

Mac Meeting Minutes 11/21/18

Attendees: Heather Kirksey, Brandon Wick, Greg Bell, Lei Huang, Neal Hartsell, May Chen, Jamil Chawki, Jill Lovato, Kristi Tan, Lisa Caywood, Stephen Spellicy, Any Wang, Chuyi Guo, Susan White, Trishan de Lanerolle, Pani Xinos, Wang?, Bryan Madden, Nermin Mohammed, Atul Purohit, Balaji Ethirajulu, John DiGiglio, Jessica Field

LF Staff Updates

Greg Bell, the new LF VP of Marketing introduced himself. Lara Taback is no longer with the LF, Kristi Tan is going on maternity leave in January. Lisa Caywood is now with LF member, Juniper.

November Board Meeting Readout

Heather and Balaji gave a readout from last week's Board call on the budget. There are multiple ways in which projects are pooling together around shared resources and the board requires a further 15% reduction in overall marketing, and a 10% reduction from each project.

LFN Marketing Plan Summary

It was noted that this matches the LFN's marketing approach going into 2019, and that the way to do more with less is to shift the marketing mix from "physical" to "digital." It was also noted that not all events are created equal, and that large tradeshows should be treated differently than smaller, grassroots type-events. ONS Days was cited a good example of grassroots community building and engagement and promote LFN to underserved markets. This is also a good way to reach Tier-3 Telcos who do not travel to other events.

Content Marketing

Marketing strategy for both LFN + Projects was discussed. There was a question on how we drill down on the priority content pieces to create and what's the process for that. Heather recommended soliciting community feedback on this as well as the MAC overall.

MAC Year 1 Input

The MAC has been in existence almost a year now and we want to take this opportunity how we are doing and what we could be doing better. The survey could include things like: input on working / not working, governance and participation, working Groups vs MAC, meeting effectiveness/ task forces, content/event planning processes, what's quorum, etc. LF Team will begin on this. It was noted that the more participation we can get, the better, but we need to show the value of being committed and "How" to participate. We suspect many members want to help but need specific tasks to sign up for. There should be a required question on the survey as well about "what are the 3 things that would do to move the needle?" Asks can be made periodically for specific things.

MAC Chair Election

The group agreed on the following timeline for electing a chair:

- Jan 2, 2019: Nomination period opens
- Jan 16, 2019: Nomination period closes
- Jan 16, 2019: Voting period opens
- Jan 30, 2019: Voting period ends

The LF staff will initiate the nominating and voting process over email.

Events + PR

Brandon gave an events update.

LFN will have a presence at KubeCon + CloudNativeCon North America, Seattle Dec 10-13, in the form of a LFN Reception, LFN Booth. FD.io & Tungsten Fabric will also have mini-summits. We need volunteers to sign up to volunteer for 1 hour shifts in the booth. Sign up here: https://docs.google.com/spreadsheets/d/1KDr_2XZvQd6Me7dEWzag9o3sdU8lPXa1k-qsEXcVVtA/edit#gid=0

The ONAP DDF + OPNFV Plugfest will take place in January 8-11, Novay, France at the Nokia Campus. Please encourage your teams to register early: <https://www.linuxfoundation.org/calendar/onap-ddf-opnfv-plugfest/>

OSN Days were a success with high-quality content and speakers, 1,022 total registrations, & 808 attendees. Adding a 20% no-show fee for next time. Full report under development. New OSN Web page now available: <https://www.lfnetworking.org/resources/open-source-networking-days/>. OSN User Groups are now up to over 30 with 8K+ members worldwide. Effort being made to support the groups and re-energize the program in 2019. A new web page is now available: <https://www.lfnetworking.org/resources/osn-user-groups/>.

Jill gave a PR update. Press activity has been good including a key article in Forbes. There were several recent updates and a key upcoming initiative is the OPNFV Gambia + Casablanca announcement on Dec 4. Members are requested to cross-promote the news.

MAC Meeting Calendar

The Linux Foundation will be closed Dec 17 – Jan 1 and the next call will take place on January 16th. The LF Team will schedule this. There was a request to record Heather's talk at KubeCon. LF To find out what's possible.

Happy Thanksgiving all!