



# ADOPTIUM

## Program plan 2023 - By Quarter

Approved: October 2022

Q1 Review: April 2023

Community Call - April 2023  
Jie Kang and Carmen Delgado

# Program Objectives

[2023 Program plan pdf](#)  
[Lightning talk presenting program plan 2023](#)



# Program objectives

1. Vibrant Healthy Projects

2. Increase Product Usage

3. Innovation that Matters

4. Grow Membership and Involvement

1. Ensure Adoptium projects thrive by providing excellent community health, technical resource, and marketing support for their success.
2. Establish Adoptium as the industry's top vendor-neutral source of secure, high-quality open source Java runtimes.
3. Identify technical collaboration opportunities across Eclipse projects and beyond.
4. Increase the developer and working group membership to further grow our inclusive, diverse, and robust community.



# Program plan Strategies and Tactics By Quarter



# Q1: Good - OK - To Improve

## Good

Growth  
community  
health.

Continue Security  
Work.

DONE: 42% (5/12)

## OK

Prepare work for  
AQAvit release.

Collaboration to  
improve testing.

IPR: 50% (6/12)

## To Improve

Building alliance  
with other projects  
and members,  
around using  
Temurin

NOT STARTED: 8%  
(1/12)



# 1. Vibrant Healthy Projects

Program Goal	Objectives	Q1	Q2	Q3	Q4
Ensure Adoptium's projects thrive by providing excellent community health, technical resource, and marketing support for their success.	1.1 Continue to engage with Adoptium community and growth through student programmes, public availability of tasks and responsibility, and closer engagement with external projects.	DONE			
	1.2 Ensure information dissemination throughout the Adoptium community by consistently sharing plans and operations data to ensure a common goal.	DONE			
	1.3 Create a longer term marketing plan for the Adoptium brand focused on enterprise user audience.	DONE			
	1.4 Increase promotion of the work of the community through marketing, amplification, and representation based upon an agreed marketing plan.	DONE			
	1.5 Build associations across Eclipse Foundation and beyond to deliver Java runtime technology needs.	DONE			

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# 1. Vibrant Healthy Projects - Q1

Program Goal	Objectives	STATUS	Comments
Ensure Adoptium's projects thrive by providing excellent community health, technical resource, and marketing support for their success.	1.1 Continue to engage with Adoptium community and growth through student programmes, public availability of tasks and responsibility, and closer engagement with external projects.	DONE	Outreachy program Jan-Mar 2023
	1.2 Ensure information dissemination throughout the Adoptium community by consistently sharing plans and operations data to ensure a common goal.	DONE	Lightning talks: <a href="#">#175 Wiki</a> .
	1.3 Create a longer term marketing plan for the Adoptium brand focused on enterprise user audience.	DONE	<a href="#">Adoptium marketing plan</a> <a href="#">Enterprise Flyer Temurin</a> <a href="#">Adoptium Press Release</a> <a href="#">Enterprise Pitch Deck</a>

# 1. Vibrant Healthy Projects - Q1

Program Goal	Objectives	STATUS	Comments
<p>Ensure Adoptium's projects thrive by providing excellent community health, technical resource, and marketing support for their success.</p>	<p>1.4 Increase promotion of the work of the community through marketing, amplification, and representation based upon an agreed marketing plan.</p>	DONE	<p>Social media sharing, videos, and articles: <a href="https://newsroom.eclipse.org/eclipse-newsletter/2023/january">https://newsroom.eclipse.org/eclipse-newsletter/2023/january</a></p>
	<p>1.4 Build associations across Eclipse Foundation and beyond to deliver Java runtime technology needs.</p>		



