

CNCF Strategy 2022

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CNCF mission

“CNCF’s mission is to **make cloud native computing ubiquitous.**”



5 year vision

Build **sustainable ecosystems** for cloud native software for **containers and beyond**.

Progressively define emerging technology trends through the lens of cloud native to be the premiere open source foundation for all things open infrastructure. This will lead to a healthy organization that is ever-relevant and has a growing footprint for the next five years to come.



2022 Focus

In 2022, Kubernetes is becoming as mainstream as Linux and developers are pushing Kubernetes into new environments just like they did with Linux in the past. The cloud native movement is more than just Kubernetes. There's an open ecosystem and community that pushes the state of open infrastructure forward. We will work with our developer community and end users to push kubernetes and the cloud native community to new frontiers.



2022 Focus

Grow:

- Invest in bringing and maturing cloud native in new industry verticals such as telco, automotive, and edge
- Invest in developer & contributor experience
- Invest in a global cloud native community, events to projects and more

Sustain:

- We must sustain our project and membership growth levels, world class KCCN events, and support the community as we go
- Make sure we continue to invest in building an inclusive community that is more than just developers
- Sustain mentorships to bring new contributors & maintainers to projects

Sunset: In order to grow and sustain, we also need to cull what is no longer useful. We will do an audit in Q1 2022 on what efforts we can sunset to better focus ourselves



2022 Objectives

- **O1:** CNCF sets the gold standard for open source code and community development
- Key results:
 - Keep maintainer satisfaction >80% and responsiveness satisfaction >80%
 - Project onboarding takes advantage of more automation >80% of projects complete onboarding in 2 months with >80% satisfaction
 - Support ongoing security improvements: 100% CNCF projects have a OpenSSF badge + >12 audits across CNCF projects
 - 100+ mentorships with >80% being community driven
 - Attract >12 new projects to the CNCF
- 2022 nuance: With the number of projects growing, we need to find scalable models to support them. Some of it is programs and automation, some hiring, and a lot is help from the ecosystem with contributors and maintainers. Additionally, security has come into full focus now and we need to continue set the standard in this area.

2022 Objectives

- **O2:** CNCF projects are viewed as stable and thriving with enterprise adoption
- Key results:
 - Expand footprint for cloud native in telco by creating and promoting CNF materials
 - Shore up project infrastructure and conformance
 - Perform >6 techdocs audits and ensure 100% of CNCF projects have a site
 - Expand self serve case study program to produce 20 case studies along with overall case study program driving 100K+ views
 - Release EOY annual survey that shows an upward trend in cloud native adoption with survey and production data from partnering companies
 - Produce research that consistently proves value of cloud native ecosystem
- 2022 nuance: We will kickstart our verticalization with CNF certification! We will also do a lot more research this year to help end users get answers quicker

2022 Objectives

- **O3:** Membership in CNCF is viewed as important for any org involved in cloud native
- Key results:
 - Grow membership by 10% YoY, with at least >2 new Platinums
 - Grow membership revenue by 15% YoY
 - Keep member satisfaction >80% and ensure >80% NPS via EOY member survey
- 2022 nuance: Another year where new trends are being set. Our head of BD is also on maternity leave until May so we are cautiously optimistic we will hit targets and hoping for the best!

2022 Objectives

- **O4:** CNCF is viewed as an end user driven open source foundation // Drive cloud native adoption in the end user ecosystem
- Key results:
 - Revamp end user member benefits to encourage large Silver and Gold new members leading to 5 new full members joining with 30k+ employees
 - Keep end user member satisfaction >80% and NPS >80% with end users saying they would recommend CNCF to another company
 - Achieve 25% increase in media coverage around CNCF end users and their POV/research
 - Make KCCNA the destination event for end users with >50% attendees coming from end users
 - Create mechanism for Chinese end users to join us with less friction
 - Revamp end user newsletter
 - Determine engagement metrics for end users
- 2022 nuance: We now have a head of End User Ecosystem, Taylor Dolezal. He is getting up to speed and will be bringing his own flair to our programming and efforts. Overall, the end user interest has been higher than usual lately for memberships and we need to be prop up the benefits to support them.

