FY18 Middle East Community Engagement Assessment Survey

ICANN has been engaging in the Middle East for more than 10 years now. ICANN has dedicated a staff member to cover the Middle East since 2006, and expanded that in 2013 by adding another staff member to accommodate the increase demand on ICANN engaging with the wider Internet community and relevant stakeholders in the Middle East.
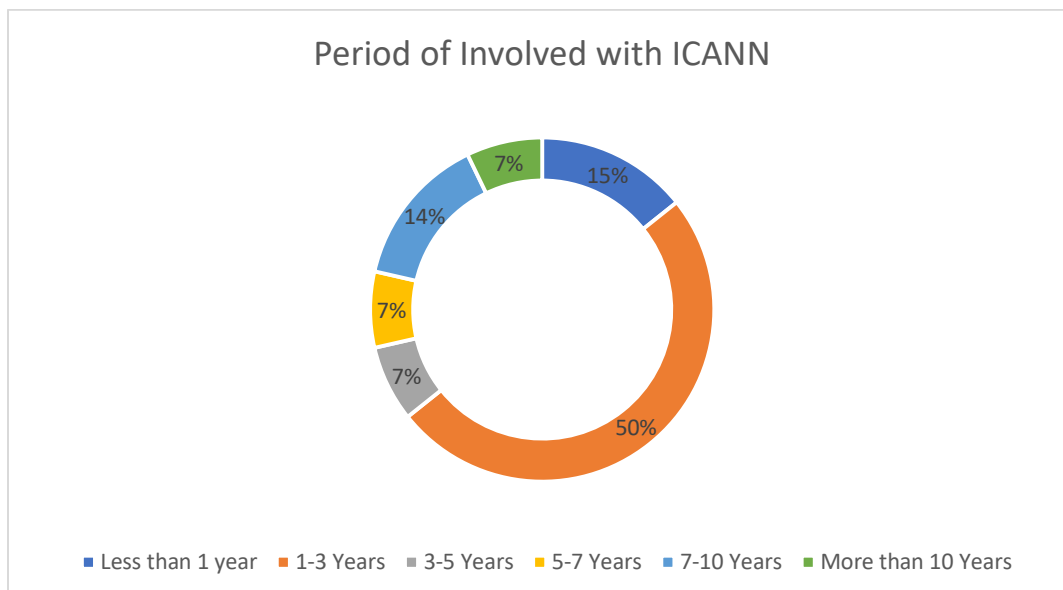
In 2012, ICANN took its engagement with the regional community to another level by developing a strategy for ICANN in the Middle East. The strategy was developed by a subset of Middle Eastern community members, and the same group supervised the execution of the strategy until its mandate concluded in June 2016. And with the community showing satisfaction at the results of the initial 3-year engagement strategy, the community requested the continuation of the strategy and with the involvement of a subset of interested community members as part of a strategy working group, and so a new strategy was developed for the next 3 years (concluding in June 2019), and was done by a new group of Middle Eastern stakeholders.

