



Draft Charter

GNSO Outreach Task Force

Section I: Working Group Identification

Chartering Organization:	Generic Names Supporting Organization (GNSO)	
Charter Approval Date:	08 September 2011 TBD	
Chair and Vice Chair:	Appointed by the GNSO Council	
GNSO Council Liaison:	Appointed by the GNSO Council	
WG Workspace URL:	To be assigned	
WG Mailing List:	To be assigned	
GNSO Council Resolution:	Title:	Motion re: Public Comments on Global Outreach Recommendations and Determination by GNSO Council on 19 May 2011 that the Work is Complete
	Ref # & Link:	http://gnsocouncilmeetings/Agenda+19+May+2011 at agenda item 7
Important Document Links:	Recommendations to Develop a Global Outreach Program to Broaden Participation in the GNSO: http://gnsocouncilmeetings/Agenda+19+May+2011 at agenda item 7	

Section II: Mission, Purpose, Objectives, and Deliverables

Mission, Principles, Purpose, and Scope:

Mission:

The mission of the Outreach Task Force (OTF) is to develop strategies to attract new participants in GNSO activities, and identify activities that may improve the visibility, understanding and participation in the GNSO. The OTF should recommend activities and develop content that could be used by different GNSO stakeholders to promoting a broader involvement of the global community in the GNSO activities. In addition, the OTF should align its efforts with those of other ICANN Supporting Organizations and Advisory Committees and the ICANN Board of Directors in order to encourage a consistent outreach message relating to the GNSO. The mission of the OTF should include coordinating outreach with relevant ICANN organizations.

Purpose:

The purpose of the OTF is to produce an analysis of the current GNSO outreach activities and to produce an executable GNSO Global Outreach Strategy to address gaps in outreach.

Principles:

1. Outreach to potential participants in the Commercial Stakeholder Group is different from outreach to potential participants in the Non-Commercial Stakeholder Group;
2. Outreach to Non-Contracted Party House participants is different from outreach to Contracted

Party House participants.

3. There are communities that are not well-represented in the GNSO and outreach efforts should target these communities; and
4. Outreach should originate from a variety of sources, and GNSO stakeholder groups and constituencies should play a key role in outreach efforts to their respective communities, with ICANN support.

Scope:

The OTF's operational plans and activities should further a valid, cost saving and useful purpose aimed at (1) consolidating human and financial resources relating to GNSO outreach; (2) creating efficiency; and (3) and producing an executable Global Outreach Strategy to coordinate the GNSO outreach efforts to avoid duplication of effort.

Objectives & Goals:

Objective 1: Appoint the OTF Chair, Vice Chair, and establish the Steering Committee with representatives from Stakeholder Groups and Constituencies, especially those who are engaged in outreach efforts in those groups.

Objective 2: Recruit members of the OTF from a broad and diverse group of members including experienced participants from the ICANN GNSO Stakeholder Groups and Constituencies and others interested in ICANN activities.

Objective 3: Conduct a survey of existing GNSO outreach activities by the stakeholder groups, constituencies, and ICANN, including the Fellowship program, to identify:

1. Populations engaged in domain name system (DNS) issues but otherwise underrepresented in ICANN;
2. Individuals and organizations involved in related DNS/Internet Governance organizations;
3. Industries and organizations (public, private, nonprofit, government related, Internet Society (ISOC) Chapters, attorneys and other professional associations) with an interest in DNS/Internet Governance;
4. People and organizations that may have submitted comments to ICANN, but who are not regularly engaged in a GNSO Working Group;
5. People who were previously active within ICANN;
6. Universities that focus on studies and research related to DNS/ Internet Governance; and
7. Successful and pioneer projects that are happening now in some regions.

Objective 4: Consult with GNSO stakeholders to identify potential participants of the GNSO community and underrepresented populations. Contact the following ICANN stakeholders for recommendation for new participants as follows:

1. Members of existing GNSO Working Groups and Work Teams;
2. Members of the GNSO stakeholder groups and constituencies;
3. Participants in Supporting Organizations ~~and~~, Advisory Committees, and the Technical Liaison Group (TLG);
4. The ICANN Global Partnership Program
5. The ICANN Board Public Participation Committee
6. The Regional At-Large Structures (RALOS) that are part of the At-Large Advisory Committee (ALAC); and

7. The Fellowship community.

Objective 5: Conduct an analysis of the effectiveness and balance of existing efforts and resources, including the development of metrics to measure success.

