

GOAL = Grow Adoption of Ambitious Digital Experiences including API-first solutions

Focus Area	Key Milestone / Metric	Date
Focus Area #1a: Accelerate the adoption journey of ambitious digital experiences by inspiring evaluators with case studies and other resources to help evaluators convert to a user		
DrupalCon Nashville	Highlight one digital experience case study per track by 4/9/18	4/9/2018
	Highlight one digital experience per industry summit by 4/9/18 (where possible)	4/9/2018
	Use Drupal Showcase as the case study track by 4/9/18	4/9/2018
	Aggregate and amplify all case studies for easy finding through all channels by 3/15/18	3/15/2018
	Increase "I build" persona by 2% over Baltimore	3/15/2019
	Report the number of marketing and decision persona attendance for the retrospective and to set a benchmark for DrupalCon 2019 - due 5/1/18	5/1/2018
DrupalCon 2019	Create strategic plan with programming to help all target personas know how to successfully contribute to building / promoting a Drupal ambitious digital experience - due by 9/1/18	9/1/2018
Drupal.org adoption journey	Conduct user research to understand what technical and marketing evaluators need to chose Drupal on Drupal.org by 2/15/18	2/15/2018
	Understand who is our anonymous traffic - 1/31/18	1/31/2018
	Develop a research-based roadmap for evolving drupal.org adoption journey from front page to marketplace by 2/27/18	2/27/2018
	RISK: identify content creation and funding resources to support redesign (create a drupal sizzle video, etc)	
	Update front page [MVP redesign] and provide additional evaluation resources (video, feature comparison sheet, etc) by DrupalCon Nashville using mostly community promotional materials - 4/9/18	4/9/2018
	Create e-commerce and non-profit industry pages by 4/9/18	4/9/2018
	Near term stretch goal: Evaluate simplytest.me to see if we can make an easy to use demo - by 6/1/18	6/1/2018
	Evolve the marketplace based on the research above to better support adoption journey (and revenue) by 8/1/18	8/1/2018
	Create a cloud deployments marketplace - this is an alternative way to 'get' Drupal, rather than download, or self-install by 6/1/2018	6/1/2018
	Assuming resources are secured, implement full roadmap for adoption journey redesign by 10/1/18	10/1/2018
GTD	Provide promotional support to trainers and attendees and promotional support in order to increase attendance	
Focus Area #1b: Accelerate the adoption journey of API-first solutions by inspiring evaluators with case studies and other resources to help evaluators convert to a user		
DrupalCon Nashville	Highlight one API-first session per track (javascript specific or solution) where appropriate	4/9/2018
DrupalCon Nashville	Focus Horizons track on pushing the boundaries of API-first solutions	4/9/2018
DrupalCon Nashville	Create API-first focused peer networking and knowledge sharing in the first ever Decoupled Summit. Secure minimum of 12 attendees	4/9/2018
Drupal.org adoption journey	Create decoupled industry page by 4/9/18	4/9/2018
	Update api.drupal.org to include Javascript documentation by 6/1/2018	6/1/2018
Focus Area #1c: Accelerate the adoption journey by improving the product to improve TCO and ease of use		
DrupalCon Nashville	Hold a roundtable between content editors and core dev to gain understanding of product pain points	4/8/2018
Composer	Provide better support for distributions, by allowing them to be built entirely with composer manifests by 10/01/2018	10/1/2018
	Docker compose workflow by 3/31/18	3/31/2018
Updates	Work with core to integrate an automatic updates system by [depends on core timeline]	9/1/2018
	Work with core to add sitebuilder tools/module/theme/hosting marketplace to core, [depends on core timeline]	9/1/2018
DrupalCI	Replace Phantom JS with Chrome Webdriver by 3/31/18	3/31/2018
Symantic Versioning	Contrib Semantic versioning, to support auto updates by 4/30/18	4/30/2018
Dev tools	Revisit GitLab by 04/01/2017, as they have requested the chance to meet the blocker requirements outlined in our blog post on dev tooling [Note that helping those "left behind" is a priority over this effort and will take priority if we run into capacity issues]	4/1/2018
Drupal.org licensing	Licensing working group question #3 re: GPL 2 or 3 only [Dependent on Dries / Legal feedback and decision]	4/9/2018
Focus Area #2: Strengthen the User Journey: Continue to delight existing users and help them expand Drupal usage		
DrupalCon Nashville	Help improve users' mastery by having a total of 1721 [paid] conference attendees, 338 training attendees and 517 summit attendees [paid]	4/12/2018
Drupal.org	Work with core to integrate telemetry gathering about Drupal users from updates stats by 09/01/2018 (depends on core timeline)	9/1/2018
End user communication	Create a communications channel "within" Drupal - as part of the updates overhaul/sitebuilder tool, etc by [depends on core coordination]	9/1/2018
Focus Area #3a: Strengthen Community - support diversity and expand persona and global support		
Persona development	Develop personas for evaluators and users of Drupal in the mid to enterprise market to understand the adoption and user journeys before DrupalCon Nashville	4/9/2018
	Test personas at DrupalCon Nashville and online	4/10/2018
	Lock down personas in time for spring DrupalCon 2019 and Drupal.org adoption journey strategy and planning	
Drupal messaging	Draft messaging for Drupal in general and for each target personas by May 31, 2018	5/31/2018
	Create a new track for content strategists and content editors to include new personas. No goal. We are tracking for a benchmark number and to learn about this new persona. Note that the Content and Editorial track targets "both" content strategists and content editors.	
DrupalCon Nashville		3/1/2018
DrupalCon Nashville	Diversity initiative: Promote speaker diversity to achieve a minimum of 33% participation in the initiative	4/1/2018
DrupalCon 2019	Using 4P's (product, price, promotion, place), create a new strategic plan for DrupalCon 2019 that better supports all target personas - by 9/1/2018	9/1/2018
DrupalCon Europe	Secure DrupalCon Europe licensee by May 2018 (if there is an interested party)	5/31/2018
	Create onboarding materials for licensee by August 2018 (if there is an interested party)	8/31/2018
	Provide in person training to the licensee before December 2018 (if there is an interested party)	12/1/2018
	Track learnings to replicate licensing model in other regions	
Community At Large Elections	Hold community elections by 7/1/18 with goal to recruit strong global participation (beat last year's participation #s)	7/1/2018
Fiscal sponsorship	Evaluate opening an umbrella Drupal account with Open Collective for fiscal sponsorships by 2/15/2018 (apply to project maintainers)	2/15/2018
	If feasible, promote partnership by DrupalCon Nashville to camps, core developers, project maintainers, etc	4/9/2001
	Shift existing fiscal sponsor camps over to Open Collective by 7/1/2018	7/1/2018
Camps	Support Camps organizers by answering questions and pointing them to resources	
	Promote Camps taking place around the world to help grow participation	
	Drupal.org Oauth - to give community date to community groups like camps [we get data back and can credit organizers] by Nashville	4/9/2018
Contribution Credit	Review contribution credit algorithm - include new parameters if we are able [camp organizer data, for example]	6/30/2018
	Pull the latest history of contribution credits for individuals and organizations, and pass on to Dries	7/31/2018

