

CNCF Ambassador Mid Year Survey 2023

Last Updated 11.29.2023

Updated by Katie Greenley





Survey Open - August 1, 2023
Survey Close - September 5, 2023

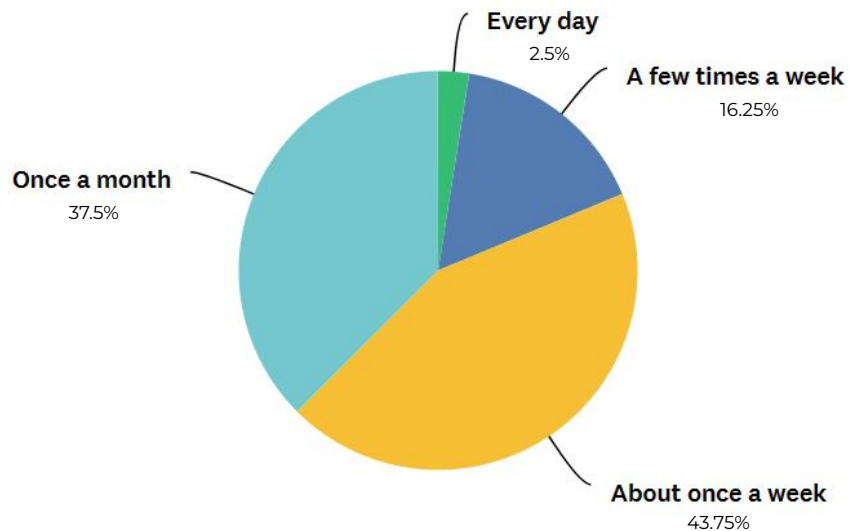
80 out of 155 Ambassadors responded (51.6%)

Results



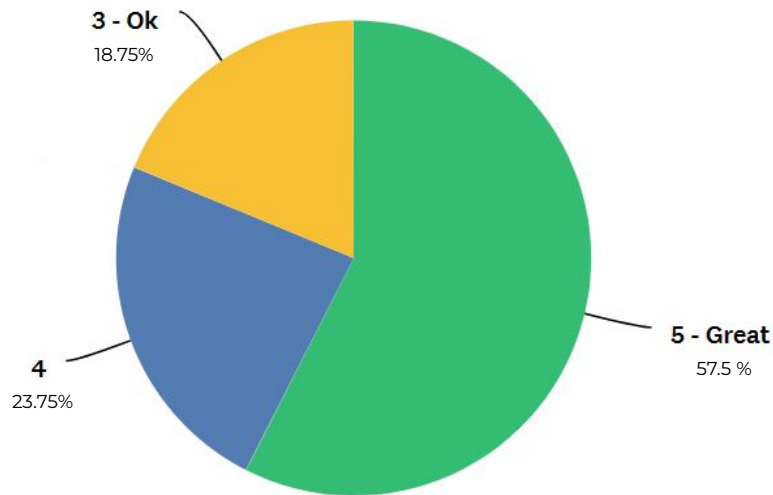
How often would you like the CNCF team to communicate with you?