Goal: Develop recommendations for a GNSO Global Outreach Strategy to address gaps in existing outreach efforts based on the results of the survey, the consultation with GNSO stakeholders, and the analysis of the effectiveness and balance of existing efforts. The Global Outreach Strategy may include recommendations for the following:

1. Marketing and other resources;
2. Maximizing existing ICANN and other events, use of ICANN's Communications and Public Relations material and of mailing lists and databases;
3. Methods to reach out to and encourage participation from non-English speakers, including Translation to promote access to outreach materials; and
4. Programs, workshops, and materials.

For additional details refer to the Recommendations to Develop a Global Outreach Program to Broaden Participation in the GNSO: <http://gns0.icann.org/drafts/global-outreach-recommendations-21jan11-en.pdf>.

Deliverables & Timeframes:

Deliverables:

1. Establish a Steering Committee with representatives from Stakeholder Groups and Constituencies who are engaged in outreach efforts in those groups.
2. Recruit members of the OTF from a broad and diverse group of members including experienced participants from the ICANN GNSO Stakeholder Groups and Constituencies and others interested in ICANN activities.
3. Conduct a survey existing GNSO outreach activities by the stakeholder groups, constituencies, and ICANN, including the Fellowship program including identifying potential participants of the GNSO community and underrepresented populations.
- ~~1. Consult with GNSO stakeholders to identify potential participants of the GNSO community and underrepresented populations.~~
- 5.4. Based on the results of the survey the OTF shall give priority to ~~Conduct~~ an analysis of the effectiveness and balance of existing efforts and resources, including the development of metrics to measure success.
- 6.5. Develop recommendations for a GNSO Global Outreach Strategy to address gaps in existing outreach efforts.

Timeframes:

Deliverable/Milestone	Start Date	Completion Date
Establish Chair, Vice Chair, and Steering Committee	08 Sept 2011 <u>2011 TBD</u>	30 Sept 2011
Recruit OTF Members	30 Sept 2011	30 Nov 2011
Develop Survey of Outreach Activities	30 Nov 2011	30 Jan 2012
Conduct Survey of Outreach Activities	30 Jan 2012	30 Mar 2012
Consult with GNSO Stakeholders	30 Jan 2012	30 Mar 2012
Produce Analysis of the Effectiveness of Existing Outreach Efforts	30 Mar 2012	01 May 2012
GNSO Council Review and Approval of Analysis	01 May 2012	30 May 2012
Develop Global Outreach Strategy	01 Jun 2012	01 Sep 2012

Hold Public Forum on Global Outreach Strategy	03 Sep 2012	02 Oct 2012	
Analyze and Review Public Comments and Revise Strategy As Necessary	02 Oct 2012	01 Nov 2012	
Submit Global Outreach Strategy to GNSO Council	01 Nov 2012	01 Nov 2012	
GNSO Council Approval of Global Outreach Strategy	Dec 2012	Dec 2012	

Section III: Formation, Staffing, and Organization

Membership Criteria:

The OTF should include a small Steering Committee as described in the Roles section below that will include the Chair and Vice Chair. The Steering Committee should include representatives from Stakeholder Groups and Constituencies, especially those who are engaged in outreach efforts in those groups, to avoid duplication of effort. The Steering Committee shall direct the work of the OTF as described in the Roles section below, operate according to the decision making methodology described below, and produce reports on the activities of the OTF for GNSO Council update and review.

The Steering Committee of the OTF shall be composed as follows:

1. A Chair and Vice Chair appointed by the GNSO Council for the initial term of the OTF (see renewal and dissolution below);
2. A Steering Committee comprised of the Chair, Vice Chair, and one representative appointed by each of the GNSO stakeholder groups and constituencies;
3. A Liaison appointed by the GNSO Council;
4. A Liaison from ICANN Staff who is directly involved in ICANN outreach activities; and
- ~~4.~~ ICANN Support Staff.