# 2. Increase Product Usage

Program Goal	Objectives	Q1	Q2	Q3	Q4
Establish Adoptium as the industry's top vendor-neutral source of secure, high-quality open source Java runtimes.	2.1 Achieve industry recognized secure software engineering goals in SSDF and SLSA frameworks to enable users to mitigate risk and ensure compliance.	IN PROGRESS (IPR)	SLSA 3	Reproducible Builds	SLSA 4
	2.2 Further promotion and education of the Github actions, containers, API, marketplace, and distribution managers supporting Temurin availability.	IPR			
	2.3 Targeted alliances around the usage of Temurin in middleware and popular framework stacks.	NOT STARTED			
	2.4 Develop and distribute marketing materials to clearly communicate the AQAvit value statement to enterprise users, architects, and technical execs.	IPR			

# 2. Increase Product Usage

Program Goal	Objectives	STATUS	Comments
Establish Adoptium as the industry's top vendor-neutral source of secure, high-quality open source Java runtimes.	2.1 Achieve industry recognized secure software engineering goals in SSDF and SLSA frameworks to enable users to mitigate risk and ensure compliance.	IN PROGRESS	<p>As part of Q2 plan, Adoptium will be part of an Audit process</p> <p>SLSA 3: Has been paused for the recent past while SLSA is working through their 1.0 specification (on RC2 atm). 19/04 SLSA 1.0 <a href="#">released</a>.</p> <p>SSDF: Preparing Phase 1</p>
	2.2 Further promotion and education of the Github actions, containers, API, marketplace, and distribution managers supporting Temurin availability.	IN PROGRESS	Not much progress. Will need to target some blogs and marketing material

# 2. Increase Product Usage

Program Goal	Objectives	STATUS	Comments
Establish Adoptium as the industry's top vendor-neutral source of secure, high-quality open source Java runtimes.	2.3 Targeted alliances around the usage of Temurin in middleware and popular framework stacks.	NOT STARTED	
	2.4 Develop and distribute marketing materials to clearly communicate the AQAvit value statement to enterprise users, architects, and technical execs.	IN PROGRESS	<a href="#">EF Newsletter article - January 2023</a> Preparing AQAvit 1.0 release, with a 1.0 definition and press release ( <a href="https://github.com/orgs/adoptium/projects/26/views/4">https://github.com/orgs/adoptium/projects/26/views/4</a> )

# 3. Innovation that Matters

Program Goal	Objectives	Q1	Q2	Q3	Q4
Identify new technical collaboration opportunities across Eclipse projects and beyond.	3.1 Grow AQAvit definition to reflect working group areas of interest, business demands, and technical dependencies.	IPR			
	3.2 Utilize temporal results for testing trend analysis and prediction. Enhancing the testing summary service capabilities to optimise triage tasks.	IPR			
	3.3 Provide resources to facilitate optimal Java development experiences and devops integration. Actively seek out new opportunities.				
	3.4 Engage with Foundation projects and beyond to define reference architectures for runtime technology stacks and verticals aligned with working group areas of interest (emerging processors, edge, IoT, automotive, etc.).	IPR			

# 3. Innovation that Matters - Q1

Program Goal	Objectives	STATUS	Comments
Identify new technical collaboration opportunities across Eclipse projects and beyond.	3.1 Grow AQAvit definition to reflect working group areas of interest, business demands, and technical dependencies.	IN PROGRESS	Added new security tests in IQ.
	3.2 Utilize temporal results for testing trend analysis and prediction. Enhancing the testing summary service capabilities to optimise triage tasks.	IN PROGRESS	Improvements were added to TRSS, including Rerun capabilities, initial AzDo support and getBuildStages API ( <a href="#">see PRs in IQ</a> )
	3.4 Engage with Foundation projects and beyond to define reference architectures for runtime technology stacks and verticals aligned with working group areas of interest (emerging processors, edge, IoT, automotive, etc.).	IN PROGRESS	Asciidoc Collab.  Installer testing with Mercedes Benz.

# 4. Vendor-neutral marketplace

Program Goal	Objectives	Q1	Q2	Q3	Q4
Provide a vendor-neutral marketplace for eligible Working Group members to promote high-quality Java runtimes.	Ensure that the marketplace continues to be useful and relevant to the publishers.				
	Provide further tracking, marketing and distribution opportunities for participating publishers.				
	Verify marketplace publishers AQA vit results and utilise the data in bug analysis and prediction.				

