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CNCF Mission

- To make cloud native computing ubiquitous

5 year vision to achieve mission

- Build **sustainable ecosystems** for cloud native software **for containers and beyond**
  - Be the **end user driven open source foundation** with a majority of members being end user organizations

Something's special about 2021 …

- The transition year after 2020

- Global pandemic still raging with uncertainty about longer term implications

- Geo-technological challenges are uncertain

- We have to iterate with the ecosystem and support our community more than ever

2021 Objectives

- O1: CNCF sets the gold standard for open source code and community development

- Sample key results:
  - High maintainer satisfaction (80%+)
  - Positive developer sentiment (80%+)
  - Value-add services such as tech writing audits and security audits

- 2021 nuance: We need to do it all without the luxury of in-person meetings

2021 Objectives

- O2: CNCF projects are viewed as stable and ready for enterprise adoption

- Sample key results:
  - Increase test coverage for k8s
  - Launch CNCF Cloud Credits Program to support all projects
  - Expand training and certification footprint
  - Build CNF badging program to help telcos

- 2021 nuance: Trainings and certs are on an upswing and more verticals are opening up to cloud native

2021 Objectives

- O3: Membership in CNCF is viewed as important for any org involved in cloud native

- Sample key results:
  - Grow membership by 15%
  - 10% of new members should come from end users
  - Explore new verticals for memberships

- 2021 nuance: We cannot be certain of membership growth given the challenges of 2020

2021 Objectives

- O4: CNCF is viewed as an end user driven open source foundation

- Sample key results:
  - Recruit 50 new end user members or supporters
  - Keep end user member satisfaction >80%
  - Produce materials and events relevant for end users and by end users

- 2021 nuance: Budgets are more scrutinized than before and lack of in-person events makes it a harder sell

2021 Objectives

- O5: CNCF grows #teamCloudNative by running world class events globally and hosting the largest open source conference in the world

- Sample key results:
    - Launch hybrid event strategy
    - Run 3 KubeCon events worldwide with 90% attendee satisfaction

- 2021 nuance: Another year of change and iteration with hybrid expected to become a reality in H2. However, uncertainty remains

2021 Objectives

- O6: CNCF grows #teamCloudNative with humanized open source marketing through online programs and new initiatives

- Sample key results:
  - Pursue themes of diversity-powered resilience, end user driven open source, foundation of doers in our marketing activities
  - Centralize community offerings on community.cncf.io
  - Relaunch KCD program and explore live streaming content

- 2021 nuance: Everything is virtual and there is fatigue

2021 Objectives

- O7: Excel in DE&I, expanding #teamCloudNative to brand new audiences and building the LF brand

- Sample key results:
  - DE&I training for maintainers and mentoring DE&I students
  - 10% attendees at KubeCon come for free as diversity or need-based
  - Make Inclusive Naming ubiquitous

- 2021 nuance: We have a greater opportunity world wide because everything is virtual!

2021 Objectives

- O8: Grow and nurture the presence in APAC, #3 contributor to all CNCF projects

- Sample key results:
  - Grow membership by 10%
  - Keep member satisfaction >80%
  - Bring in more projects from China and expand into new regions

- 2021 nuance: geo-technological protectionism

Next steps: Iteration

- At the end of the year, we will provide an update on results towards our objectives

TOC's plans

- Liz: The floor is yours!

TOC Strategy 2021 - summary

Work in progress!

- Reference Architectures
- Software Supply Chain
- Cleaner process for Incubation & Graduation
- Balance between number of projects and clarity for end users

Thank you and let's discuss!

CLOUD NATIVE
COMPUTING FOUNDATION