The OTF should be comprised of a broad and diverse group of members who will act as advisors as the Steering Committee produces the deliverables described above. The OTF members should include experienced participants from the ICANN GNSO Stakeholder Groups and Constituencies and others interested in ICANN activities. The OTF should work on a voluntary basis using online tools for communications and exchange of ideas. OTF representatives should (1) demonstrate a willingness to learn about the GNSO and its policies and procedures; and (2) be willing to act as an ambassador for the GNSO and its outreach efforts. The Steering Committee should use its best efforts to encourage and recruit potential OTF members from each ICANN Region, with the goal that the OTF include members from each ICANN Region. The size of the OTF should be limited to 50 members to ensure that it can function efficiently.

The OTF Steering Committee should include an ICANN staff liaison as a non-voting member. This staff liaison should be someone designated by ICANN who is involved in ICANN's outreach efforts, such as the Global Partnership Program. It is particularly important for the OTF to coordinate its efforts with ICANN to avoid duplication of effort and to ensure that outreach to the GNSO community is a consideration, when applicable, in ICANN's communications and to ensure consistent communication.

The OTF should make targeted efforts to reach individuals, organizations, universities, and members of academia and commercial enterprises in developing regions, particularly in Africa. In addition, in

some regions, such as Latin America, ICANN's current outreach efforts should be expanded beyond support of country code top level domain (ccTLD) training programs and events and should encourage participation in GNSO issues that are relevant to the region. The OTF should contact the following ICANN stakeholders for recommendation for new participants as follows:

1. Members of existing GNSO Working Groups and Work Teams;
2. Members of the GNSO stakeholder groups and constituencies;
3. Participants in Supporting Organizations; ~~and~~ Advisory Committees, and the Technical Liaison Group (TLG);
4. The ICANN Global Partnership Program
5. The ICANN Board Public Participation Committee
6. The Regional At-Large Structures (RALOS) that are part of the At-Large Advisory Committee (ALAC); and
7. The Fellowship community.

Formation, Dependencies, Renewal, and Dissolution

Formation:

The GNSO Secretariat shall circulate a 'Call For Volunteers' for the OTF as widely as possible in order to ensure broad representation and participation in the OTF. The 'Call for Volunteers' shall be repeated as necessary until the Steering Committee determines that representation is sufficiently broad. This 'Call for Volunteers' shall include:

Publication of announcement on relevant ICANN web sites, including by not limited to the GNSO and other Supporting Organization and Advisory Committee web pages and those related to ICANN's Global Partnerships activities and initiatives.

- Distribution of announcement to GNSO Stakeholder Groups, Constituencies, and/or other ICANN Supporting Organizations and Advisory Committees and to each of the regional managers in ICANN's Global Partnerships department.
- Circulation of announcement to organizations that are considered to have expertise/knowledge/interest in relation to outreach.
- One-to-one outreach from either the GNSO Chair to the Chair of other ICANN Supporting Organizations and Advisory Committees. Individuals known to be knowledgeable or interested could be similarly approached.

The 'Call For Volunteers' announcement should include the following types of information about the OTF: its objective(s), expectations concerning activities and timeframes, links to relevant background information including its charter, details on how to sign up as a participant, and the requirement to submit a Statement of Interest (SOI). Also, the announcement should include a statement as to the importance of the activity, that is, why the effort is being undertaken, its criticality, context, and perceived usefulness to the GNSO. The announcement should include a link to the GNSO Council Working Group Guidelines at <http://gnso.icann.org/council/gnso-op-procedures-08apr11-en.pdf>.

Dependencies:

The existence and activities of the OTF are dependent on the approval of the GNSO Council and the availability of volunteers from the community who meet the membership criteria who are able and willing to complete the work of the OTF in accordance with the timeframe set forth above. In

addition, the OTF is dependent on the availability of funding in the ICANN budget and on ICANN staff resources.

Renewal and Dissolution:

The OTF Charter (and thus the OTF) is subject to renewal no later than 01 December 2012 for an additional period of time as resolved by the GNSO Council. The GNSO Council may resolve to dissolve the OTF at any time.

Roles, Functions, & Duties:

The Steering Committee of the OTF shall be composed as follows:

1. A Chair and Vice Chair appointed by the GNSO Council for the initial term of the OTF (see renewal and dissolution below);
2. A Steering Committee comprised of the Chair, Vice Chair, and one representative appointed by each of the GNSO stakeholder groups and constituencies;
3. A Liaison appointed by the GNSO Council;
4. A Liaison from ICANN Staff who is directly involved in ICANN outreach activities; and ICANN Support Staff.