Answered: 80 Skipped: 0



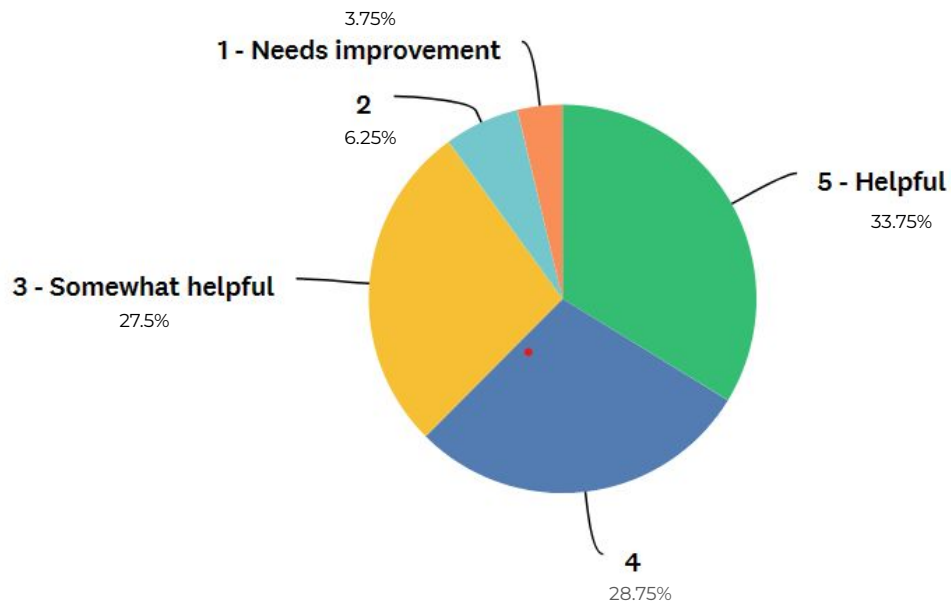
I would rate the communication from the CNCF team as the following:

Answered: 80 Skipped: 0



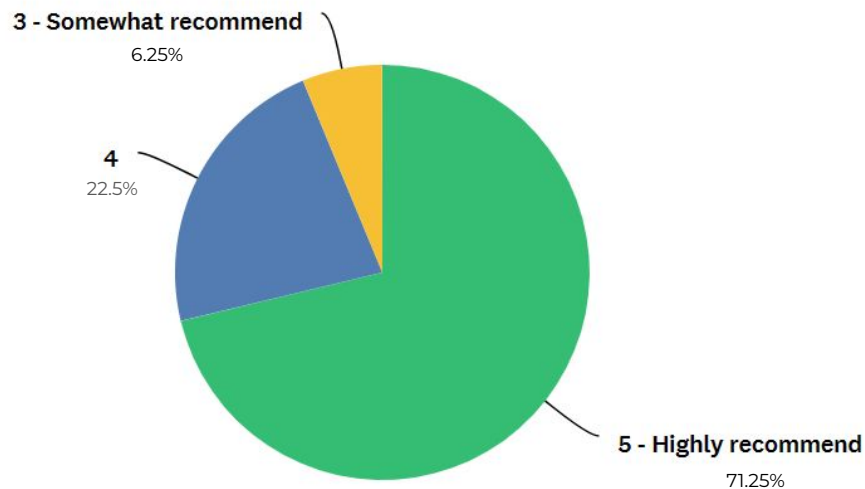
I would rate the monthly check in surveys as the following:

Answered: 80 Skipped: 0



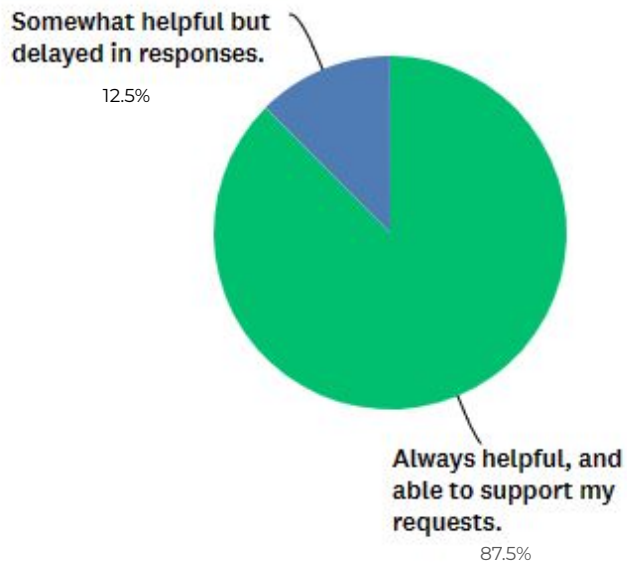
I would recommend the CNCF Ambassador program to other people in the community:

Answered: 80 Skipped: 0



When I need help or have a question the CNCF team is:

Answered: 80 Skipped: 0



Ambassador Insights



Feedback

Room for Improvement on Communication:

- *On thing I often struggle with is finding information. Yes, there is the ambassador repo and there is some information there, but most information is shared on Slack and it can easily get lost. It would be nice to share information in a central place (either a github repo or some other site) that is searchable, information can be placed in categories (for instance various events, cfp links, codes for discounts, etc). tldr more structured and searchable information source*
- *Maybe just a me thing but I find the ambassador Slack channel overwhelming, I would prefer an announcements-only channel and switch conversations over to a mailing list. I think I'm in the minority here though but wanted to raise this up*



Feedback

Suggestions for the Future:

- *Monthly CNCF Swag Store vouchers instead of payment and reimbursement. (Shipping to Europe takes 1/3 of the monthly value). I also would like to see more ambassadors that are not company's advocate. That's their job, most (if not all) posts and talks are about the product/company and not CNCF or it's projects. CNCF has one of the most active community and we have for sure a bunch of people out there spreading the "pure" CNCF word.*
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- *Possibly create "birds of a feather" groups...match up folks and have smaller get-togethers for folks in the observability space, etc. Our larger meetings can be a bit overwhelming.*



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Feedback

Suggestions for the Future:

- *I would like to see encouragement towards more coordinated outreach programs from the ambassadors. It feels like many of us operate in silos right now, taking our work together back to individual/local programs, when we could be working together on broader and more global programs. I realize this should be driven by the ambassadors for content ideas, but the idea of coordination could be pushed by the program. I would also like to see some more formal onboarding for new ambassadors versus those of us who have been part of the program for a while. Things like "here's how to use bevy", "here's how to use the ticketing system and what it can/can't do", "here's where all the important calendars are", etc. It could even be a good refresher for those of us who haven't used various capabilities in a while. Maybe that sort of training happened and I just didn't see it because I'm not new, but it feels like it would be valuable.*
- *It would be nice to have a starter pack with basic resources to enhance our ambassadorship effort (CNCF one pager, initiatives etc) that we can share with new joiners of the Community.*



Feedback

Suggestions for the Future:

- First and foremost, I would like to thank you for being a part of the CNCF Ambassador program. It has been an incredible journey that has enriched my knowledge, skills, and connections within the cloud-native community. The experiences and learning I have gained as a CNCF Ambassador are truly invaluable, and I am immensely proud to represent such a prestigious program. I want to take a moment to reflect on the significance of being a CNCF Ambassador. The role comes with immense responsibilities and a dedication to promoting cloud-native technologies, fostering community growth, and sharing knowledge across various platforms. It's a commitment that requires time, energy, and effort, which I have gladly invested. I have found great joy and personal satisfaction in contributing to the community's growth and success. However, the current duration of the CNCF Ambassador program, which is limited to one year, might not fully align with the depth of commitment and effort that ambassadors invest. While the rewards are unquestionably fulfilling, the constraints of balancing day-to-day work commitments and personal life alongside ambassadorial responsibilities can sometimes be challenging to manage within a one-year timeframe. I want you to know that I would like to offer the CNCF Ambassador program's duration to two years. This extension would allow ambassadors to immerse themselves more deeply in their roles, establish more robust connections, and have a more enduring impact on the cloud-native community. It would also provide ambassadors ample time to plan and execute initiatives, engage in meaningful collaborations, and comprehensively contribute to the CNCF's overarching mission.*



Feedback

It's a Rave!

- *Currently, the program is well-structured and there is enough support for us :-)*
- *I really appreciate this program. Y'all seem to provide more hands-on help than my coworker who is a Microsoft MVP gets, which is pretty darn impressive for a small organization. Keep up the good work!*
- *You are doing a great job!*
- *I'm pleased with it*



Follow-Up Actions



Post-Survey Initiatives

Implement Weekly Newsletter	November 2023
Update GitHub	December 2023
Create Template + Resources for Ambassadors	Q1 - 2024
Create Subgroups Based on Interest	Q1 - 2024
Ambassador Introductions via Podcast/Videos	Q1 - 2024





Thank you

