Next 25 Years of ASF - Story Platform

Overview:

Overarching goal: create a narrative and marketing plan that sets ASF up for the next 25 yrs
As we approach the 25th birthday of the ASF in 2024, we have an opportunity to rebrand the ASF. This goes beyond logos and website design, extending into the fibers of the community. Through the creation of a story platform, Marketing & Publicity can be a core driver in setting the narrative and direction for the public image of the foundation through a planful, strategic, research-based approach that involves the community. The ASF has always had "community over code" as a core value, and is now embracing it in a powerful way, with the Community Over Code event, and more. This value can be brought to the forefront as we explore and create what the next 25 years look like.

Goals of the story platform:
- Define our North Star: Create a data-driven, consensus-driven community narrative for the next chapter in ASF that will serve as a "north star" for Marketing & Publicity efforts.
- Strategic Planning & Strategy: With a common story to work from, we have an opportunity to create a cohesive M&P plan for FY24 (and onward), with agreed upon strategies, tactics, and metrics that advance our community and its story.
- Consistency and cadence of storytelling: Tell our story far and wide and often to elevate the leadership of ASF to position for success over next 25 yrs.

Why are we doing this? And why now?
We've been called upon to change for negative reasons - that aside, we have a clear and positive opportunity to proactively and strategically set the direction for the next chapter. Our story for the next chapter should be ingrained in all we do. The community should live and breathe it and it should be a part of it to ensure we maintain - no, accelerate - relevance for the next 25 yrs.

Deliverables:
- Branding + website redesign (separate proposal)
- Community narrative
- Strategic FY24 plan creation that includes (but is not limited to)
  - Proactive storytelling around key themes laddering up to narrative
  - Thought leadership content
  - Focused PR/social storytelling

Building the platform:
Through researching conversations happening around the ASF and other Open Source communities, we have a start on grasping public perception around open source and community (SWAT below and sampling of coverage showcasing trends in OSS communities here).
However, this narrative should take into account the thoughts and ideas of those who are active

in our community. A "focus group" and/or survey-based approach can help us drive this insight and consensus.

- Bring a set of questions to stakeholders, such as:
  - David Nalley
  - Rich Bowen
  - Brian
  - Katja (DEI)
  - Other diverse voices (who else should be here??)
- Survey members?
- Possibly check the pulse of external audiences??

Strengths:	Weaknesses:
- Decentralized, community-first approach can instill trust - Less obligations to corporate sponsors - And less financial obligation to employees being volunteer run - Community over code - projects must build community, not just great code.	- Decentralized approach can also lead to inefficiencies - ASF has less resources than other foundations to spend on a myriad of things, esp marketing / comms. - SOV is miniscule compared to LF, who has the resources to dominate PR/marketing efforts.
Opportunities	**Threats**
- ASF truly thinks about community differently, if we can unite around a common story and tell it often, this can be powerful - Rebrand is an opportunity to truly define a future-looking story and strategy - Growing skepticism around OSS bowing to corporate interests (i.e. LF) works in ASF's favor.	- Diversity - or lack of (1 diverse board member) - Resistance to chance (must embrace the opportunity to rebrand) - Inefficiencies from decentralized approach could lead to ASF not acting fast enough on defining its future; could lose relevance.

Execution/output:

Timeframe	Focus	Deliverables
Month 1-2 (April, May)	**Data Collection**	- Define methods for collecting data - ID interview subjects + list of Qs; conduct interview panels - Members survey?

Month 3 (June)	Plan + Narrative Creation	- Overarching narrative is in creation. 2-3 corresponding storylines agreed upon - ID our "voices" - i.e. our spokesperson bench (hint hint: needs to be diverse!!!!) - Timeline for execution and HOW we will execute agreed upon w/Brian - Metrics for output agreed upon (will influence how we use retainer in FY24) ***Ultimate output - FY24 Strategic Plan***
Months 4-8 (July-Oct)	Implementation of Plan	- Focus is on "lower hanging fruit" opportunities that start to test and land the narrative. Anticipate most of the focus will be on Community over Code as a storyline corresponding to event promotion. - Comms strategy and execution around Community over Code event.
Months 9-13 (Nov 23-May 24)	Longer-lead strategic storytelling	- Consistent, proactive storytelling - thought leadership, etc. (to be further defined in FY24 plan) - Start to set up FY25 plan (25th anniversary celebration).

Data Collection (April & May)

Methods for collecting data:

1) 1:1 Interviews with 10 individuals (first 2 weeks in May):
   a) board members
   b) volunteer staff

2) Survey to ASF Members (approx 900 people via mailing list) – hand select those of interest for 1:1 (3rd week May)

3) *TBD - Survey to PMC Chairs (approx 320+ people)*

Questions for interviews:

- How long have you been a member of the ASF?

- How did you first get involved and what was your experience like at the beginning?

- What is your current experience like? How has it changed from when you first joined?

- What's worked well? What hasn't worked well?

- What would you like to see changed immediately? In the long term?

- ASF is based on the concept of decentralization. What do you see as the pros and cons of decentralization?

- What's your perspective on the types of projects that have come into the ASF?
  - How has this mirrored (or not) tech trends in the last 20 years?
  - What type of impact has this had on the industry?

- What types of projects are best suited for the ASF? Which aren't?

- What technology within the open source ecosystem are you most excited about?

- Where do you think ASF could grow the most in the next 5 years?

- What does "community over code" mean to you?
  - Why is "community over code" important? What are the best examples you can share that illustrate why it's important?
  - Why should we prioritize building community first?
  - There are a few projects that are similar to one another at the ASF. Why is this beneficial?

- How does ASF embody community? How doesn't it?

- If you had a crystal ball, what would you like to see from ASF in the next 25 years?

- We are a 501c3 nonprofit. How could we improve the foundation's overall management?
  - Governance
  - Community
  - Technology / Projects

- What does ASF do well to foster inclusivity and diversity? And what does it not do well? What would you like to see ASF do in the next 25 years? (review the report so we're not being redundant)

- How do you think the ASF will continue to be relevant over the next 25 years?