For the description of the roles of the Chair, Vice Chair, and Liaison refer to the GNSO Council Operating Procedures, Annex 1, Section 2.2 Working Group Member Roles and Responsibilities and Section 6.1 General Working Group Implementation Guidelines at <http://gnso.icann.org/council/gnso-op-procedures-08apr11-en.pdf>.

Role of the Steering Committee:

1. Establish the deliverables, timeframe, and work plan for all OTF activities;
2. Recruit and approve OTF members;
3. Organize OTF conference calls/meetings, establish sub-groups to manage the work as necessary;
4. Review and approve the work of any sub-groups and the OTF in general;
5. Produce activity reports for each GNSO Council meeting; and
6. Oversee and approve the production of the survey, consultation, and Global Outreach Strategy.

Statements of Interest (SOI) Guidelines:

All OTF members shall provide a Statement of Interest following the guidelines in Chapter 5.0 of the GNSO Council Operating Procedures at <http://gnso.icann.org/council/gnso-op-procedures-08apr11-en.pdf>.

Section IV: Rules of Engagement

Decision-Making Methodologies:

The Chair will be responsible for designating each position as having one of the following designations:

- **Full consensus** - when no one in the group speaks against the recommendation in its last readings. This is also sometimes referred to as **Unanimous Consensus**.
- **Consensus** - a position where only a small minority disagrees, but most agree. [Note: For those

that are unfamiliar with ICANN usage, you may associate the definition of 'Consensus' with other definitions and terms of art such as rough consensus or near consensus. It should be noted, however, that in the case of a GNSO PDP originated Working Group, all reports, especially Final Reports, must restrict themselves to the term 'Consensus' as this may have legal implications.]

- **Strong support but significant opposition** - a position where, while most of the group supports a recommendation, there are a significant number of those who do not support it.
- **Divergence** (also referred to as **No Consensus**) - a position where there isn't strong support for any particular position, but many different points of view. Sometimes this is due to irreconcilable differences of opinion and sometimes it is due to the fact that no one has a particularly strong or convincing viewpoint, but the members of the group agree that it is worth listing the issue in the report nonetheless.
- **Minority View** - refers to a proposal where a small number of people support the recommendation. This can happen in response to a **Consensus**, **Strong support but significant opposition**, and **No Consensus**; or, it can happen in cases where there is neither support nor opposition to a suggestion made by a small number of individuals.

In cases of **Consensus**, **Strong support but significant opposition**, and **No Consensus**, an effort should be made to document that variance in viewpoint and to present any **Minority View** recommendations that may have been made. Documentation of **Minority View** recommendations normally depends on text offered by the proponent(s). In all cases of **Divergence**, the OTF Chair should encourage the submission of minority viewpoint(s).

The recommended method for discovering the consensus level designation on recommendations should work as follows:

- i. After the Steering Committee has discussed an issue long enough for all issues to have been raised, understood and discussed, the Chair makes an evaluation of the designation and publishes it for the Steering Committee to review.
- ii. After the Steering Committee has discussed the Chair's estimation of designation, the Chair should reevaluate and publish an updated evaluation.
- iii. Steps (i) and (ii) should continue until the Chair makes an evaluation that is accepted by the Steering Committee.
- iv. In rare cases, the Chair may decide that the use of polls is reasonable. Some of the reasons for this might be:
 - A decision needs to be made within a time frame that does not allow for the natural process of iteration and settling on a designation to occur.
 - It becomes obvious after several iterations that it is impossible to arrive at a designation. This will happen most often when trying to discriminate between **Consensus** and **Strong support but Significant Opposition** or between **Strong support but Significant Opposition** and **Divergence**.

Care should be taken in using polls that they do not become votes. A liability with the use of polls is that, in situations where there is **Divergence** or **Strong Opposition**, there are often disagreements about the meanings of the poll questions or of the poll results.

Based upon the Steering Committee's needs, the Chair may direct that Steering Committee participants do not have to have their name explicitly associated with any Full Consensus or Consensus view/position. However, in all other cases and in those cases where a Steering Committee member represents the minority viewpoint, his or her name must be explicitly linked, especially in those cases where polls were taken.

Consensus calls should always involve the entire Steering Committee and, for this reason, should take place on the designated mailing list to ensure that all Steering Committee members have the opportunity to fully participate in the consensus process. It is the role of the Chair to designate which level of consensus is reached and announce this designation to the Steering Committee. Member(s) of the Steering Committee should be able to challenge the designation of the Chair as part of the Steering Committee discussion. However, if disagreement persists, members of the Steering Committee may use the process set forth below to challenge the designation.

