

# 2024 Strategic Plan

Organizational Goals for 2024

# Executive Summary

- **2024 Opportunities:**

- Increasing End User engagement and impact via End User TAB
- Explosion of new kinds of workloads
- Demand for cloud native T&C

- **2024 Challenges:**

- Economic conditions + membership churn are impacting our budget, requiring us to be more efficient and fiscally conservative
- We need to build a data-driven discipline across all functions to better serve our community

# 2024 Strategic Goals (3-5 Year)

- S1: Invest in expanding cloud native into high potential tech focus areas
- S2: Invest in Learning and Development to make cloud native ubiquitous
- S3: Sustain and Expand membership by delivering enhanced value to members
- S5: Maintain and strengthen CNCF's position as the most attractive and supportive home for cloud native projects and contributors
- S6: Produce outstanding CNCF events that serve our community and help grow our ecosystem



# S1 Invest in expanding cloud native into high potential tech focus areas

## 2024 Objective S1/O1:

Establish and maintain CNCF as the leading community for open source collaboration in high potential tech areas through memberships, events, thought leadership, evangelism, attracting relevant new projects, and publicizing relevant innovation in existing projects.

- Sample KR: >20 projects apply to join CNCF, including in high priority tech areas
- Sample Initiative: Roll out Landscape v2 and highlight projects in high priority areas



# S2 Invest in Learning and Development to make cloud native ubiquitous

## 2024 Objective S2/O1:

Grow training & certification program to support ecosystem needs

- Sample KRs:
  - Increase number of T&C enrollments to 200,000+
  - Produce 4 new certifications in 2024



# S3 Sustain membership by delivering enhanced value to members

## 2024 Objective S3/O1:

Maintain high satisfaction, growth, and retention among Members

Sample KRs:

- \$15M in membership revenue
- 900+ members
- Satisfaction rating of 80% from Members



# S3 Sustain membership by delivering enhanced value to members

## 2024 Objective S3/O1:

Maintain high satisfaction, growth, and retention among Members

Sample KRs:

- \$15M in membership revenue
- 900+ members
- Satisfaction rating of 80% from Members



# S5 Maintain and strengthen CNCF's position as the most attractive and supportive community for cloud native projects and contributors

## 2024 Objective S5/O1:

Deliver and promote industry-leading maintainer- and contributor-friendly experience so we are viewed as the best place for high-value projects in open source

Sample KRs:

- 20+ projects apply to join CNCF
- 100% SLA target on Project ServiceDesk
- 20% faster average response time through automation and self-service



# S6 Produce outstanding CNCF events that serve our community and help grow our ecosystem

## 2024 Objective S6/O1:

Continue to produce outstanding CNCF events that are relevant to and help grow our ecosystem

Sample KRs:

- Attendance of 10,000+ people at KCCN Europe and 10,000+ people at KCCN NA
- Increase attendance at other recurring events by 5% YoY
- Satisfaction score of 4/5 for all events

