

Strategies and related activities to increase the capacity of the ccNSO

Risk / Problem statement

Increasing capacity is necessary to ensure that the ccNSO delivers faster, better, and cheaper. This will increase the legitimacy and reputation of the ccTLD community and ccNSO.

Capacity can be increased by a combination of increasing resources or by working more effectively and efficiently.

In the workshops suggestions were made along the lines of increasing the resourcing and improving the working methods.

In the remainder of this note various suggestions will be listed along the lines of:

- A. Increasing resourcing
- B. Improving working methods.

General Requirement

Measurement of effort to understand if effort is required to assess whether change is made and to identify areas for further improvement

Next Steps

1. The Triage Committee and staff will draft a roadmap for action to increase capacity, include relevant KPIs to ascertain progress. This Roadmap will include questions for Council around for example the use of tools, and set-up of wg and committees
2. In Seattle the Council will be asked to discuss the roadmap and options, and prioritize the strategies
3. Council is expected to inform and seek support for the roadmap from community.
4. After adoption of the Roadmap the Council is expected to execute on the roadmap.

A. Increase resourcing

To date the ccNSO Council and others have focused very much on increasing the resourcing and proposed various strategies and activities. The general goal of these strategies is to bring in more active participants into the ccNSO space. However a fundamental question was raised whether the underlying uncertainty will be addressed: Is the lack of participation the result of **lethargy / lack of interest** or **unawareness / lack of capacity**

To address this uncertainty it may be necessary to understand the value of participating for people of ccTLDs. What are the points that interest people, why do they participate
Survey: Survey: what do people need to actively participate?

The strategies and activities regarding increasing the resourcing that were made are:

- **Outreach within the regional organisations.** There are many APTLD members, who are not yet a ccNSO member, or who are not actively engaged. It would be good to reach out to them.
(Myth?: need to check the numbers)
 - Activities:
 - Talk to ccTLDs. Why are you not a member?
 - **Reach out personally to ccTLD managers** during RO events

- **Targeting the right people for the right tasks.**
 - Reach out to individuals, regarding certain tasks.
 - Create testimonials and highlight stories
 - convince ccTLD managers to allocate team members to the work of the ccNSO
 - A badge
 - Certificates
 - ccNSO contributor badge on their websites
 - ccNSO to return for contribution

- **Onboarding and mentoring to seek participants (OMC)**

- **Branding –**
 - **Increase Collaboration with other constituencies.** Joint workshops, common topics. **Work on our branding strategy.** Have a better and friendlier **web page**. More engaging design. How would working with other SO/ACs increase the ccnsso capacity? The theme of collaboration is always important. Get more visibility. Others learn what we are doing, what our purpose is.

 - **More interactive platform for communication with the community.** We produce a lot of documents, but it is hard to find them. What are the events we organise, the docs we produce Promote ourselves better.

 - **Regional events. ccnsso to increase its participation.** Promotion? Active participation on regional dns forums.

B. Improving the Working methods

As stated the second realm for increasing capacity is improving the ccNSO working methods. Again during the session various strategies and related activities were proposed. These will be listed below:

- **Active collaboration during the members meeting**
Currently the ccNSO, at the ICANN meetings has dissonant info to the members. Increase the number of **workshops**. Active work on topics. Use collaboration tools (Mentimeter, AI). Not just during the ICANN meetings, but also inter-sessionally. Example mentioned was the tld-ops table top exercises on cybersecurity. The 2-day members meetings and tech day do contain a lot of information sharing and information about how the groups are doing, but active collaboration during the members meeting is limited.

- **Identify and use internal capacity. Work goals. Subject-matter experts.**

- **Smaller groups for dedicated activities with small tasks**
Engage those that are daily involved with the work and ensure limited time commitment. Regional Organizations face the same issue. CENTR did a major working group revision last year. **People work on a concrete project for a limited time.**

Suggestions/activities under this strategy are:

- **Single topic. Small WG, highly focused, very fast. And at the same time a less formalised implementation vs our standard working group**
- **Standardise tools and methods.** Share an info repository. Increase the use of wiki for collaborative work. Explore use of jira (and other tools)
- **Focus on deliverables** is sometimes too far away.
Some councillors are very focused on results. Small tasks, and seeing the results encourages to do more and to stay involved. It also encourages newcomers.

