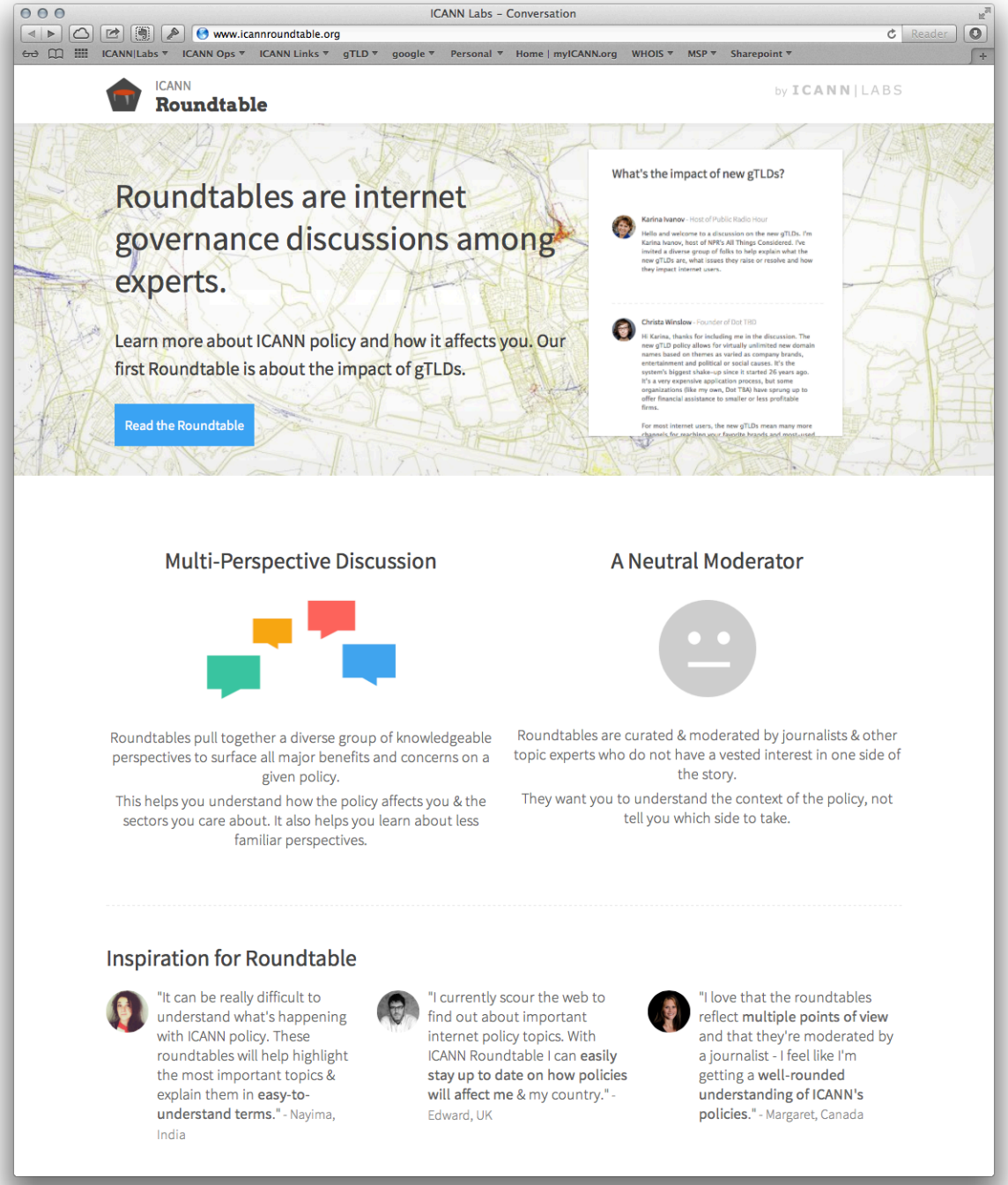

ICANN Labs - Conversation
www.icannroundtable.org
ICANN Roundtable
by ICANN | LABS
Roundtables are internet governance discussions among experts.
Learn more about ICANN policy and how it affects you. Our first Roundtable is about the impact of gTLDs.
Read the Roundtable
What's the impact of new gTLDs?
Multi-Perspective Discussion
Roundtables pull together a diverse group of knowledgeable perspectives to surface all major benefits and concerns on a given policy.
This helps you understand how the policy affects you & the sectors you care about. It also helps you learn about less familiar perspectives.
A Neutral Moderator
Roundtables are curated & moderated by journalists & other topic experts who do not have a vested interest in one side of the story.
They want you to understand the context of the policy, not tell you which side to take.
Inspiration for Roundtable
"It can be really difficult to understand what's happening with ICANN policy. These roundtables will help highlight the most important topics & explain them in easy-to-understand terms." - Nayima, India
"I currently scour the web to find out about important internet policy topics. With ICANN Roundtable I can easily stay up to date on how policies will affect me & my country." - Edward, UK
"I love that the roundtables reflect multiple points of view and that they're moderated by a journalist - I feel like I'm getting a well-rounded understanding of ICANN's policies." - Margaret, Canada

Conversations

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.

