



# Strategic Plan Consultation

**Rod Beckstrom**  
President and CEO

October 2009

# Overview of today's session

- How has this current draft been created?
- A new framework for strategic planning:  
mission, four areas of focus and enablers for
  - Community work
  - Strategic projects
  - Ongoing work
- Survey on community priorities
- Timeline and next steps

## Elements that have been considered in the development of this draft of the Strategic Plan

- Affirmation of Commitment requirements
- The current ICANN Strategic Plan
- Input from the Board at their recent retreat
- Initial input from some members of the community

# ICANN: Who are we?

ICANN stands for a single, interoperable global Internet. ICANN is a multi-stakeholder private sector, non-profit organization that administers the Internet's naming and numbering system with our partners. Working with the IETF, ICANN also administers the network protocol and parameter registries that support the operation and orderly evolution of the Internet. We provide a key forum for global Internet governance, involving thousands of companies, individuals and government participants. We support the cybersecurity of the domain name system (DNS) that links Internet names and numbers. Our policies govern 180,000 million domain names and one billion network addresses across 252 countries and territories. Although our work is mostly unseen by the 1.5 billion Internet users, our small, centralized service is essential to the unity of the Internet. We have 140 employees and annual funding of \$64 million.

Our vision is a unified global Internet that works for everyone. In five years, we hope that ICANN's work is virtually invisible because we have built up high levels of trust our stewardship of names, numbers and protocol parameters.



**ICANN manages the coordination of the Domain Name System and Internet addressing for the benefit of Internet users around the globe. We have four areas of focus:**

Preserve DNS  
stability and  
security

Promote  
competition,  
trust and  
consumer  
choice

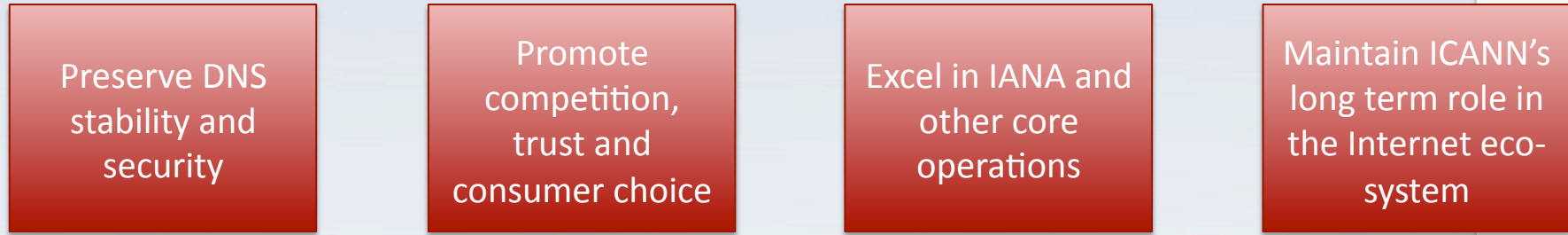
Excel in IANA  
and other  
core  
operations

Maintain  
ICANN's long  
term role in  
the Internet  
eco-system

**All of this work is underpinned by the following enablers:**

Vibrant multi-stakeholder community model  
Partnership approach  
International perspective  
Accountability and transparency

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**For the 2010-2013 planning period, this means:**

Community work	<ul style="list-style-type: none"> <li>•Root scaling study</li> <li>•DNSSEC</li> <li>•Whols/ International Registration Data</li> <li>•Fast Flux</li> <li>•Phishing</li> </ul>	<ul style="list-style-type: none"> <li>•IDNs</li> <li>•New gTLDs</li> <li>•IPv4 monitoring/ IPv6 leadership</li> <li>•Registrar Accreditation</li> <li>•Registration abuse</li> </ul>	<ul style="list-style-type: none"> <li>•Monitoring of performance</li> </ul>	<ul style="list-style-type: none"> <li>•Participation in international forums</li> <li>•Awareness raising activities</li> </ul>
Strategic projects	?	?	?	?
Ongoing work	<ul style="list-style-type: none"> <li>•Contingency planning</li> <li>•Training for ccTLDs</li> <li>•Collaborative response</li> </ul>	<ul style="list-style-type: none"> <li>•Ongoing policy activity</li> <li>•Compliance</li> <li>•Constituency support</li> </ul>	<ul style="list-style-type: none"> <li>•IANA</li> <li>•Board support</li> <li>•Financial operations</li> <li>•Support services</li> </ul>	<ul style="list-style-type: none"> <li>•Thought leadership</li> <li>•Participation in international forums</li> <li>•Partnerships with ecosystem networks</li> </ul>



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Community work

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|--|---|--|---|

Strategic projects

- |  |   |  |  |
|--|---|--|--|
| <ul style="list-style-type: none"> <li>•DNSSEC</li> <li>•Monitor scaling of the Root</li> <li>•DNS CERT</li> </ul> | <ul style="list-style-type: none"> <li>•Implement IDNs</li> <li>•Implement new TLDs</li> <li>•IPv4/IPv6</li> <li>•Improve policy processes</li> </ul> | <ul style="list-style-type: none"> <li>•Implement Community reviews</li> <li>•IANA infrastructure upgrade</li> </ul> | <ul style="list-style-type: none"> <li>•Participate in global Internet Governance debates</li> </ul> |
|--|---|--|--|

Ongoing work

- |  |  |   |  |
|--|--|---|--|
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**For the 2010-2013 planning period, this means:**

Community work

Outreach and awareness raising  
Strengthening relationships with stakeholders  
Participation in AoC reviews

Strategic projects

Improve participation  
Educate and raise awareness  
Advocacy and partnership programs  
Strengthen international operations and presence  
Implement impact reporting for key decisions

Ongoing work

Outreach and awareness raising  
Strengthening relationships with stakeholders  
Multilingual capability  
Financial reporting  
Highest standards of governance





# What are our strategic priorities for the July 2010-June 2013 plan?

1. Implement IDNs
2. Implement new TLDs
3. Move to IPv6
4. Internationalize governance structures
5. Internationalization – operations, develop global communications and outreach strategy, focus on emerging powers, culture change
6. Strengthen IANA operations
7. Improve policy processes – set goals for policy, improve fairness
8. Contribute to Internet Governance (those aspects which lie within ICANN's remit)
9. Enhance security, stability and resiliency – DNSSEC
10. Enhance security, stability and resiliency – IP address scaling
11. Digital divide – bridge the digital divide
12. Meet obligations set out in the Affirmation Agreement
13. Strengthen Accountability
14. Improve ICANN's image and reputation
15. Strengthen the multi-stakeholder model
16. Strengthen compliance and regulatory activity
17. Improve financial stability and operations
18. Improve relationships with governments

# Link to survey

- <http://sel.icann.org/node/7103>

# Timeline and next steps

- Community consultation this week
- Draft plan prepared early November
- Draft plan considered by Board members
- Plan revised based on Board feedback
- Revised plan reviewed by Board at December meeting
- Plan posted for public comment early December
- Comments close 20 January 2010
- Plan revised based on community feedback
- Plan submitted to Board for approval at their February meeting



# Thank You

**Rod Beckstrom**

President and CEO

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