ICANN

The deadline for FY22 Budget consideration is **29 January 2021.** All questions and completed forms should be sent to **planning@icann.org**.

REQUEST INFORMATION

Title of Proposed Activity	
Enhancements to web presence and promotional materials	
Community Requestor Name	**Chair**
Non-Commercial Users Constituency	Raphaël Beauregard-Lacroix
ICANN Staff Community Liaison	
Maryam Bakoshi	

REQUEST DESCRIPTION

1. Activity: **Please describe your proposed activity in detail**

Web presence: NCUC maintains a dedicated website and a Twitter account. We believe the website could benefit from enhancement, from both a technical and design perspective. Our current challenges are: 1) very few regular content updates and 2) few or no volunteers willing or able to improve the more technical parts of the website.

More concretely, we would like to achieve the following:

- Improvements to UX and UI in order to foster more user interaction by users of the website (chatbots, social media integration, relevant links)
- Provide the space to develop or integrate collaborative environments for our members
- More visible integration of NCUC's activities (such as contribution to public comments) into either or both the website and the Twitter account.

Promotional materials: we have a brochure translated into various languages. That brochure was usually printed and distributed during face-to-face outreach activities. With no clear understanding as to when we'll be able to resume offline meetings but with a strong need to continue promoting the NCUC and encouraging more members to get involved into ICANN PDPs and WGs, we would like to explore other formats we could use which would be more adapted to online distribution than a PDF file.

While NCUC has access to funds, up to a maximum of 10 000 USD per year, for technical expenses, we wish to spend that money in the most efficient and organized way possible. Given the current market rates and our own lack of expert volunteers, the yearly allowance could end up in significant part eaten up by consulting provided by commercial web development firms, prior to any actual execution. While this would probably give us a better idea of what we can achieve given our objectives, we would then be out of money to actually achieve them.

Hence, the support we foresee coming from Org would enable us to use our allowance efficiently, as it is our experience that much time and money can be wasted when dealing with commercial providers, such as web developers, with imprecise requests or requests that lack focus. Therefore, we are asking for additional internal technical expertise to sort out how to better use the available technical funds for improving the NCUC web presence and online outreach.

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*2. Type of Activity***: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other**

Other (technical and design assistance)

3. Proposed Timeline/Schedule: **e.g. one time activity, recurring activity**

One time activity

REQUEST OBJECTIVES

1. *Strategic Alignment.* **Which area of ICANN's Strategic Plan does this request support?**

This request supports the Strategic Objective "Improve the effectiveness of ICANN's multistakeholder model of governance" along with its three strategic goals, that is

"Strengthen ICANN's bottom-up multistakeholder decision-making process and ensure that work gets done and policies are developed in an effective and timely manner",

"Support and grow active, informed, and effective stakeholder participation",

"Sustain and improve openness, inclusivity, accountability, and transparency."

2. *Demographics.* **What audience(s), in which geographies, does your request target?**

Our request is targeting the audience benefiting from our web presence and promotional materials, and coming from all parts of the global civil society interested or involved in DNS policy.

3. *Deliverables.* **What are the desired outcomes of your proposed activity?**

Immediate outcome: improved and/or expanded and/or more engaging web presence and promotional materials, more adapted to a potential long-term increase of ICANN's online activities.

Indirect outcome: Better knowledge and higher regard of NCUC in the community, more applications from potential new members better qualified for policy-making activities.

4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes?
The reason behind asking for an update and potential revamp of our promotional materials and web presence is to make NCUC better known, regarded and attractive for new members that would become involved in policy-making. Such an outcome is more difficult to measure, although there are certain objective metrics that may serve as a proxy for a certain degree of achievement, such as higher traffic on a page, more promotional materials distributed in person, a higher number of new members applications, or, from a longer-term perspective, a higher level of involvement, quantitatively and qualitatively, of NCUC members in policy work.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
n/a				

Subject Matter Expert Support:

Web developer
Digital communications expert

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

n/a

Language Services Support:

n/a

Other:

n/a

Travel Support:

n/a

Potential/planned Sponsorship Contribution:

n/a