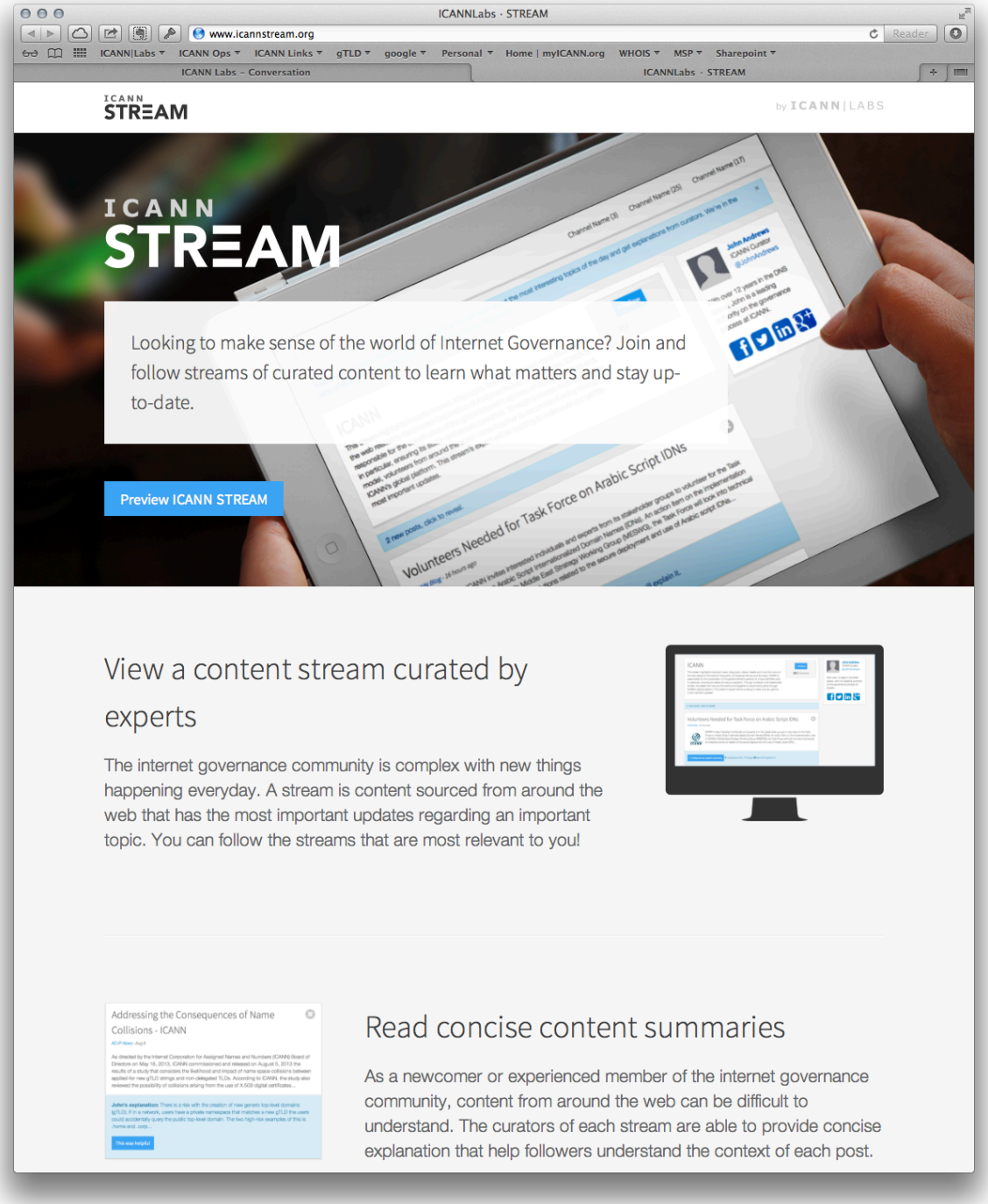
Track Leader:

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:

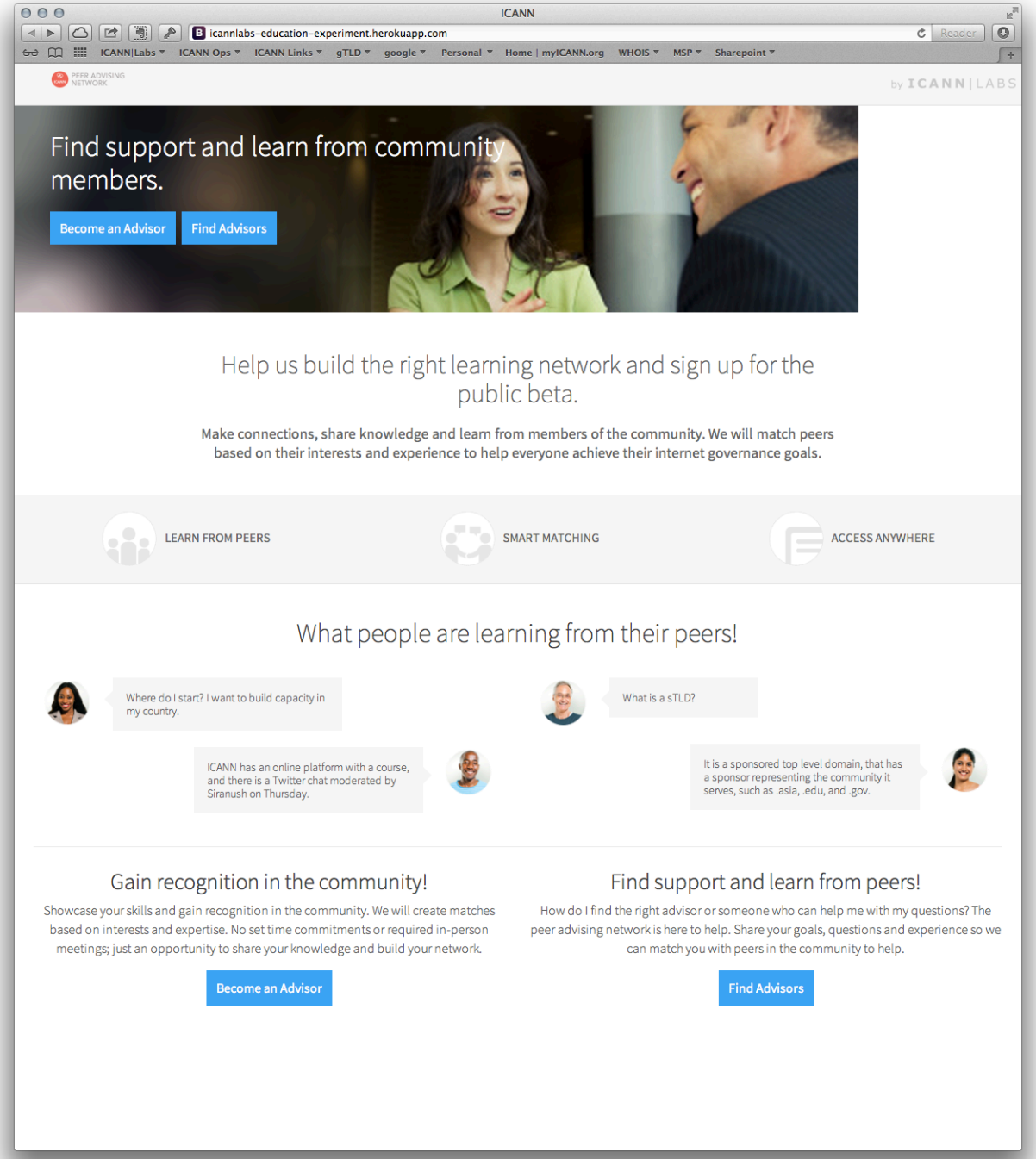
Jimmy Leach

Resources & Education

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.

