

Nominet's mission statement - is it Policy?

by James Conaghan

For discussion at PAB meeting: 12th July 2006.

Nominet recently changed its mission statement.

Here is the original mission statement.

"Nominet's purpose is to control, manage and operate the .uk country code Top Level Domain and provide complementary registry services in the interests of the relevant stakeholder communities".

It was then changed in the "Strategic Plan 2005/6 2007/8" [1] to:

"Our mission is to manage the .uk country code top-level domain and to provide internet registry services, responding to the needs of our stakeholders".

It now reads:

"Our mission is to excel in the management of the .uk domain and the provision of registry services in response to the needs of our customers and stakeholders."

NB: "purpose", "control", "operate" and "in the interests of the relevant stakeholder communities" have all been deleted.

SO WHY IS THIS IMPORTANT?

The mission statement is the heart of this thing called Nominet and I believe all policy stems from it. It is not a goal, it is not an aim, those two things are inherent in policy; but a mission statement is a statement of intent, as in; we will do something, we will work hard at doing it, and we will do it in the interests of those we serve: i.e. the wider stakeholder communities.

The questions for the PAB are:

- (a) Does the mission statement fall under the heading of Policy?
- (b) Should Nominet have deleted the words "in the interests of the relevant stakeholder communities"?

[1] For reference: <http://www.nic.uk/about/strategy/strategicplan>