# Project Priorities

Github Q1 planning: <https://github.com/orgs/adoptium/projects/24/views/1>



# Q1: Good - OK - To Improve

## Good

Release time and process.

DONE: 36% (8/22)

## OK

Working group funding.

Marketing plan and awareness.

IPR: 59% (13/22)

## To Improve

Participate in programs for educating and advancing our community.

Only build secondary platforms at LTS versions.

NOT STARTED: 5% (1/22)





# 1. Working Group Resource Primary Focus

Program Goal	Objectives	Q1	Q2	Q3	Q4
Deliver secure, high-quality, and timely Temurin binaries on core platforms	1.1.1 Core platforms are defined by the Adoptium PMC (see later slide).	JDK 20 DONE		JDK 21	
	1.1.2. Temurin's supported binaries are derived from OpenJDK long term supported source streams and the latest dev stream release. Presently that is 8u, 11u, 17u.	DONE			
	1.1.3. The duration of community supported binaries is defined by the Adoptium PMC and shown on the Adoptium website.	DONE			

Release scorecard: <https://github.com/adoptium/adoptium/wiki/Adoptium-Release-Scorecards>

# 1. Working Group Resource Primary Focus - Q1

Program Goal	Objectives	STATUS	Comments
Deliver secure, high-quality, and timely Temurin binaries on core platforms	1.1.1 Core platforms are defined by the Adoptium PMC (see later slide).	DONE	Issue: <a href="#">#199</a> Status: <a href="#">#202</a> Retro: <a href="#">#200</a>
	1.1.2. Temurin's supported binaries are derived from OpenJDK long term supported source streams and the latest dev stream release. Presently that is 8u, 11u, 17u.		
	1.1.3. The duration of community supported binaries is defined by the Adoptium PMC and shown on the Adoptium website.		

# 1. Working Group Resource Primary Focus

Program Goal	Objectives	Q1	Q2	Q3	Q4
Budget and resources first call is on the primary focus area	1.2.1. Maintain sufficient infrastructure and community focus to allow the Adoptium TLP to deliver the primary focus area.	IPR			
Maintain and promote the AQAvit verified Java SE binaries in the marketplace	1.3.1 Operate and promote the marketplace containing a wide range of binaries that pass the Java SE TCK and the AQAvit Quality Verification Suite criteria.	IPR			

# 1. Working Group Resource Primary Focus- Q1

Program Goal	Objectives	STATUS	Comments
Budget and resources first call is on the primary focus area	1.2.1. Maintain sufficient infrastructure and community focus to allow the Adoptium TLP to deliver the primary focus area.	IN PROGRESS	Process improvements, Funding campaign.
Maintain and promote the AQAvit verified Java SE binaries in the marketplace	1.3.1 Operate and promote the marketplace containing a wide range of binaries that pass the Java SE TCK and the AQAvit Quality Verification Suite criteria.	IN PROGRESS	Some general marketing social media Campaigns, based on this video <a href="https://youtu.be/KB3bVsr_ssY">https://youtu.be/KB3bVsr_ssY</a> and general Adoptium articles: <a href="https://newsroom.eclipse.org/eclipse-newsletter/2023/january">https://newsroom.eclipse.org/eclipse-newsletter/2023/january</a> , <a href="https://newsroom.eclipse.org/eclipse-newsletter/2023/january/eclipse-adoptium-2022-review-and-2023-roadmap">https://newsroom.eclipse.org/eclipse-newsletter/2023/january/eclipse-adoptium-2022-review-and-2023-roadmap</a>

## 2. Secure Supply Chain and Software Eng.

Program Goal	Objectives	Q1	Q2	Q3	Q4
Secure software development and supply chain management	2.1.1 Meet demands of the <u>NIST SSDF framework</u> across four themes	IPR			
	2.1.2. Achieve SLSA Level 4 accreditation of Adoptium's supply chain level for primary platform software artifacts.	IPR	SLSA		SLSA 4

