

## ICANN DRAFT 2012-2015 STRATEGIC PLAN PUBLIC COMMENTS SUMMARY & ANALYSIS

**Sources:** Public Comment postings (3 October 2011 – 17 November 2011). The full text of the comments may be found at <http://forum.icann.org/lists/stratplan-draft-2012/>.

### **Introduction**

The comments below and the subsequent analysis are in relation to the second public comment forum on the 2012-2015 Strategic Plan amendments. The 37 pages of comments were submitted by five organizations: IPC, BC, ccNSO, AFNIC and ALAC.

Here are the summaries of the main points from each submission, followed by ICANN's analysis.

### **IPC:**

1. Resolve themes versus focus areas – confusing
2. Like influence versus control – but take more control...where you can
3. Drive harder to more accurate Whois. Use 2009 NORC study as baseline to measure progress.
4. New gTLD metrics
  - a. Community effort to create new gTLD program metrics
  - b. One year after launch of the 75<sup>th</sup> new gTLD...post launch study
5. Contract Compliance –be more forceful
6. Conflict of Interest – “gold standard system”

### **ALAC:**

1. High-level issues:
  - a. Government & industry “capture efforts” for ICANN’s mandate
  - b. IANA contract March 2012 – why not mentioned
  - c. Enhance the plan to answer the following questions:
    - i. Where is ICANN currently with regard to its mission
    - ii. What does ICANN intend to achieve
    - iii. What will it require – resources and cost
    - iv. What is the timeframe for different initiatives
    - v. Who is accountable
2. DNS stability and security – would like to contribute resources to help advance many areas like IPv6 adoption by ISPs, DNS outreach, TLD training, SSR capacity building
3. Competition consumer trust and consumer choice – IDN standards for email, blogs, forums etc...
  - a. Assist in maturing regional TLD operations – best practices
4. Healthy Internet governance eco-system: allow stakeholders to attend IGF meetings and help to represent the ICANN multi-stakeholder model

### **AFNIC:**

1. Reduce strategic goals from 24 to 12
  - a. DNS Stability & Security

- i. Facilitate work on DNS, IP Address & Parameters security
    - ii. Facilitate IPv6 adoption
  - b. Competition, Consumer trust & Consumer Choice
    - i. Implement new gTLDs and measure impact
    - ii. Enhance registrant protection
    - iii. Implement rights protection mechanisms
  - c. Core Operations including IANA
    - i. Leverage the IANA rebid process to achieve excellence in IANA
    - ii. Transform ICANN (including IANA) into an excellent organization according to EFQM standards
  - d. Healthy Internet governance ecosystem
    - i. Expand global participation
    - ii. Ensure world class accountability & transparency
    - iii. Increase engagement in the international areas
    - iv. Achieve world class corporate governance
- 2. Key strategic metrics – More attention should be paid to defining metrics – e.g.
  - a. Process at least 1000 gTLD applications per year
  - b. Achieve a score of at least 400 in EFQM standards for ICANN as an organization by 2015
  - c. In yearly satisfaction surveys, more than 90% of IANA customers rate the service good or excellent

**ccNSO SOP WG:**

- 1. High-level comments:
  - a. “acting in the global public interest” should be a pillar
  - b. The plan should be ICANN’s work – not the community
  - c. Goals increased from 18 to 24 – possibly too many
    - i. Fewer goals with more annual sub-goals
  - d. Strategic metrics need more work
  - e. Remove influence vs control section entirely
    - i. Serve the ccTLD community instead of “influencing” it
- 2. DNS Stability and Security
  - a. Lacks sufficient information in this area
  - b. Relies too much on community action and not ICANN leadership
    - i. ICANN role not clearly outlined for Whois improvement
  - c. Uncertain what role ICANN can or will play in Internet No. Resource Certification policy development
- 3. Competition, Consumer trust & Consumer Choice
  - a. This area has improved substantially
  - b. Some metrics are unclear:
    - i. Timely processing of applications – too soft, 95% processed within published time frame
    - ii. Number of IDN ccTLD delegated – how many, resources?
    - iii. New gTLD and IDN fast track – what does align mean?
    - iv. Regional education program – metric is too specific
    - v. Contract compliance – expand
    - vi. Launch & timely progress of whois – no mention of effectiveness
    - vii. IDN guidelines by 2012 – effectiveness?

- viii. Address .... IDNA 2008 protocols – address to vague, more details needed
- 4. Core operations including IANA
  - a. Agrees with Strategic objectives
  - b. Regarding “improve enterprise systems/processes/controls”
    - i. Increased operational efficiencies
    - ii. Relative reductions in operating costs
    - iii. Improve data integrity and availability, faster generation and publication of reports, better accessibility to financial info
    - iv. Improved customer service
  - c. Staff training and retention goals need further clarity
  - d. IANA standards certification and external audits for new contract
  - e. Meeting evolution and Internationalization are largely unformulated
- 5. Healthy internet governance ecosystem
  - a. Provided complete rewrite under three goals
    - i. Enhance and expand global participation
    - ii. Ensure world class accountability and transparency and corporate governance
    - iii. Increase engagement and commitment in the international arena