And in order to continue serving the Internet community in the Middle East with the highest standards, ICANN embarked on a survey to gauge the levels of satisfaction on ICANN's engagement in the Middle East for the 2018 fiscal year (1 July 2017 – 30 June 2018). The survey was a mix of qualitative and quantative questions.
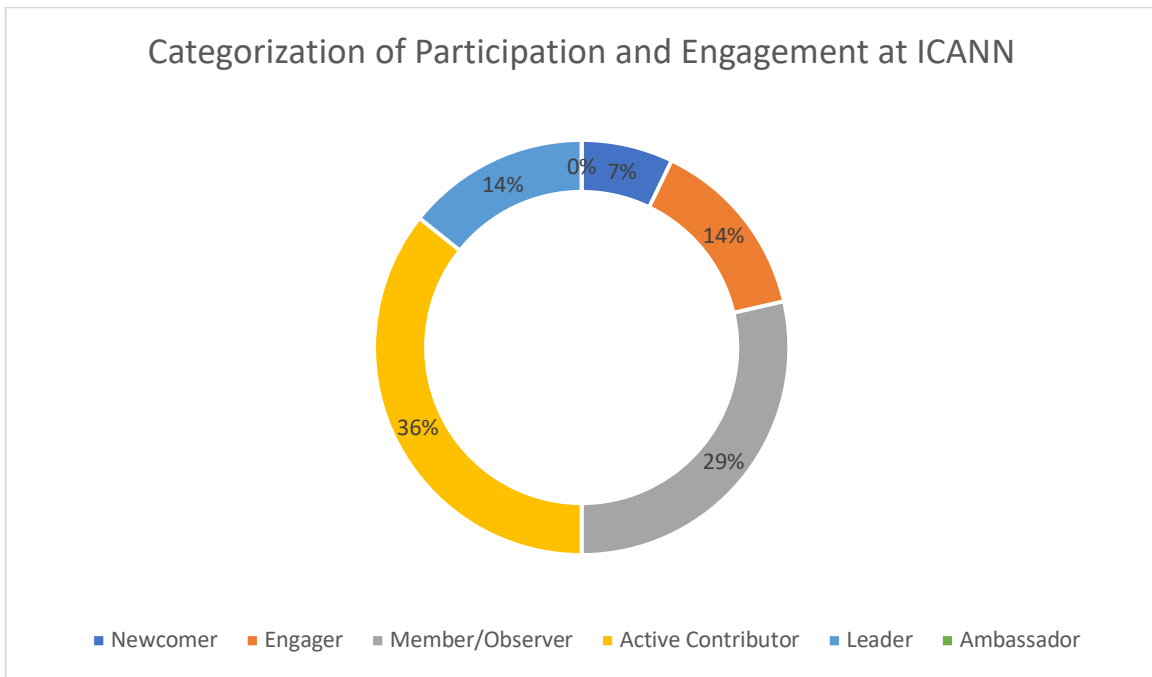
The survey remained open for 16 days, and received 24 responses 14 of which were completed in its entirety. The remaining 10 responses were filled out partially. In analyzing the survey results, and since the 10 partially-filled survey responses included answers to the qualitative part, we analyzed only the 14 full responses.
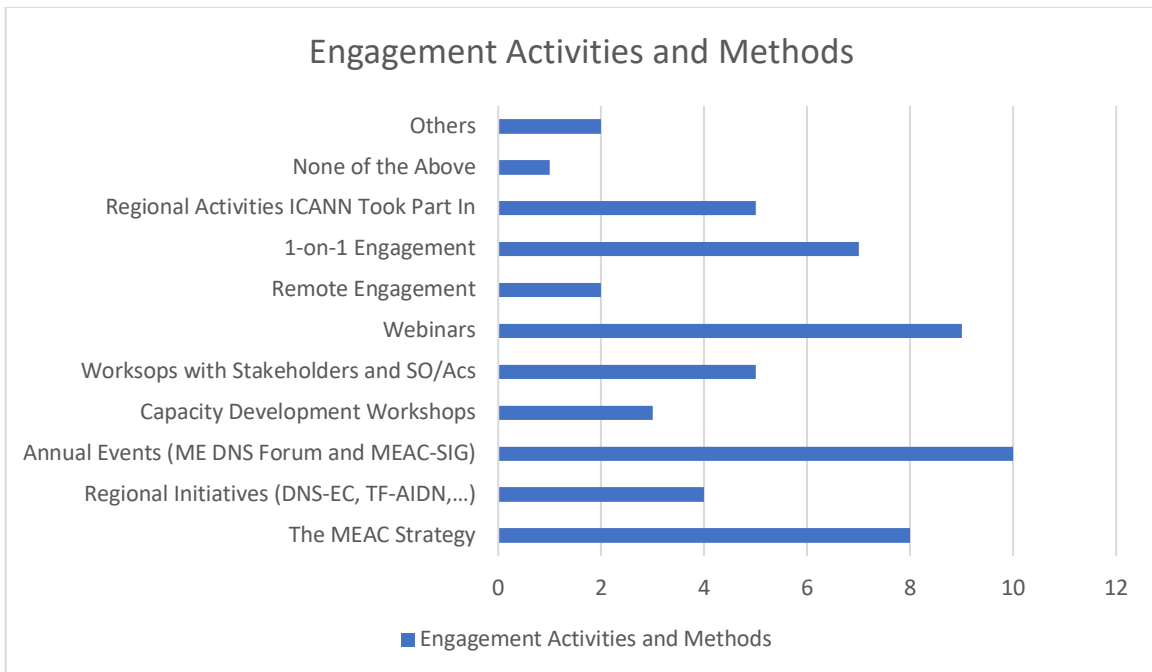
Survey Results

