

**Addendum to NGPC Book – 10 January 2013
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[New gTLD Program Committee Status Reporting – p.. 4](#)

[New gTLD Monthly Status Update Jan 2013 – p. 10](#)

[2013-01-10-DNS Industry Maturity Initiatives – p. 18](#)

2013-01-10-New gTLD Program Committee Status Reporting (8).pdf

New gTLD Program Committee Submission 2013-01-10-03

TO: New gTLD Program Committee
TITLE: Modus Operandi / Program Status Reporting
PROPOSED ACTION: For Board Review and Discussion

In recent weeks members of the New gTLD Program Committee have exchanged ideas on how to best provide the oversight and management needed to the New gTLD Program. A set of recommendations was put forth on 29 November 2012 by Committee member Ray Plzak on the use of periodic project reviews to provide the Committee with routine oversight of the New gTLD Program. This proposal is as follows:

“Building on the conversation that you and I had the other day, I would like to add to the agenda for our upcoming meeting a discussion about the NGTLD Committee exercising its oversight function through the use of periodic project reviews. As you know, one of the features of project management is the conduct of Interim Project Reviews (IPR). While such reviews normally focus on the earned value of the project, I propose that we take the same discipline and schedule reviews so as to provide the committee with a routine oversight of the NGTLD Program. This review could consist of a Program Report that would include items such as:

Program is on track;
Budget is sufficient at this point;
Risks are controlled and mitigated;
Issues identified and resolved.

This list is an exemplar list to serve as a discussion point regarding this concept. I think that the committee should identify the items that it thinks that it needs to monitor in order to perform its oversight role. This list should be passed to the CEO so that he can develop a report structure. I would expect him to either agree to this list or to propose changes to the list as well as to add any items he thinks would be useful to the committee. I would also have the committee request that the CEO propose a schedule for the delivery of the reports as well as a schedule of an accompanying meeting of the committee. These meetings would be scheduled for this only. Issues identified from a review could generate work for the committee. The advantage of doing a routinely scheduled IPR will get the committee out of the mode of deciding that it hasn't heard anything in a while so we should

have a session to find out what is going on. The report could also be de-conflicted so that it could be shared with the entire board and in some form with the community as well. This would take some effort to establish, but the result would be an effective oversight tool for the committee as well as an effective tool to assist in managing the work of the committee. There is also the added value of generating information that keeps the management of the program transparent.

RECOMMENDATIONS AND RATIONALE

Having reviewed the proposal and supporting messages from other Committee members, staff makes the following recommendations.

1. **Monthly Program Status Update Report** – Staff will provide an update of overall program status to the New gTLD Program Committee on a monthly basis. This update will include key activity status, progress against key milestones, as well as discuss issues and seek guidance from the Committee as required. The report which will be published will be in summary format. Detailed Issues Papers will be produced and sent only to the New gTLD Program Committee a week in advance of the meeting. The agenda for the New gTLD Program Committee meeting will be: (i) Review Published report (ii) Review Issues papers (iii) Agree Resolutions and Actions (iv) AOB. Given that we will now publish a formal progress report, we propose to continue with the dual and flexible format of the meetings: Information Calls and Formal Calls.
2. **Program Activity Reporting** – As part of the Monthly Program Status Update Report, staff will include an update on key program activities including: Background Screening, Initial Evaluation, Contracting, Pre-Delegation Testing and Delegation. Metrics of progress such as number/percentage of applications completed should be provided where applicable. Status reporting should identify key milestone dates for each phase of activity and identify whether dates are On Target, At Risk, or

Delayed. This reporting is intended to ensure that the committee has a clear understanding of the planned schedule as well as adequate information regarding progress and ability to meet milestone dates.

3. **Key Projects** – In addition to key program activities, there are individual projects within the New gTLD program which merit tracking and reporting. As part of the Monthly Program Status Update Report, staff will provide an update on key projects such as: Trademark Clearinghouse, EBERO, URS, and Auctions. Program reporting for these projects should identify key milestone dates for each project as well as provide adequate information regarding progress and ability to meet milestone dates. Additional projects should be reported on an as needed basis, such as the Prioritization Draw.