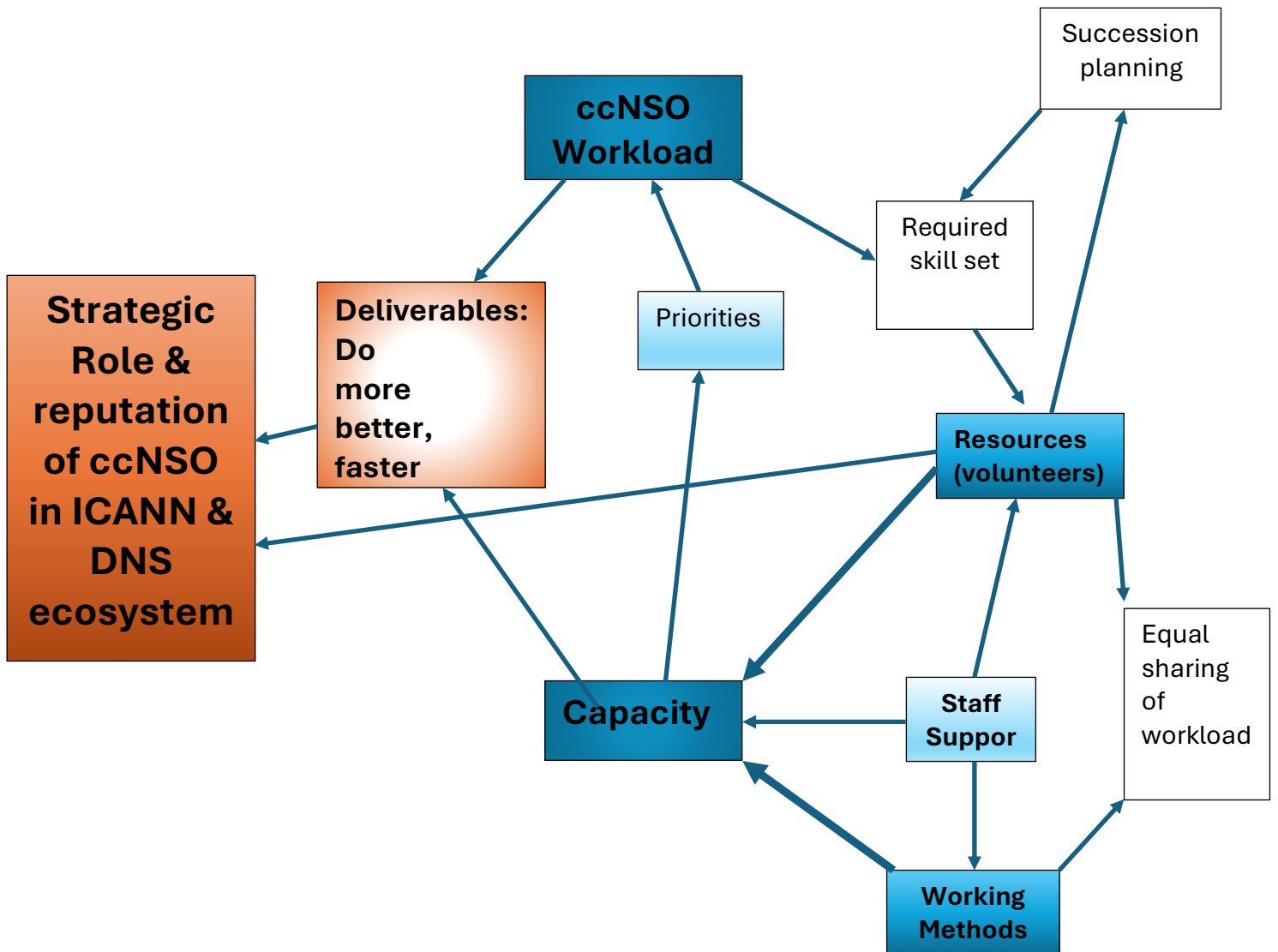
- **Reminders for critical deadlines.** Time commitment for projects and work. When you volunteer, have the end in sight.
- **General Measurement of effort. Return on investment**

Risks - The issue is that the goals are not clearly defined. What are the ccTLDs facing now? Difference between ccTLDs and gTLDs? Definition of DNS abuse. ccTLDs do not deal with content.