50% of the respondents of the survey identified themselves as being part of ICANN's ecosystem or involved in ICANN's work for the past 1-3 years.
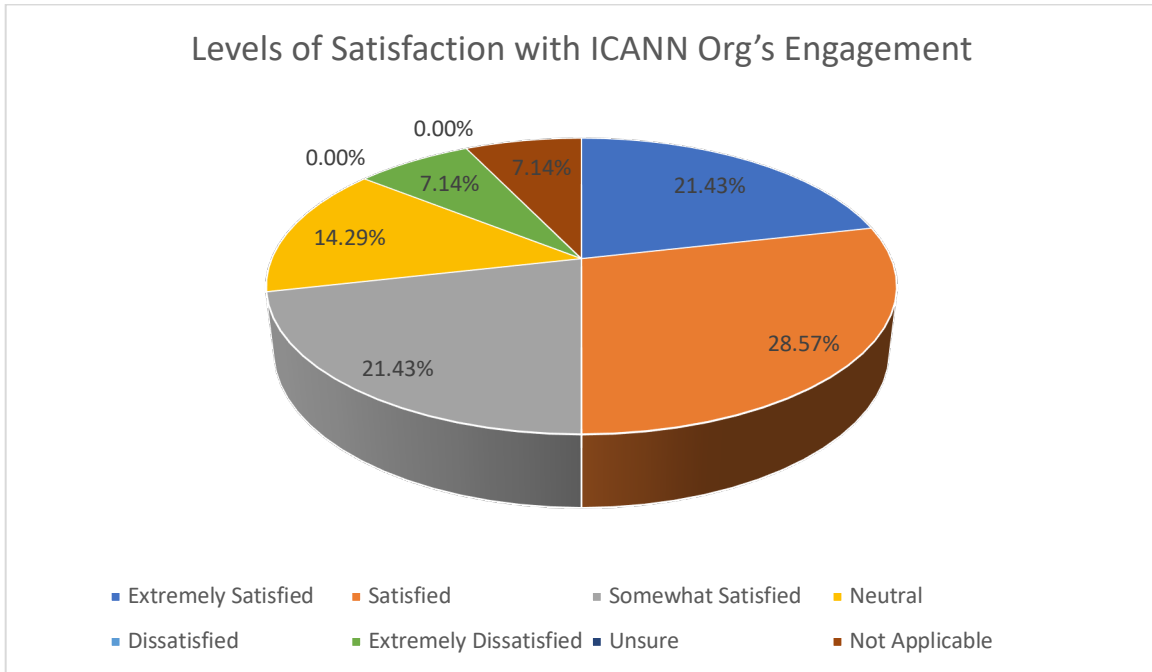

Period of Involved with ICANN

Less than 1 year ■ 1-3 Years ■ 3-5 Years ■ 5-7 Years ■ 7-10 Years ■ More than 10 Years

Furthermore, almost 50% of the respondents identified themselves as either active members/contributors or leaders.

Categorization of Participation and Engagement at ICANN

0% 7%
14%
29%
36%
14%

■ Newcomer ■ Engager ■ Member/Observer ■ Active Contributor ■ Leader ■ Ambassador

More than 70% of the respondents identified the different annual regional events as the method of their engagement with ICANN, while more than 64% identified webinars as their mean of engagement. More than 57% of engagement was via the regional strategy working group.

Engagement Activities and Methods

Activity	Value
Others	2
None of the Above	1
Regional Activities ICANN Took Part In	5
1-on-1 Engagement	7
Remote Engagement	2
Webinars	9
Worksops with Stakeholders and SO/Acs	5
Capacity Development Workshops	3
Annual Events (ME DNS Forum and MEAC-SIG)	10
Regional Initiatives (DNS-EC, TF-AIDN,...)	4
The MEAC Strategy	8

■ Engagement Activities and Methods

70% of the respondents were either extremely satisfied, satisfied, or somewhat satisfied with ICANN's engagement efforts in the Middle East.

Levels of Satisfaction with ICANN Org's Engagement

- Extremely Satisfied: 21.43%
- Satisfied: 28.57%
- Somewhat Satisfied: 21.43%
- Neutral: 14.29%
- Dissatisfied: 0.00%
- Extremely Dissatisfied: 7.14%
- Unsure: 0.00%
- Not Applicable: 7.14%

Some respondents suggested improving communications in the region regarding outreach events and increasing the frequency of events. There was also some concern about the locations of events and a desire to see more countries involved in ICANN events. Active participation was called out as being weak even while the community is growing. Additionally, there was a request for a plan of action for "trained trainers" once they have completed their courses.

Moving forward, respondents were very clear in looking to diversify on a more national level and do more outreach to different countries throughout the region. There was a desire to see increased communications, increased partnerships, more engagement with the community as a whole rather than the community that already exists and utilizing the Fellows and NextGen participants to grow more interest in the region. There was also a call for increased Capacity Development throughout the region to educate and inform more people about ICANN and the Middle East Region, and the regional strategy.

The final inputs that were received focused again on more active engagement at the country levels and reaching out to new or different representatives from within the same organizations in order to get new faces at meetings. There was also one comment requesting that the Middle East region lobby for its own RALO. There was praise given for the work ICANN Org has done to connect community members with each other, and a request to see more of that.