4. **Customer Service Center** – As part of the Monthly Program Status Update Report, staff will report on the activities of the New gTLD Customer Service Center (CSC). The CSC is a critical function of the New gTLD program which delivers ongoing support to applicants and other members of the ICANN community. Staff will develop and present a set of metrics for the CSC which not only depict activity and workload, but which are also aimed at guiding the team towards continuous improvement. Such metrics will include:
 - # of new cases
 - # of cases opened
 - # of cases closed
 - #/% of cases to Type/Category
 - Average # of days open (Aging)

Over time, trend reporting will be developed and presented as part of the monthly status update.

5. **Issues** – Staff will identify and present issues to the New gTLD Program Committee as part of the Monthly Program Status Update which may affect the delivery and progress of the program. These issues will be provided on an informational basis to the New gTLD Program Committee. When guidance

from the New gTLD Program Committee is needed to resolve or address an issue, staff will write and distribute an issues paper to the Committee. Such papers will be published one week prior to the date of the Monthly Status update meeting.

6. **Risks** – Staff will analyze and identify potential program risks as part of their ongoing program governance duties. These risks should be documented and presented to the New gTLD Program Committee as part of the Monthly Program Status Update Report. If assistance from the New gTLD Program Committee is needed to resolve or address an identified risk, a paper outlining the risk and the requested action will be presented to the Committee.
7. **Financial & Budget Reporting** – Staff will develop a New gTLD Program Committee monthly financial reporting package. Once such reporting is available, it will be incorporated into the monthly status update report.
8. **Publication of Reporting** – Staff will distribute the monthly status update report to the New gTLD Program Committee at least one day (24 hours) prior to the scheduled meeting. After the monthly status update is presented to the New gTLD Program Committee, staff will provide an update to the applicants and ICANN community, typically within one to three business days. These updates will typically be presented via webinar, with reporting published subsequently. While staff appreciates the desire of Committee members to have adequate time to review the monthly status report prior to the meeting, staff also intends to provide the most current information possible to the Committee as well as to applicants and the larger ICANN community. Based on the rationale that providing stale information is of low value, staff believes that the above mentioned status reporting should not be provided to the Committee with the generally preferred lead time of one week.

9. Public Reporting of Status Subsequent to Committee Meetings – The New gTLD Program Committee will direct staff on which portions of the Monthly Status Update Report are appropriate for public dissemination. Any confidential or restricted information will be redacted prior to publication on a monthly basis.

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New gTLD Monthly Status Update January 2013.pdf

2013-01-10-DNS Industry Maturity Initiatives (2).pdf

New gTLD Program Committee Submission 2013-01-10-04

TO: New gTLD Program Committee
TITLE: DNS Industry Maturity Initiatives
PROPOSED ACTION: For Board Review and Discussion

As the New gTLD program unfolds the DNS industry is coming under increased scrutiny and ICANN is blamed for mishandling the stewardship of the DNS. While we can rationalize the situation and explain the industry's growing pains, efforts to mature the industry have to be accelerated. This is a time of opportunities, with the RAA negotiation, the Whois review, the incoming New gTLD contracted registries, and the addition of brand owners to the community, the industry is at an inflection point.

We are planning to actively engage with the whole DNS industry in the first half of 2013 to prepare for the opportunities enabled by the new gTLDs starting in the second half of the year. The key objectives are to a) raise the profile of the DNS Industry, b) establish the business programs necessary to organize/scale the sector, and c) enable a legal framework that ensures the industry is well governed.

Here are the major initiatives underway to achieve our objectives:

- Restructuring the gTLD support team:
 - Christine Willet responsible for all gTLD operations and support
 - Hired Cyrus Namazi as VP, DNS industry engagement including the management of accounts, contracts and services
- Starting a series of CEO round tables with gTLD Registries, Registrars, and ccTLD Registries.
- Bringing in financial industry analysts to review, assess and increase awareness of the DNS industry in the market place

- Hired Chris Gift as VP, Community Online Services to bring existing services as well as define additional services online including all the contracted parties services.
- Strengthening the New gTLD Registry Agreement to make applicant commitments enforceable contractual obligations and developing a compliance mechanism.
- Launched the WHOIS expert working group with a seasoned executive, Jean-Francois Baril, to serve as the group's Lead Facilitator.

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As you can tell from this exhaustive list of initiatives this is a difficult/critical endeavor and we will need a full partnership with our board to succeed.

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