



# 2023 Strategic Plan



# Mission: Making cloud native computing ubiquitous



# Definitions

## 1. Strategic Goals

- a. These are **long term goals (for the next 3-5 years)** we have to accomplish our mission and vision. Without these in place, we will not make our mission a success

## 2. Objectives

- a. What we want to **accomplish this year (2023)**

## 3. Key Results

- a. **How we will measure** that we have achieved our objectives

## 4. Initiatives

- a. **Activities** we will engage in to achieve our OKRs

# STRATEGIC GOALS (3-5 YEARS)

- 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 membership by delivering enhanced value to members
- S4: Build and sustain organizational performance and excellence
- S5: Maintain and strengthen CNCF's position as the most attractive and supportive home for cloud native projects and communities

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

- **O1: Expand CNCF projects, events, and programming into high priority tech areas**
  - Sample KR: Attract >12 projects in high potential tech areas
  - Sample Initiative: Develop and implement minimum 2 campaigns to drive awareness of two emerging/high-growth communities
  - Sample KR: Attract >12 projects in high potential tech areas

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

- **O1: Grow training & certifications by meeting and anticipating community and industry needs for new content & competencies and nurturing existing content**
  - Sample KR: Launch minimum 3 new certifications in 2023
  - Sample KR: Drive minimum \$6M Training & Certification revenue in 2023
  - Sample KR: Grow total registrations for existing exams by 20% YoY
- **O3: Grow Events beyond standard KCCN programming to provide educational and community benefits to a wider ecosystem**
  - Sample KR: Launch minimum 2 successful standalone events
  - Sample KR: Expand and monetize KCDs to scale CNCF

# S3 Sustain and grow membership by delivering enhanced value to members

- **O1: Maintain high satisfaction among members and continue to expand global cloud native footprint with memberships**
  - Sample KR: Keep member satisfaction >80% as measured in annual member satisfaction surveys
  - Sample KR: Retain at least 80% of existing members throughout 2023
  - Sample KR: Secure >2 new Platinums
- **O3: Improve and demonstrate end user engagement in cloud native to reinforce our ecosystem as the place where end users congregate, educate themselves, and choose vendors**
  - Sample KR: Grow total end user members & supporters >20% by EOY 2023
  - Sample Initiative: Relaunch the CNCF TechRadar report

# S4 Build and sustain organizational performance and excellence

- **O1: Maintain & improve high standard of operational excellence through efficient and effective processes, tooling, & automation**
  - Sample Initiative: Identify opportunities for process automation by auditing operational processes
  - Sample Initiative: Define and document key processes and procedures
  - Sample Initiative: Roll out project management and internal wiki tooling to facilitate greater internal collaboration, visibility, and accountability



# S5: Maintain and strengthen CNCF's position as the most attractive and supportive home for cloud native projects and communities

- **O1: Create a sustainable model for supporting the K8s community**
  - Sample KR: Attract more participants to SIG-K8s-Infra
  - Sample KR: Stabilize k8s infra by onboarding new cloud credit donors and transitioning to a more efficient multicloud infrastructure
- **O2: 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 KR: Support TOC and maintain >80% satisfaction
  - Sample KR: Expand Project Conformance efforts beyond k8s to at least one more project
  - Sample Initiative: Ship automated project voting (GitVote) and ensure the TOC and >10 CNCF projects use the tool
- **O3: Deliver high-quality, community-driven KubeCon + CloudNativeCons that are the center of gravity for practitioner attendees**
  - Sample KR: Event attendee satisfaction >90%
- **O4: Ensure the CNCF community is a safe, welcoming, respectful, and inclusive environment**
  - Sample Initiative: Support CoC Working Group in launching new Code of Conduct processes and committee structure by EOY