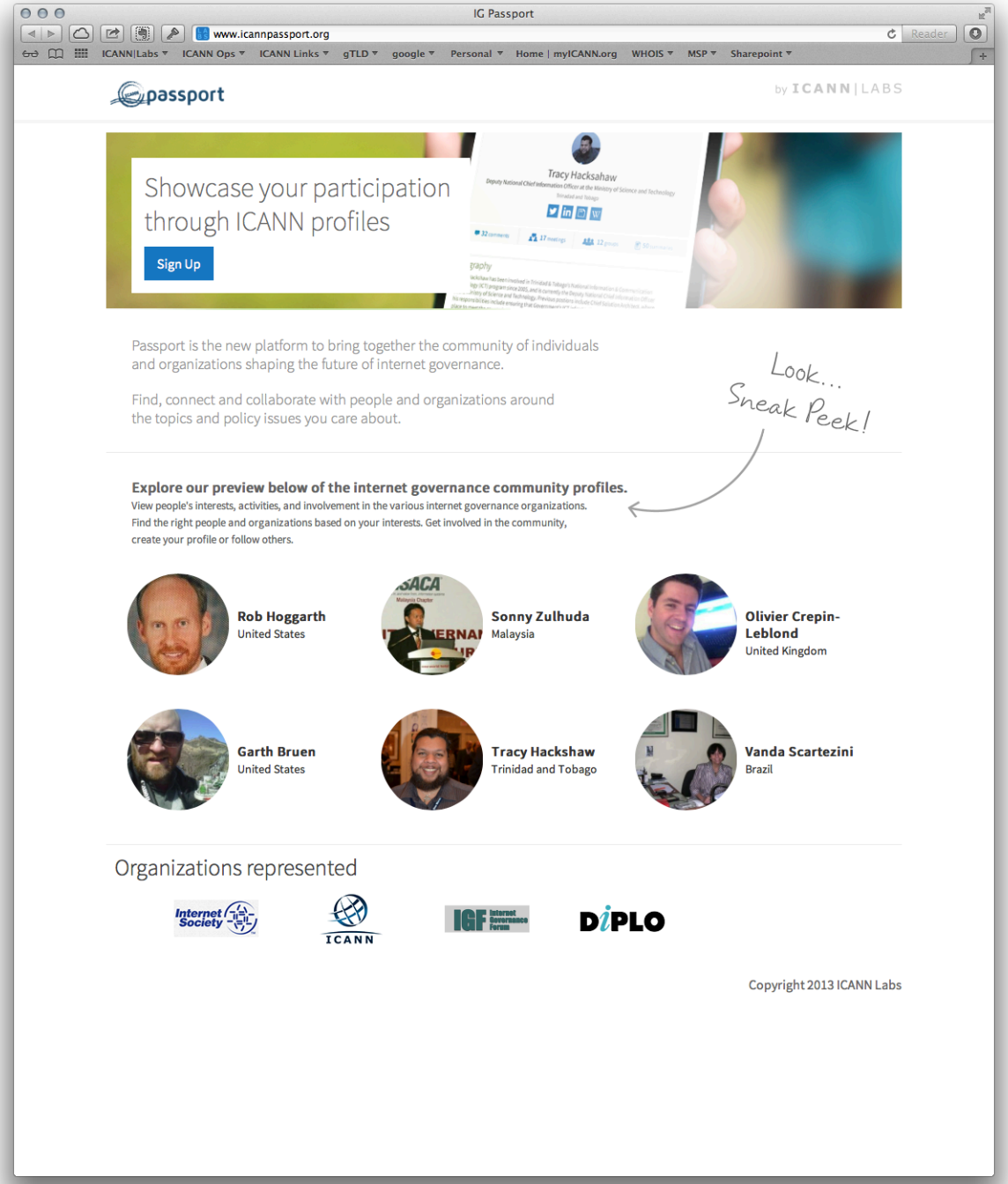
Track Leader:

Nora Abusitta



Discovery & Personalization

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.



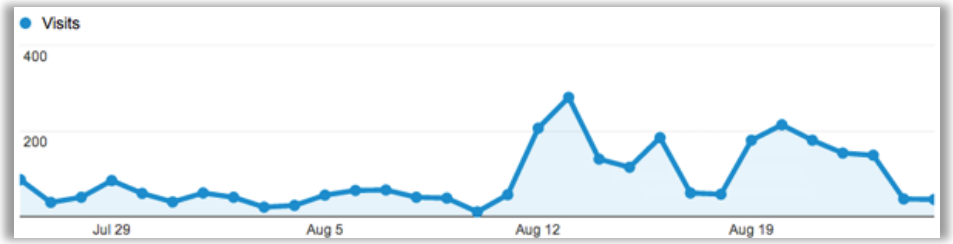
Track Leader:

Chris Gift

Any Community Participation?