# 2. Secure Supply Chain and Software Eng. - Q2

Program Goal	Objectives	STATUS	Comments
Secure software development and supply chain management	2.1.1 Meet demands of the <u>NIST SSDF framework</u> across four themes	IN PROGRESS	Issue <a href="#">#120</a> , more issues " <a href="#">security</a> " label  Phases developed by Steward, hoping to achieve them every 2 months or so.
	2.1.2. Achieve SLSA Level 4 accreditation of Adoptium's supply chain level for primary platform software artifacts.	IN PROGRESS	Issue: <a href="#">#160</a> .  SLSA 3: Has been paused for the recent past while SLSA is working through their 1.0 specification (on RC2 atm)  SLSA v1.0 <a href="#">released</a>  SSDF: Preparing Phase 1 <a href="https://github.com/adoptium/adoptium/issues/120#issuecomment-1443690953">https://github.com/adoptium/adoptium/issues/120#issuecomment-1443690953</a>

## 2. Secure Supply Chain and Software Eng.

Program Goal	Objectives	Q1	Q2	Q3	Q4
Binary identical build verification with complete Software Bill of Materials	2.2.1. Further enhance Temurin build process to facilitate external build verification and audit through byte-level reproducible build processes.				
	2.2.2. Publish a comprehensive SBOM describing the deliverables, and build environment used to create them.				
Enhancements to compliance testing	2.3.1 Explore options such as automation of the manual tasks and broader community engagement to reduce the time to complete compliance testing, improving our time to market, and reducing developer workload.	IPR			

## 2. Secure Supply Chain and Software Eng. - Q1

Program Goal	Objectives	STATUS	Comments
Enhancements to compliance testing.	2.3.1 Explore options such as automation of the manual tasks and broader community engagement to reduce the time to complete compliance testing, improving our time to market, and reducing developer workload.	IN PROGRESS	January release was done in 2 weeks. Main platforms under 2 days.  March also done in 2 weeks. 2/3 platform under 2 days goal.



### 3. Enable Additional Areas of Community Interest

Program Goal	Objectives	Q1	Q2	Q3	Q4
Additional platforms (as resources allow we will also support development and delivery activities on secondary and “in-development” platforms, as defined by the Adoptium PMC).	3.1.1 As resources allow we will also support development and delivery activities on secondary and “in-development” platforms, as defined by the Adoptium PMC.	IPR			

# 3. Enable Additional Areas of Community Interest - Q1

Program Goal	Objectives	STATUS	Comments
Additional platforms (as resources allow we will also support development and delivery activities on secondary and “in-development” platforms, as defined by the Adoptium PMC).	3.1.1 As resources allow we will also support development and delivery activities on secondary and “in-development” platforms, as defined by the Adoptium PMC.	IN PROGRESS	January release included AIX  build-up to Java 21 GA date  Risc-V / Windows aarch64

# 3. Enable Additional Areas of Community Interest

Program Goal	Objectives	Q1	Q2	Q3	Q4
Additional code streams.	3.2.1 As resources allow we will support the build and test (but not JCK or release) other code streams beyond the core and secondary platforms.	IPR			
	3.2.2. Other code streams include, for example, Bisheng, Corretto, Dragonwell, and SAPMachine plus early access code stream of OpenJDK projects, for example, Loom and Panama.	IPR			
	3.2.3. The principle reason for using these code streams is to allow diverse derivatives in the community, and ensure our code is flexible enough to support them.	IPR			

# 3. Enable Additional Areas of Community Interest - Q1

Program Goal	Objectives	STATUS	Comments
Additional code streams.	3.2.1 As resources allow we will support the build and test (but not JCK or release) other code streams beyond the core and secondary platforms.	IN PROGRESS	These goals read generically and more ongoing; there isn't a specific action item for them and there isn't really a "Done" that will appear.
	3.2.2. Other code streams include, for example, Bisheng, Corretto, Dragonwell, and SAPMachine plus early access code stream of OpenJDK projects, for example, Loom and Panama.	IN PROGRESS	
	3.2.3. The principle reason for using these code streams is to allow diverse derivatives in the community, and ensure our code is flexible enough to support them.	IN PROGRESS	