**Business Constituency:**

- 1. High-level comments
  - a. Add numbered headings to Strategic & Operations plan for easier commenting
  - b. Don’t delete “bottom up” from description of ICANN “bottom up, consensus based global organization”
  - c. Proposes time for a different approach to planning
    - i. ½ day working session on Saturday before or Friday after ICANN meetings. Also have 2-4 hour time slots fixed pre or post ICANN face to face meetings for in-depth discussion on selected strategic topics. Invite representatives from all SO/AC to attend along with interested individuals.
    - ii. Positive feedback that this year’s comment period was 2 months earlier – could add a webinar mid-period to field questions to help with comments
    - iii. Create a “full period of planning” that is Strategic to Budget/Operations plan
    - iv. ICANN is the “sum of its parts” and current planning approach seems to loose this aspect
    - v. Currently stakeholders have limited opportunity for input
    - vi. Strategic Plan should “guide the organization and reflect its broad community”
  - d. Influence vs. control – positive feedback on inclusion of this section.
    - i. Suggests adding that influence requires responsibility and acceptance from the community
      - 1. Uses DNS CERT as a poor example of ICANN efforts
    - ii. Refine graphic to show more clarity
    - iii. Change DNS Uptime to DNS Availability
  - e. DNS Stability & Security

- i. Supports DNSSEC & Capacity Building – needs to be reflected in the budget
- ii. DNSSEC at other layers: What about role of non-contracted parties who operate recursive servers?
- iii. DNSSEC signing in developing countries –please clarify – is this a goal for new gTLDs from developing countries?
- iv. DNSSEC broadly adopted by 2012 –is this existing gTLDs?
- v. Internet Number Resource Certification – recommend more details in order to comment
- vi. Security Emergency Response Team – is this another DNS CERT effort by ICANN staff? Strongly opposes ICANN doing anything in this area
- vii. Needs greater integration and strengthen relationships with organizations related to e-crimes and e-security
- viii. Very supportive of Whois and Business Continuity Plan efforts
- ix. Include non-contracted parties in the DNS Risk Management efforts
- f. Consumer choice, competition & innovation
  - i. Lower Registration Abuse: put UDRP providers under a standard agreement. Will URS providers be under agreement or just accredited?
- g. Core Ops including IANA
  - i. Likes “flawless”, likes early GAC involvement & likes the new financial system – looking to see results from the system.
- h. Healthy Internet governance ecosystem
  - i. To increase stakeholder diversity – need better translation support
  - ii. World Class Accountability & Transparency – too vague, best practices for staff?

## **ANALYSIS**

After consideration of the public comments received, the Strategic Plan was adjusted to incorporate the feedback that was submitted by the following five organizations: IPC, BC, ccNSO, AFNIC and ALAC.

In this draft of the Strategic Plan the current climate was acknowledged, including the bidding of the IANA functions contract, ICANN’s CEO stepping down at the end of June 2012, and the challenges of conflicts of interest and corporate governance. The phrasing of ‘themes’ was eliminated and in order to maintain consistency, the term of ‘focus areas’ was continued.

Changes include:

### Influence versus Control

The terminology was clarified on availability as opposed to uptime of the DNS.

### DNS Stability and Security

The strategic objectives were refined to include IPv6 adoption and the exploration of the Internet Number Resource Certification as a means to increase Internet Protocol (IP) security.

ICANN concurred with the recommendations received from several community members on improving responses to DNS security issues. One way ICANN will accomplish this is to collaborate with organizations related to e-crimes and e-security. Additionally, ICANN will facilitate the evolution of the Whois Service.

#### Competition, consumer trust and consumer choice

In response to community feedback on the desire to understand the roll out impact of new gTLDs, the priority to initiate the study of the New gTLD Program one year after launch was added.

ICANN committed to working with the community to help lower registration abuse by developing a standard agreement for UDRP and URS providers.

#### Core operations including IANA

The Strategic Plan highlighted the intent to aggressively compete for the IANA contract, utilizing recent IANA function investments and planned future enhancements.

As good business practice ICANN will engage in periodic external audits of the IANA function for improvement opportunities.

Going forward, ICANN is planning to engage in more community-focused strategic planning sessions to elicit greater community input.

#### A healthy Internet governance eco-system

ICANN continues to uphold and value the bottom-up, multi-stakeholder model taking into account the ever increasing global landscape and outreach.

Corporate governance has been highlighted as an area of concern and ICANN has responded by acknowledging and increasing its efforts to achieve a Gold Standard in the area of world-class corporate governance.

ICANN recognizes the need to improve its multi-lingual and translation strategy within the ICANN Meetings' operations to improve ease of global participation and attendee visa acquisition.

ICANN would like to thank the IPC, BC, ccNSO, AFNIC and ALAC for their thoughtful and well-articulated comments as well as the Community for their continued support of the Strategic Plan's development process.

#### **RESPONDENTS**

Intellectual Property Constituency (IPC)

Business Constituency (BC)

ccNSO Strategic and Operational Planning Working Group (SOP WG) AFNIC

At-Large Advisory Committee e (ALAC)

AFNIC

