Rust Foundation Board Meeting

Public Session - March 9th, 2021 4pm CT

Announcements

Resolution 1:
Standing Meeting

RESOLVED, that board meetings will happen every second Tuesday/Wednesday of the month from 4-6pm CT.

Welcome Virtual!

- Finance and Accounting Services
- Monthly Retainer
- Tom Pappas

Board Onboarding

- Every Thursday/Friday, 4-6pm CT
- Recorded w/video and slides shared
- Half presentation, half discussion
- Topics
  - Governance and Decision Making (Nell+Jane)
  - Infrastructure and Operations (Pietro+Mark)
  - Communication and Brand (Steve)
  - Community and Events (Manish+Florian)

Member Onboarding

- **Silver: Have officers send welcome notes**
- **Gold: Welcome Meeting with a director**
- **Platinum: Welcome Meeting with Chair, ED, "board buddy"**
- **Everyone: Quarterly video session**
  - **Values, in-flight programs, schedule**
  - **Next: March 30th, 4-6 CT**

Legal Updates

Written Consent

-   **Bylaws 4.11 a iii: must wait ~2 weeks before written consent takes effect- even if everyone has already voted yes**
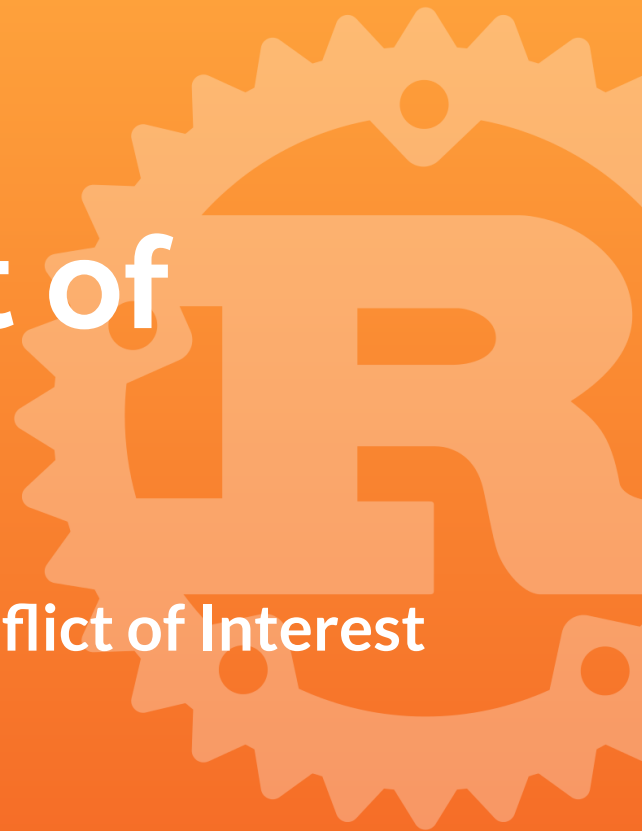
(iii) two or more such Directors have not objected to the taking of any such action by written notice delivered to the Foundation within ten (10) business days following the date that written notice of the Directors action is mailed or otherwise delivered to such Directors.

Conflict of Interest Policy

Resolution 2:

Approval of Conflict of Interest Policy

RESOLVED, that the Board adopts the Conflict of Interest Policy in Exhibit A.

Officers and Committees

Board Chair

- Presiding over meetings of the board
- Leading the board in carrying out its governance functions
- Ensuring the adoption of policies for sound and compliant governance and management
- Assessing the performance of the board and its committees
- Assuring ongoing recruitment, development, and contributions of board members
- Coordinating an annual performance review of the Executive Director
- Ensuring the Board's directives, policies, and resolutions are carried out
- Cultivating important new members and contributions
- Setting priorities and creating agendas for meetings of the board
- Liaising between the board and the Executive Director

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Resolution 3:
Appointment of Chair

RESOLVED, that Shane Miller is hereby elected as Chair of the Foundation, to serve until her earlier death, removal, or replacement pursuant to the Bylaws.

Treasurer

Financial oversight (with Finance Committee)

Regularly review Foundation's book to ensure good financial management and compliance with Foundation's policies. Establish financial policies and controls.

Budgeting

Work with the Executive Director to prepare the annual budget and to regularly review actual revenues and expenses against the budget.

Reporting

Keep apprised of the Foundation's financial reports and report to the board on important events, trends, and concerns. Work with Executive Director and tax advisors to ensure filing of annual tax return.

Resolution 4:

Appointment of Treasurer

RESOLVED, that Tom Pappas is hereby elected as Treasurer of the Foundation, to serve until his earlier death, removal, or replacement pursuant to the Bylaws.