2022 Objectives

- **O5:** CNCF grows #teamCloudNative by running world class events globally and hosting the largest open source conference in the world
- Key results:
 - Run 2 KubeCon events worldwide with 90% attendee satisfaction and 100% or above sponsorship targets achieved
 - KubeCon EU 2022 attendance 5k onsite / 10k+ virtual
 - KubeCon NA 2022 attendance 6k on site / 15k+virtual
 - Grow KCD program to 20 events and operationalize it with the events team
 - Develop new Project offerings at KubeCon (ie, project meetings)
 - Iterate on CFP process to ensure diversity of speakers, including company, first time speakers, end-users, experience level and demographics
 - Diversify value of CNCF ecosystem by creating standalone Observability/OTel event
 - Create a brand new event type for Chinese market that is more cost effective and executed in person in summer 2022
 - Streamline inefficiencies
- 2022 nuance: Events are starting to come back in Europe and North America! We are hopeful we can provide a great experience for in-person attendees. We do however face virtual event fatigue and do not know if we will sustain the numbers of the past. China in-person events are also in jeopardy because of the inability to predict if a city will remain open during an event or not.

2022 Objectives

- **O6:** CNCF grows #teamCloudNative with humanized open source marketing through online programs and new initiatives
- Key results:
 - Deliver a new brand experience on CNCF web properties
 - Grow CNCF blog reach by 20%
 - Revamp Online Programs to have 75% participation rate from members
 - Create TikTok channel for China audience
 - Revamp or sunset Cloud Native TV
 - Re-energize training and certification efforts for higher revenue and reach in 2022
 - Execute smooth Marketing Operations
- 2022 nuance: This year we will focus on rebranding CNCF with design and content that reflects our ethos to welcome more people into the community. This will be particularly true for training and certs efforts.

2022 Objectives

- **O7:** Excel in DE&I, expanding #teamCloudNative to brand new audiences and building the LF brand
- Key results:
 - Roll out DE&I training to all maintainers with >80% passing the course
 - Mentor >50 DE&I students
 - Offer 10% KubeCon attendees diversity or need-based scholarships
 - Develop new programs to onboard new contributors to cloud native, eg. docathons, etc.
 - Grow students program by 20%
 - Make CNCF web properties "accessible" (to remove barriers to those with disabilities)
- 2022 nuance: We set a strong bar in 2021. This year is about continuing to push forward and set new standards.

2022 Objectives

- **O8:** Measurable operational excellence
- Key results:
 - Build top KPI list and populate with sustaining work metrics
 - Hire Ops Lead
 - Membership Management
- 2022 nuance: Hiring an operationally minded leader is critical for CNCF. We are working on it to connect the dots between various teams and ensure the org doesn't crack under the pressure of increased numbers in projects and members.

2022 Objectives

- **O9:** Grow and nurture the presence in APAC, #3 contributor to all CNCF projects
- Key results:
 - Grow membership footprint in APAC
 - Grow End User Community
 - Flagship China Event growth
 - KCD in 3+ China cities
 - Get 5 more projects from China
 - Increase total reach of owned media
 - Grow China contribution by 10%
 - Grow CKA/CKAD/CKS certification by 10%
 - Grow Korea presence and explore new geographies
- 2022 nuance: Chinese participation remains exceptional in a year of many difficulties to engage. In-person gatherings seem impossible. But the members and projects are coming in and the team hopes to continue the trend. We are also looking at new regions in SE Asia such as Malaysia.

2022 Objectives

- **O10:** CNCF is *the* place to work for anyone interested in open source
- Key results:
 - Hire key staff - End User, Head of Community Programs and Vp of Operations
 - Grow team's skills and knowledge with personal growth OKRs and knowledge efforts from managers such as lunch and learns
- 2022 nuance: Lack of staffing remains the key bottleneck for a lot of our objectives. We are working hard to fill the team with top quality talent that understands the community and can support it.

Thank you!