

2021-11-03 MAC Minutes

Attendees & Representation:

Member	Representing
Lindsey Sech	Intel (MAC Chair)
Bob Monkman	Intel (Anuket Rep)
Geoff Hultin	Turnium
Filip úzy	PANTHEON.tech (ODL Rep)
Ranny Haiby	Samsung (ONAP Rep)
Josh Saul	Netris
Sandeep Panesar	Turnium
Stefan Kindt	Nokia

LF Staff: Brandon Wick, Jill Lovato, Heather Kirksey, Kenny Paul

Meeting Materials:

[Slide Presentation](#)

[Zoom Recording](#)

Agenda

- Strategic Plan Review
 - Strategies
 - Key Programs / KPIs
 - Events
 - Paid Marketing
 - Project Marketing

House Keeping

- Start the Recording
- We will start by mentioning the project's Antitrust Policy, which you can find linked from the LF and project websites. The policy is important where multiple companies, including potential industry competitors, are participating in meetings. Please review and if you have any questions, please contact your company legal counsel. Members of the LF may contact Andrew Updegrove at the firm Gesmer Updegrove LLP, which provides legal counsel to the LF.
 - [Antitrust Policy](#)
- Agenda Bashing

Minutes

Strategic Plan Review

Lindsey gave a recap of the messaging and strategic plan to date (as presented to the board) and kicked off the strategic planning discussion.

Out 3 objectives are:

Transform: Influence consumption of LFN project software and artifacts

Collaborate: Position LFN as center of gravity and source of knowledge in networking

Innovate: Heighten awareness of innovations in our communities

Each of our programs / KPIs will line up underneath each.

Key Programs / KPIs

The focus of the conversation was on the KPIs; what are top 2 things under each objective we should measure to indicate high-level success/impact? It was suggested that we:

- Consider mirroring a "sales process" using a funnel model (e.g. create awareness, build preference, affinity). Position LFN as source of gravity, then flow the KPIs from there.

- For Proof Points, we need to qualify between Mature projects and New Projects (actual deployments vs. POCs).
- For the Innovate Objective: We could measure Innovators as well as Innovation.
- It's tough to measure direct impact. We should measure what we can on the marketing front, then correlate to larger goals.
- We need to reflect our impact on membership as well (bringing on new members, retention, messaging pickup by Mike).
- Proposal: Create Multiple Tiers for KPIs: Topline (what we Influence), Program Activities (what we own), Program KPIs (what we can measure)

Paid Marketing

Key programs map across Owned, Earned, and Paid Channels. We need to developing a recommendation around paid campaigns with an estimated budget for the LF Finance Committee and Board.

Project Marketing

On the last Board meeting, updated project priorities were presented by the TSC Chairs. Some of these were marketing related. Brandon will sync with each project liaison to revisit the project marketing priorities and schedule time on upcoming TSC calls for an LFN MAC Overview and invitation to participate in our key programs: Proof Points, Project Infographic, Project 1-pager, Project Webinars (with end users).

The Strategic Marketing Committee will meet 1-2 more times to further refine and finalize the plan.