Nearly 3,000 visits

Over 500 sign-ups



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 avri 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 Avri,

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: @bloomdm

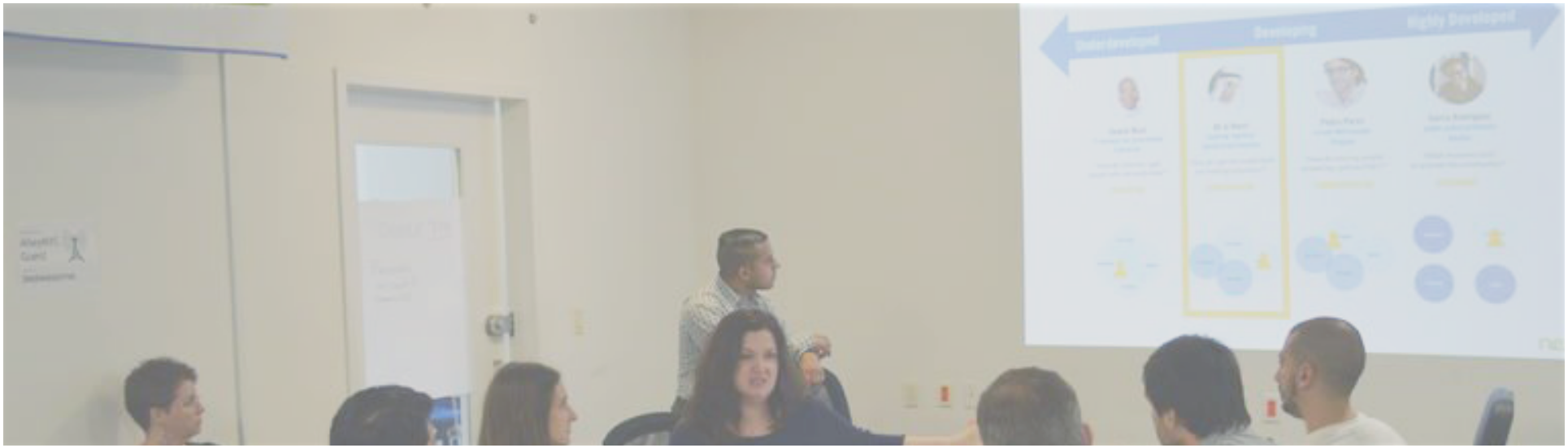
\+

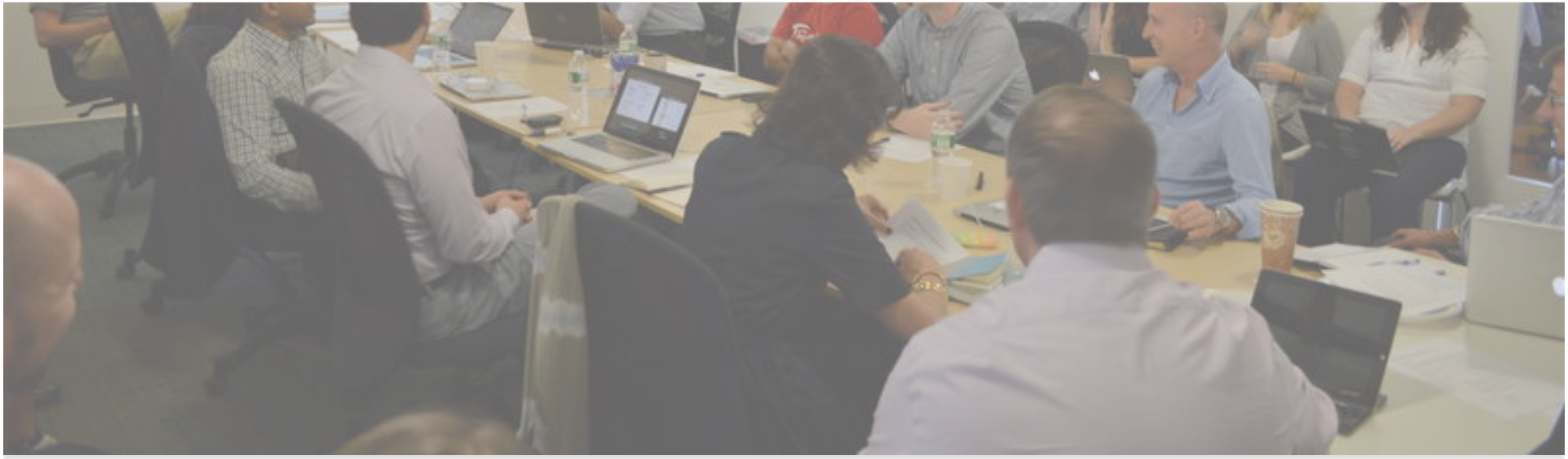
Digital Engagement Advisory Group with 29 Members

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.)

ICANN

Any questions?

Additional Resources

http://labs.icann.org/en

http://www.icannroundtable.org

http://www.icannpassport.org

http://www.icannpeerlearning.org

http://www.icannstream.orgX

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