# 4. Strategic Marketing Activities

Program Goal	Objectives	Q1	Q2	Q3	Q4
Create a long-term marketing plan for Adoptium	4.1.1 Build upon Adoptium's success and reputation in the industry to further establish the Adoptium brand around our principles and objectives.	IPR			
	4.1.2. Target enterprise organizations, architects, and technical execs with a value statement for a free, open, and durable Java solution. Aim to grow membership and participation in the working group.	IPR			

# 4. Strategic Marketing Activities - Q1

Program Goal	Objectives	STATUS	Comments
Create a long-term marketing plan for Adoptium	4.1.1 Build upon Adoptium's success and reputation in the industry to further establish the Adoptium brand around our principles and objectives.	IN PROGRESS	<a href="#">Adoptium marketing plan</a> <a href="#">Enterprise pitch deck</a> Adoptium press-release (feb): <a href="#">link</a> Adopters page project and testimonials: <a href="#">#1565</a>
	4.1.2. Target enterprise organizations, architects, and technical execs with a value statement for a free, open, and durable Java solution. Aim to grow membership and participation in the working group.	IN PROGRESS	<a href="#">New members pipeline</a>

# 4. Strategic Marketing Activities

Program Goal	Objectives	Q1	Q2	Q3	Q4
Build relationships with leading projects dependent upon Java runtimes.	4.2.1 Engage with influential brands and projects to provide fit for purpose runtime solutions.	IPR			
Promote AQAvit	4.3.1 Celebrate the vendors providing AQAvit-verified runtimes in the marketplace and ensure the ecosystem understands the value of that verification achievement.				
	4.3.2 Build the reputation of AQAvit as an open, trusted quality test suite and framework that vendors should look to verify their runtimes, and that end users and businesses should demand when selecting their Java runtime.	IPR			

# 4. Strategic Marketing Activities - Q1

Program Goal	Objectives	STATUS	Comments
Build relationships with leading projects dependent upon Java runtimes.	4.2.1 Engage with influential brands and projects to provide fit for purpose runtime solutions.	IN PROGRESS	Used Q1 to unify the message about Temurin, Adoptium, AQAvit, etc.  Need more funding, or members help.
Promote AQAvit	4.3.2 Build the reputation of AQAvit as an open, trusted quality test suite and framework that vendors should look to verify their runtimes, and that end users and businesses should demand when selecting their Java runtime.	IN PROGRESS	Not a Q1 priority, but it was of <a href="#">Eclipse January Newsletter</a> .



# 5. Accelerate Innovation

Program Goal	Objectives	Q1	Q2	Q3	Q4
Raise awareness of Adoptium Incubator.	5.1.1 Promote the further participation in incubator projects to enable exploration and evaluation of new technical areas.				
Participate in programs for educating and advancing our community.	5.2.1 Continue to sponsor and mentor student programs for new participants, students, and researchers.	DONE			
	5.2.2 Promote project opportunities to solve interesting and challenging problems in the scope of the project, including test analysis, secure software development and distribution, enhanced performance and modern workload optimisation.	NOT STARTED			

# 5. Accelerate Innovation - Q1

Program Goal	Objectives	STATUS	Comments
Participate in programs for educating and advancing our community.	5.2.1 Continue to sponsor and mentor student programs for new participants, students, and researchers.	DONE	Outreachy. GSoC and GSoD submissions.
	5.2.2 Promote project opportunities to solve interesting and challenging problems in the scope of the project, including test analysis, secure software development and distribution, enhanced performance and modern workload optimisation.	NOT STARTED	

# 5. Accelerate Innovation

Program Goal	Objectives	Q1	Q2	Q3	Q4
Focus on faster delivery.	5.3.1 Innovate in infrastructure, processes, and techniques for faster delivery of Temurin runtimes.	DONE			
	5.3.2. Continue to monitor and record key points in all Adoptium processes to determine opportunities.	DONE			

# 5. Accelerate Innovation - Q1

Program Goal	Objectives	STATUS	Comments
Focus on faster delivery.	5.3.1 Innovate in infrastructure, processes, and techniques for faster delivery of Temurin runtimes.	DONE	January release was done in 2 week  March JDK20 release <a href="#">#218</a> within target, completed 1day.  <a href="#">Scorecard</a>
	5.3.2. Continue to monitor and record key points in all Adoptium processes to determine opportunities.		