CGov Committee

- Ensures compliance with Foundation policies
- Makes recommendations to the board on application of community-facing policies like the IP Policy, Trademark Policy, and Code of Conduct
- Oversees and advises board on compliance with nonprofit governance regulations
- Monitors the governance of the Foundation, including the relationship between the board and management, the use of committees, and the role of officers, to ensure proper functioning and independence
- Reviews and advises the board on changes recommended by management, including issues regarding disclosures, policies, and ethical considerations

Resolution 5:

Formation of the Corporate Governance Committee

RESOLVED that a Corporate Governance Committee is formed

RESOLVED, that Nell Shamrell-Harrington, Lars Bergstrom, Peixin Hou, and Florian Gilcher are hereby appointed as members for a term of 6 months

Resolution 5:

Formation of the Corporate Governance Committee

RESOLVED that the Executive Director is a member of the committee Ex Officio

RESOLVED, that the committee has right and access to Foundation resources to perform its duties

Finance Committee

Assists Treasurer and Executive Director with and oversees:

- Preparation of the annual budget
- Establishment of and compliance with financial controls
- Preparation of financial reports for review by the board
- Implementation of safeguards (e.g. insurance) to protect the organization's assets

Resolution 6:

Formation of the Finance Committee

RESOLVED that a Finance Committee is formed

RESOLVED, that Shane Miller and Florian Gilcher are hereby appointed as members for a term of 6 months

Resolution 6:

Formation of the Finance Committee

RESOLVED that the Executive Director is a member of the committee Ex Officio

RESOLVED, that the committee has right and access to Foundation resources to perform its duties

Resolution 7:

Formation of the Executive Hiring Committee

RESOLVED that a Executive Committee is formed

RESOLVED, that Shane Miller, Tyler Mandry, Jane Lusby, and Bobby Holley are hereby appointed as members for a term of 6 months

Resolution 7:

Formation of the Executive Hiring Committee

RESOLVED, that the committee has right and access to Foundation resources to perform its duties

Membership Update

Welcome Tag1 Consulting!

‹tag¹ BLM   **About**   Team   Services   Blog   Contact

Who We Are

Tag1, a global technology consulting firm, is the 2nd all-time leading contributor to the Drupal platform, specializing in architecting, optimizing, securing, and delivering large scale systems. Our unparalleled history of major open source contributions, client list, partnerships with global agencies and the leading platform providers, along with our stewardship of the Drupal platform itself sets Tag1 apart as a leader in the Drupal industry. We provide expert insight into configuration and infrastructure management, security, performance, HA, disaster recovery, and Drupal development services. We have architected and optimized infrastructure and code for Fortune 100s, governments, higher-education, not-for-profits, and growing startups.

Some of our clients and partners include Symantec, Penton Media, Madison Square Garden, Acquia, Blackmesh, ConsumerSearch (about.com), Network For Good, Mentor Graphics, Tektronix, Pantheon, ACLU, American Federation of Teachers, Linux Foundation, ITV, Common Sense Media, and many more.

Welcome ZAMA!

ZAMA technology company concrete

TRAIN YOUR MODEL ANYWAY YOU WANT. ZAMA SECURES THE INFERENCE.

Using breakthrough homomorphic encryption, Zama enables any trained network, regardless of its architecture or training method, to run inference on encrypted user data.

Pipeline

- Accepted: 2 Silver
- Management: 1 Silver, 2 Gold, 2 Platinum
- Meeting: 2 Platinum, 2 Gold, 3 Silver
- Declined: 2 Silver