Focus Area #3b: Strengthen Community - Build bridge between BDFL and Community		
	Create roundtable schedule and plan by 2/1/2018	2/1/2018
	Host 2-3 community roundtables at DrupalCon Nashville to explore themes: Drupal governance, adoption, shared values	4/7/2018
	Host one community round table at 2-3 European community events	
	Host 2-3 virtual roundtable discussions by 12/31/2018	12/31/2018
	Amplify Dries thought leadership and Drupal adoption blogs via drupal.org, newsletter, and social media	
Focus Area #3c: Strengthen Community - Governance		
	Support Community Governance as needed	
	Provide clarity around acceptable behavior and possible consequences by updating DrupalCon code of conduct, speaker agreement, and Drupal.org terms of service	10/1/2018
Focus Area #4: Stronger DA Foundation		
Financials	Re-forecast by 7/1/2018	7/1/2018
	Re-forecast by 11/1/2018	11/1/2018
	Meet or beat forecast by 12/31/2018 (net income)	12/31/2018
	Meet or beat financial KPIs by 12/31/2018	12/31/2018
	Complete 2017 Financial Review successfully by 06/30/2018 date	6/30/2018
	Submit 2017 990s by 08/31/2018	8/31/2018
	Post 2017 financial summary with weather report by 12/31/18	12/31/2018
	DrupalCI test performance tuning to save \$\$ and developer hours by 4/30/18	4/30/2018
Fundraiser	Identify initiatives that require fundraising	4/15/2018
	Create fundraising plan if initiatives are found	TBD
Reduce Risk	All d.o subsites are GDPR compliant by 05/01/2018	5/1/2018
	All commerce sites are updated for stronger PCI compliance by 05/01/2018	5/1/2018
Community support	Better understanding of DA focus and operations through blogs and easy to find data on Drupal.org	ongoing
	Develop strategic 2018 plan for community liaison by 04/01/2018	4/1/2018
Focus Area #5: Important - Other		
Drupal 8 planning	By Q4 begin the planning process for roadmapping D8 migrations site by site	9/30/2018
	-- Sub-task Groups.Drupal.org - identify GDO as the first area to be migrated	9/30/2018