# 6. Consider Stopping

Program Goal	Objectives	Q1	Q2	Q3	Q4
Builds for platforms with minimal download count or customer interest.	6.1.1 Adoptium builds 16+ platforms and collects direct download statistics for each. Platforms need to be individually evaluated for their effort-to-benefit ratio and considered for elimination.				
	6.1.2. The greatest cost to the project is the release work required. Releasing an individual platform across all four major Java versions represents about 4 days of engineering time every release. With 4-6 releases a year that is about 16-24 days that could be saved and used to implement fixes and enhancements that have long term benefit to the project.				

# 6. Consider Stopping

Program Goal	Objectives	Q1	Q2	Q3	Q4
Builds for platforms with minimal download count or customer interest.	6.1.3. Move AIX and zSeries into secondary platform status. These platforms have low download counts, and the technical projects struggle to resource them in machine and triage/release engineers. These should be moved from primary to secondary platform status.	DONE			
Only build secondary platforms at LTS versions.	6.2.1 Some platforms do not utilise Java versions that are not LTS supported. Focus effort on LTS releases for those platforms reducing the work there.	DONE			

# 6. Consider Stopping - Q1

Program Goal	Objectives	STATUS	Comments
Builds for platforms with minimal download count or customer interest.	6.1.3. Move AIX and zSeries into secondary platform status. These platforms have low download counts, and the technical projects struggle to resource them in machine and triage/release engineers. These should be moved from primary to secondary platform status.	DONE	<a href="https://github.com/adoptium/adoptium/issues/202">https://github.com/adoptium/adoptium/issues/202</a>
Only build secondary platforms at LTS versions.	6.2.1 Some platforms do not utilise Java versions that are not LTS supported. Focus effort on LTS releases for those platforms reducing the work there.	DONE	Steering and Project management committee are reviewing the LTS for new releases.  Program plan LTS supported platform have been updated.

# Program plan

## Key Metrics





# Key Performance Indicators

Metric	October 2022	March 2023
<a href="#">Direct Downloads of Temurin Releases</a> <a href="#">Downloads of AdoptOpenJDK+Temurin</a>	75.9M 412M	136.43 M 438.72 M
Committers across all Adoptium Projects	10 ( <a href="#">Adoptium TLP</a> ) 21 ( <a href="#">Temurin</a> ) 16 ( <a href="#">AQAvit</a> ) 25 ( <a href="#">Temurin compliance</a> ) 3 ( <a href="#">Mission Control</a> ) 13 ( <a href="#">Incubator</a> ) --- 88 TOTAL	13 ( <a href="#">Adoptium TLP</a> ) 21 ( <a href="#">Temurin</a> ) 15 ( <a href="#">AQAvit</a> ) 28 ( <a href="#">Temurin compliance</a> ) 4 ( <a href="#">Mission Control</a> ) 4 ( <a href="#">Migration Tool</a> ) 13 ( <a href="#">Incubator</a> ) --- 98 TOTAL
<a href="#">Weekly active Slack members</a> (within last 30 days)	125	110
<a href="#">Working Group Members</a>	12	11

# Key Performance Indicators

Metric	October 2022	March 2023
<a href="#">Sponsors</a>	3 agreements 6 GitHub	3 agreements 9 GitHub
<a href="#">AQAvit Validated Runtimes in Marketplace</a>	6	6
<a href="#">Blogs on adoptium.net</a>	17	24
Release the primary platforms within 2 days of the final OpenJDK source code being available.	0	January CPU: Jan: 1/3 JDK 20: Mar: 3/3 ( <a href="#">Release Status</a> ) <a href="https://github.com/adoptium/adoptium/wiki/Adoptium-Release-Scorecards">https://github.com/adoptium/adoptium/wiki/Adoptium-Release-Scorecards</a>
Release the secondary platforms within 7 days of the source code availability.	0	January CPU: 6/7 JDK 20 ( <a href="#">Release Status</a> ): Mar: 4/3 - pending 3