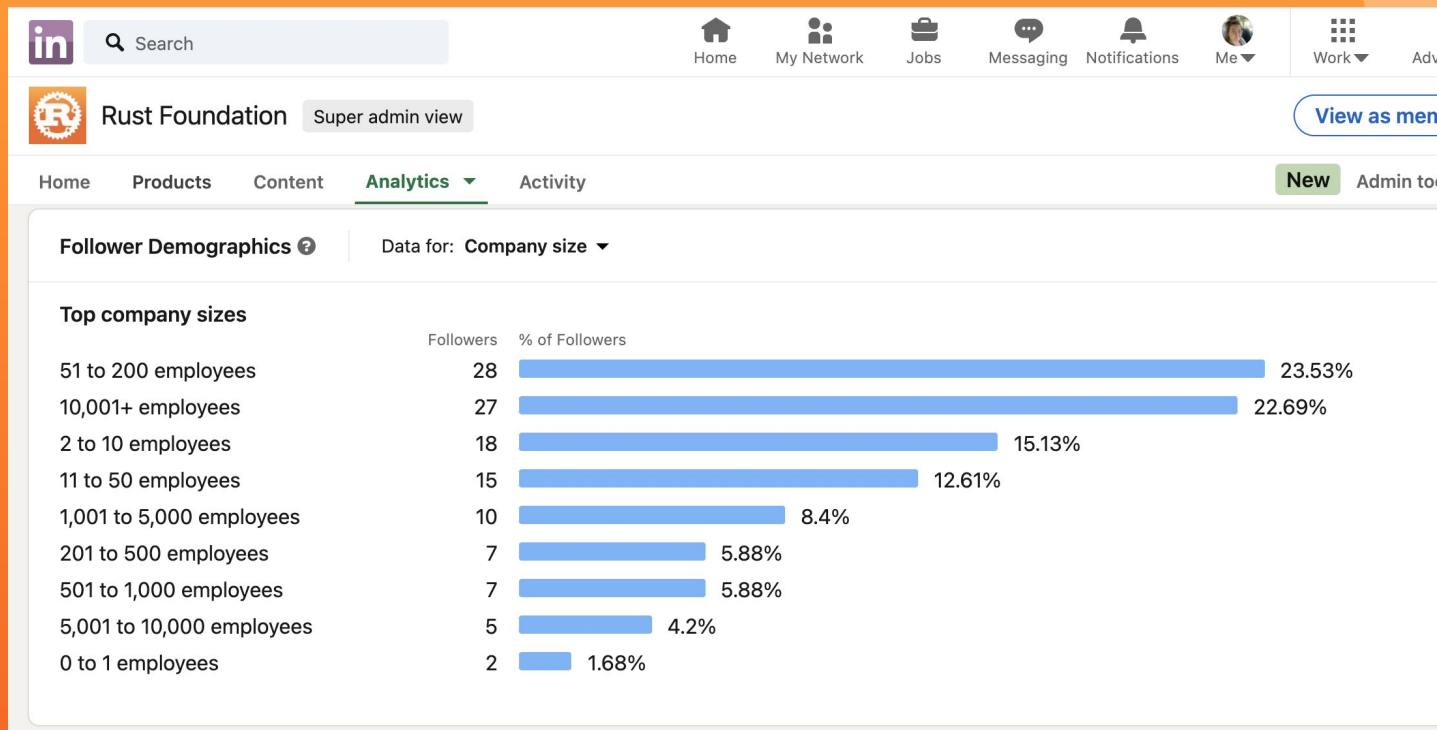# Observations

- FTE count can make Silver unattainable for startups if not in Tech space
- Have generally been told that prices are very approachable

Social Data: LinkedIn

Goals

- Complete backlog of inquiries in next 2 weeks
- Write prospectus in next 2 weeks
- Make membership more self-serve by end of March
- Get at least 5 Silver, 2 Gold, and 1 Platinum signed by end of April

Marketing Update

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Announcement Takeaways

- **Extremely positive response for Rust community**
- **Very diverse international response, particularly in the media**
- **Distinct audience from rustlang**
- **Extremely high engagement rate**

Opportunities for Growth

- Fix and improve meta tags on the website
- More explanatory content on Foundation goals and operations on the website
- Improve membership funnel on the website
- Better highlight members' interests in and participation in Rust

Social Stats: Twitter

	Tweets	Top Tweets	Tweets and replies	Promoted		Impressions	Engagements	Engagement rate

Rust Foundation @rust_foundation · 20h

💯💯💯 "A programming language [gets] better through more, not less, diversity in perspectives."

"Popular programming languages: How Rust's community makes it a different, safer bet" @mjasay for @TechRepublic

techrepublic.com/article/popula…
View Tweet activity

Impressions: **14,449** Engagements: **615** Engagement rate: **4.3%**

Rust Foundation @rust_foundation · Mar 3

The Q12021 @redmonk PL rankings are out, and @rustlang has moved up a spot to 19th ✨

redmonk.com/sogrady/2021/0… / @sogrady
View Tweet activity

Impressions: **16,172** Engagements: **575** Engagement rate: **3.6%**

Rust Foundation @rust_foundation · Feb 8

Hello World! foundation.rust-lang.org/posts/2021-02-…
View Tweet activity

Impressions: **840,068** Engagements: **21,042** Engagement rate: **2.5%**

Social Stats: LinkedIn

Update engagement ❓ Time range: **Feb 1, 2021 - Mar 7, 2021** ⌄ Show: 10 ⌄

Update title	Posted by	Created	Impressions	Video views	Clicks	CTR	Reactions	Comments	Shares
Popular programming languages: How Rust's community makes it a different,... All followers	**Ashley Williams**	3/6/2021	194	–	17	8.76%	8	0	1
The RedMonk Programming Language Rankings: January 2021 All followers	**Ashley Williams**	3/3/2021	263	–	36	13.69%	12	0	4
https://www.linkedin.com/feed/update/ur n:li:activity:6772908863122407424 All followers	**Ashley Williams**	3/3/2021	390	–	39	10%	18	1	0
Two weeks ago, we announced ourselves to the world- today we're finally on... All followers	**Ashley Williams**	2/25/2021	1,853	–	93	5.02%	68	1	7

Brand

- Distinct from @rustlang
- Professional voice, still use emojis
- Primary: Open Source economics, operations, and investment
- Secondary: Rust is awesome
- Branding exercise in upcoming onboarding session!

Blog

- "Get to know the Board" campaign starting next Thursday - 1 project, 1 member/week
- Meeting Summaries - 1/month
- "Open Source Thought Leadership" 1/month

Speaking Engagements

- **3/12 Tidelift's Free as in Friday Livesteam**
- **3/23 Berlin Rust&Tell**
- **3/31 Microsoft's Ds3**

Goals

- Add director pages in next 2 weeks
- Blog post March 23th on Developer Rebate Program
- Add "about" page with FAQ restructured as educational prose by end of March
- Complete "Get to know the Board" blog campaign by Mid-April