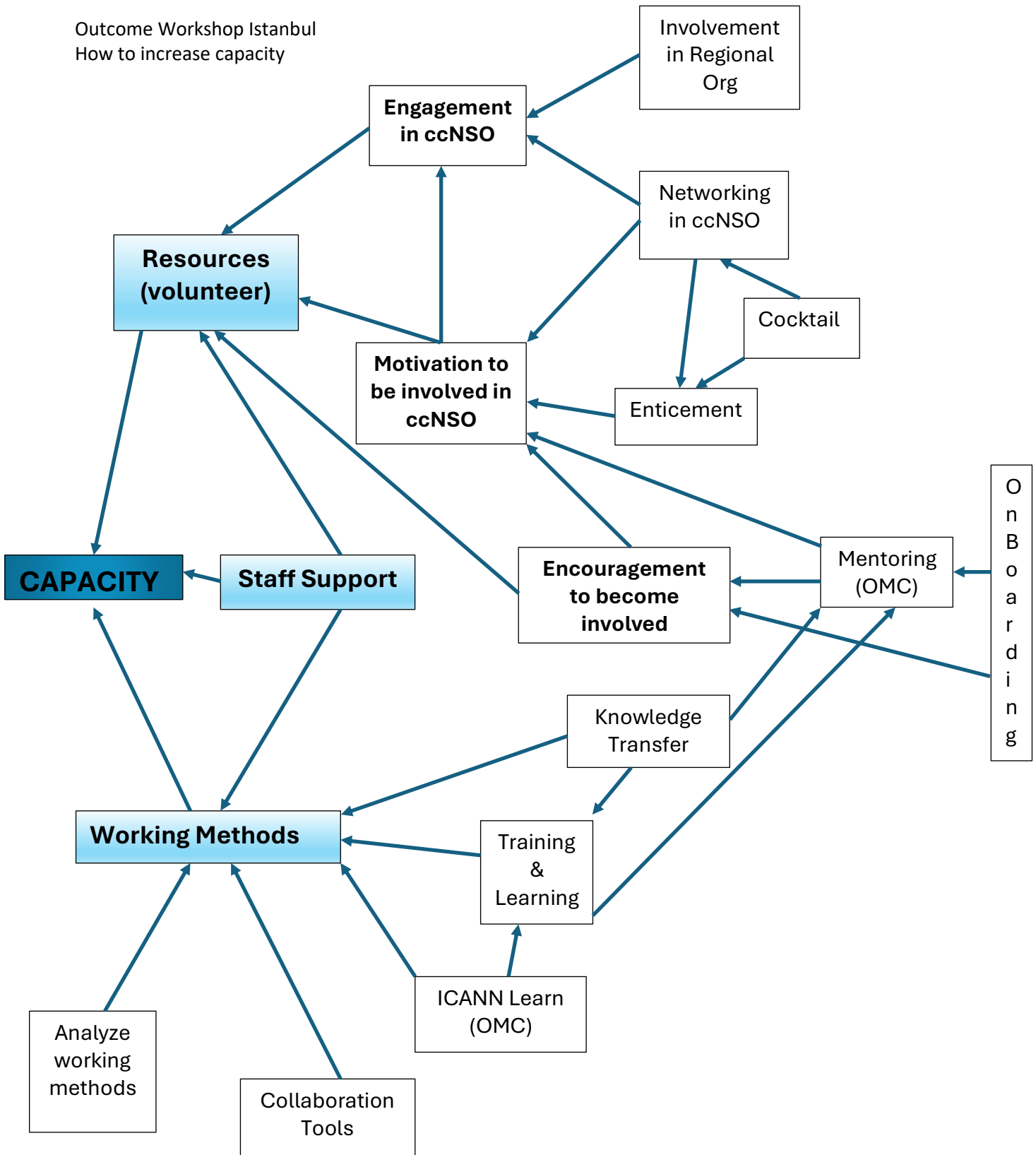
Merely a role to convert numbers into names. Do not get distracted by matters out of our control.
Suggestion is to go back to basics. Offer a safe harbour for ccTLDs in a confusing environment.

Annex 1- Outcome Istanbul Workshop

What are we trying to accomplish by improving the capacity of the ccNSO to deliver on its Purpose and Goals?



Outcome Workshop Istanbul
How to increase capacity



Annex 2 - Output Virtual Workshop

