# fTLD Domain
# Implementation Planning Checklist

| TASK ID | TASK | GUIDE*/TOPIC | ✓ |
|---|---|---|---|
| **1** | **Determine Goals** | | |
| 1a | What can we do better in our online environment? | PC/Planning | |
| 1b | What new things could we do with our fTLD Domain now and in the future? | PC/Planning | |
| 1c | Should we change our primary website to our fTLD Domain? | PC/Planning | |
| 1d | Should we change our primary email to our fTLD Domain? | PC/Planning | |
| 1e | What current needs could be better handled with our fTLD Domain(s)? | PC/Planning | |
| 1f | Should we use our fTLD Domain for Business-to-Customer operations? | PC/Planning | |
| 1g | Should we use our fTLD Domain for Business-to-Business operations? | PC/Planning | |
| 1h | Should we use our fTLD Domain for Business-to-Government operations? | PC/Planning | |
| 1i | What should be the composition of the Implementation Team during Implementation? | PC/Implementation Team Composition | |
| 1j | Do we have all of the fTLD Domains that we need to handle current and planned services? | PC/Planning | |
| **2** | **Determine Implementation Approach** | | |
| 2a | Are internal/in-house resources adequate to support our needs/plan? | PC/Planning; EG/Staffing Resources | |
| 2b | If not, can internal resources be added in specific areas to successfully complete the implementation? | PC/Planning; EG/Staffing Resources | |
| 2c | If not, can current service providers provide the additional support needed? | PC/Planning; EG/Staffing Resources | |
| 2d | If external resources are a better choice for some or all implementation, what types (e.g., security, third-party providers, technical), how and when should they be procured? | PC/Planning; EG/Staffing Resources | |
| 2e | What coordination is required among internal/in-house and external resources and who is responsible for leadership and oversight? | PC/Planning; EG/Staffing Resources | |
| **3** | **Technical Considerations** | | |
| 3a | Should the domain name change be coordinated with a website redesign, rebranding effort or a merger/acquisition? | PC/Planning | |

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 EG – EXECUTIVE GUIDE TO SECURITY REQUIREMENTS
 TG – TECHNICAL GUIDE TO SECURITY REQUIREMENTS

1

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| 3b | When should the email address be changed? How will our third-party providers be impacted? Will they encounter any issues with receiving emails from our fTLD Domain? | PC/Planning | |
| 3c | What new or different services are required to support our fTLD Domain? | PC/Planning | |
| 3d | What services can be consolidated or eliminated with an fTLD Domain? | PC/Planning | |
| 3e | What is required to support "DNSSEC"? | EG/Improving Trust; TG/DNSSEC | |
| 3f | What is required to support fTLD Domain Name Servers? | EG/Improving Trust; TG/Name Server Restrictions | |
| 3g | What potential changes are required to Resource Records? | EG/Improving Trust; TG/DNS Aliasing Restrictions, Redirection, Encryption | |
| 3h | What is required to properly use URL Redirection with fTLD Domains? | EG/Improving Trust; TG/Redirection | |
| 3i | What is required to support Encryption (i.e., TLS)? | EG/Improving Trust; TG/TLS, Encryption | |
| 3j | What is required to support Email Authentication? | EG/Improving Trust; TG/Email Authentication | |
| 3k | Ongoing Maintenance Requirements | EG/Keeping up to Date | |
| **4** | **Timeline** | | |
| 4a | What is the optimum timeline for making these changes? | PC/Planning | |
| 4b | What other projects or activities will conflict with the optimum timeline? | PC/Planning | |
| 4c | Is a phased approach desirable and the best use of resources? | PC/Planning | |
| 4d | Are additional resources needed (internal/external) to complete the project within the optimum timeline? Does this impact the Implementation Approach? When should external resources be approached about these tasks? | PC/Planning | |

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2

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| 4e | What Milestones should be identified for marketing and communications planning? | PC/Communications & Marketing | |
| 4f | When should we alert third-party providers about our intent to move domains? | PC/Communications & Marketing | |
| **5** | **Marketing & Communications** | | |
| 5a | Organic or active outreach program? | PC/Communications & Marketing | |
| 5b | External Communications<br>• *Email Blasts*<br>• *Website – Pop-ups, Info Signups, Banners*<br>• *Statement Stuffers/E-Statement Messages*<br>• *Mobile App Alerts*<br>• *Broadcast to internet banking application customers (e-banking, remote deposit capture, cash management, etc.)*<br>• *Social Media Outreach (Facebook, Twitter, LinkedIn, etc.)*<br>• *Press releases*<br>• *Local or targeted print media ads or articles*<br>• *Local or targeted TV/Radio*<br>• *Local office materials (banners, signs, info sheets, etc.)*<br>• *Billboards* | PC/Marketing to External Stockholders | |
| 5c | Internal Communications<br>• *Meetings*<br>• *Training Sessions*<br>• *Email Blasts*<br>• *Intranet/Newsletter/FAQ* | PC/Marketing to Internal Stockholders | |
| **6** | **Budget** | | |
| 6a | Domain(s) Expense | PC/Planning | |
| 6b | External Resources | PC/Planning | |
| 6c | Internal Resources | PC/Planning | |
| 6d | Website Redesign | PC/Planning | |
| 6e | Services (New & Redundant) (One-time/Ongoing) | PC/Planning | |
| 6f | Marketing & Communications | PC/Planning | |

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3