If several participants (see Note 1 below) in the Steering Committee disagree with the designation given to a position by the Chair or any other consensus call, they may follow these steps sequentially:

1. Send email to the Chair, copying the Steering Committee explaining why the decision is believed to be in error.
2. If the Chair still disagrees with the complainants, the Chair will forward the appeal to the GNSO Council Liaison. The Chair must explain his or her reasoning in the response to the complainants and in the submission to the liaison. If the liaison supports the Chair's position, the liaison will provide their response to the complainants. The liaison must explain their reasoning in the response. If the GNSO Council Liaison disagrees with the Chair, the GNSO Council Liaison will forward the appeal to the GNSO Council. Should the complainants disagree with the GNSO Council Liaison's support of the Chair's determination, the complainants may appeal to the Chair of the GNSO Council. If the Chair of the GNSO Council agrees with the complainants' position, the GNSO Council should recommend remedial action to the Chair.
3. In the event of any appeal, the GNSO Council will attach a statement of the appeal to the Steering Committee report. This statement should include all of the documentation from all steps in the appeals process and should include a statement from the GNSO Council (see Note 2 below).

Note 1: Any Steering Committee member may raise an issue for reconsideration; however, a formal appeal will require that a single member demonstrates a sufficient amount of support before a formal appeal process can be invoked. In those cases where a single Steering Committee member is seeking reconsideration, the member will advise the Chair and/or GNSO Council Liaison of his or her issue and the Chair and/or GNSO Council Liaison will work with the dissenting member to investigate the issue and to determine if there is sufficient support for the reconsideration to initiate a formal appeal process.

Note 2: It should be noted that ICANN also has other conflict resolution mechanisms available that could be considered in case any of the parties are dissatisfied with the outcome of this process.

Status Reporting:

The Chair and the GNSO Council Liaison shall provide updates of the OTF's activities at each GNSO Council meeting and the Steering Committee shall produce deliverables according to the timeframes.

Problem/Issue Escalation & Resolution Processes:

The OTF will adhere to [ICANN's Expected Standards of Behavior](#) as documented in Section F of the ICANN Accountability and Transparency Frameworks and Principles, January 2008.

If an OTF member feels that these standards are being abused, the affected party should appeal first to the Chair and GNSO Council Liaison and, if unsatisfactorily resolved, to the Chair of the GNSO Council. It is important to emphasize that expressed disagreement is not, by itself, grounds for abusive behavior. It should also be taken into account that as a result of cultural differences and language barriers, statements may appear disrespectful or inappropriate to some but are not necessarily intended as such. However, it is expected that OTF members make every effort to respect the principles outlined in ICANN's Expected Standards of Behavior as referenced above.

The Chair, in consultation with the GNSO Council Liaison, is empowered to restrict the participation of someone who seriously disrupts the OTF. Any such restriction will be reviewed by the GNSO Council. Generally, the participant should first be warned privately, and then warned publicly before such a restriction is put into place. In extreme circumstances, this requirement may be bypassed.

Any OTF member that believes that his or her contributions are being systematically ignored or discounted or wants to appeal a decision of the OTF or GNSO Council should first discuss the circumstances with the Chair. In the event that the matter cannot be resolved satisfactorily, the OTF member should request an opportunity to discuss the situation with the Chair of GNSO Council or the GNSO Council Liaison. In addition, if any member of the OTF is of the opinion that someone is not performing his or her role according to the criteria outlined in this Charter, the same appeals process may be invoked.

Assessment:

The OTF shall complete a self-assessment of the effectiveness of its activities for presentation to the GNSO Council at each Council meeting held at an ICANN meeting.

This assessment should include measurements against metrics set out at the beginning of the OTF's creation.

Section V: Charter Document History

Version	Date	Description
DRAFT 1.0	25 July 2011	The first draft of the OTF Charter for review by the Drafting Team
Draft 1.1	09 August 2011	Second draft of the OTF Charter for review by the Drafting Team
Draft 1.2	19 August 2011	Third draft of the OTF Charter for review by the Drafting Team

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Translations: If translations will be provided please indicate the languages below:

Arabic	Chinese	French	Russian	Spanish							
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