# Marketing plan Update



# Marketing Objectives / Strategies

## 1. Membership and Sponsorship Growth

- Define target audience: Developer, Business Tier, Decision makers.
- Onboarding experience

## 2. Adoptium as a solid brand

- Content generation
- Promotion
- PR

## 3. Technical Collaborations

- Evaluate Eclipse projects.
- Evaluate members projects.

## 4. Promote AQAVit

- Prepare support documentation, videos and material.
- Promote AQAVit as brand
- Events, etc.



# Timeline priorities

	Q1	Q2	Q3	Q4
1. Membership and Sponsorship Growth	DONE			
2. Adoptium as a solid brand	DONE			
3. Technical Collaborations				
4. Promote AQAVit	DONE			



# Timeline priorities - Q1

	Status	Comments
1. Membership and Sponsorship Growth	DONE	<ul style="list-style-type: none"><li>- <a href="#">Enterprise Deck</a>.</li><li>- New members pipeline</li><li>- Message definition</li><li>- <a href="#">Temurin One pager</a></li></ul>
2. Adoptium as a solid brand	DONE	<ul style="list-style-type: none"><li>- <a href="#">Message Definition</a></li><li>- <a href="#">Press Release</a></li></ul>
3. Technical Collaborations		<ul style="list-style-type: none"><li>- Not part of Q1</li></ul>
4. Promote AQAVit	DONE	<ul style="list-style-type: none"><li>- <a href="#">Release roadmap and task defined</a></li></ul>



# Key Performance Indicators

<b>Metrics</b>	<b>Goal (Realistic)</b>	<b>Goal (Ideals)</b>	<b>Q1</b>
Linkedin Followers (B2B)	200	1000	167
Social media avg. posting (monthly posting)	4	6	10
	12	12	10
Blog posting YTD	14	18	2
Case studies	1	2	0
Testimonials Business Users (Video + Written)	2	4	0
Members (Enterprise Level)**	5	8	2
Members (Strategic Level)**	10	12	7
Sponsorship (€ or #)**	6	12	3
	20	30	9

# Key Performance Indicators

<b>Metrics</b>	<b>Goal (Realistic)</b>	<b>Goal (Ideals)</b>	<b>Q1</b>
Virtual Events (lighting talks, Webinars) 1 mo lighting talk + Webinar	13	14	4
Events F2F	0	2	0
Named Adopters	10	25	0



# Members Participation



# Working Group Member Asks

- **Follow and engage with @ on Twitter and LinkedIn**
  - Please use #adoptium hashtags whenever relevant in your posts
  - Ask your company's social media manager to follow and RT from official handles including @adoptium
  - Please share news and updates with your own personal networks
- **Share your project-related news and announcements with news@eclipse.org**
  - Let us know 4-6 weeks in advance of a newsworthy project milestone, so we can draft an announcement, pitch to media, and/or schedule briefings with Mike Milinkovich and the Project Lead
- **Author blog posts that mention Adoptium or related projects**
  - Write a post about your experience as a member of the Adoptium community
  - We welcome posts that talk about your commercial enhancements and value from the Adoptium work
- **Share your use cases and success stories with news@eclipse.org**
  - Let us know how you are using Temurin
- **Volunteer to give a webinar / host a virtual meetup**
  - Fill out this form: <https://forms.gle/KJQ7T3a3V5NZPLEdA>
  - Virtual meetups managed through meetup.com: <https://www.meetup.com/Virtual-Eclipse-Community-MeetUp/>
- **Submit talks to CFPs for Adoptium awareness in conference and meet-ups**





# Thank you!