Request for Support:
Strategic Advisory Council
"StAC"

Executive Summary

"Establish an active advisory council that engages the PMCs and provides relevant, strategic input to Eclipse planning activities."

- People from Architecture, Planning and Requirements Council are eligible and encouraged to participate
- Requirements Council will be responsible for tangible deliverables from the work of the council

Proposal

Be it resolved that a working group known as the "Strategic Advisory Council" (StAC), comprised of participants from the Architecture, Planning and Requirements Councils shall be created.

The EMO shall designate a chair to organize and manage the yearly meeting cycle of the StAC and the Strategic Membership agree to dedicate resources and participate. Tangible artifacts will be delivered at a Plenary in line with the June F2F board meeting.
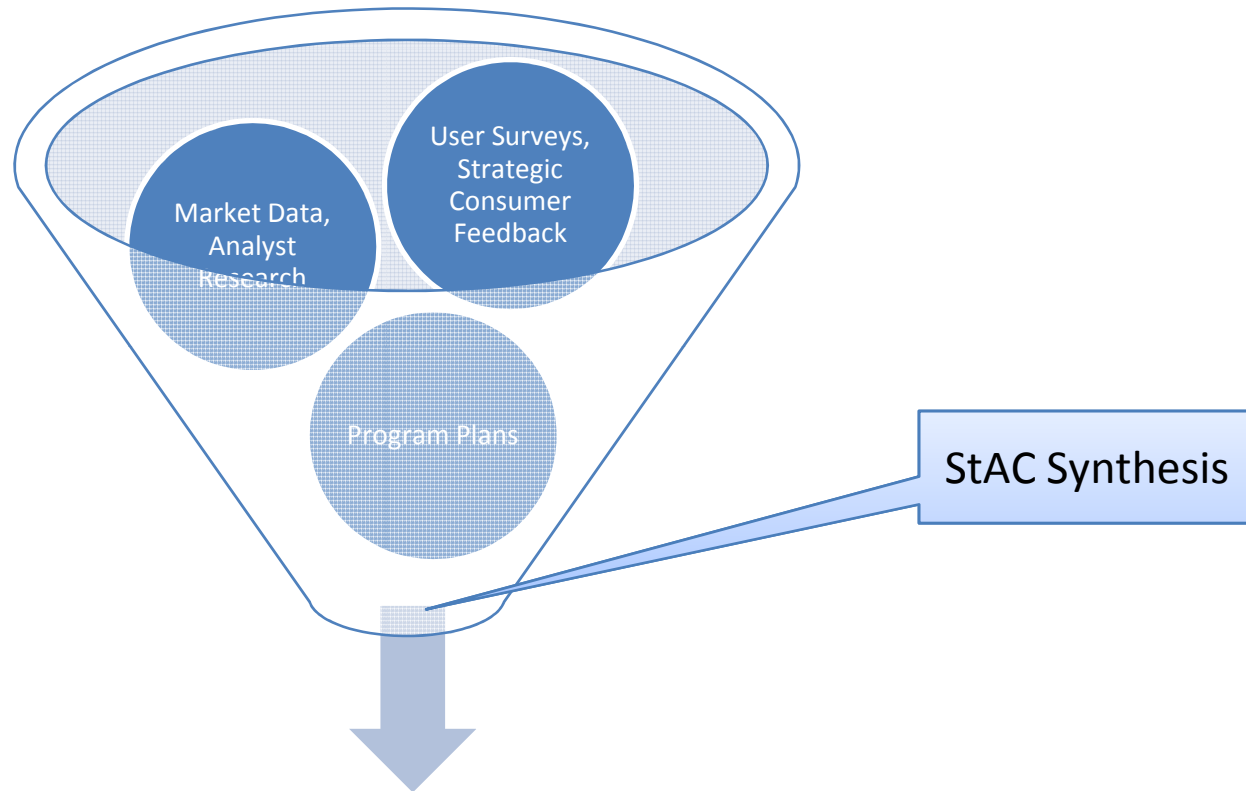
BACKGROUND

StAC Objectives

Solicit

Synthesize

Advise

StAC Objectives

Market Data, Analyst Research

User Surveys, Strategic Consumer Feedback

Program Plans

StAC Synthesis

Advice Artifacts

*more details on Artifacts later

StAC Objective

- Solicit and gather strategic input from multiple sources including
  - Eclipse technology Consumers, Strategic Consumers
  - Market research, Market data, industry trends, Market Forces
  - Disruptive technology trends
  - Input from EMO – i.e., Program information
  - User surveys
- Synthesize data
  - Brainstorming, prioritization, business case analysis
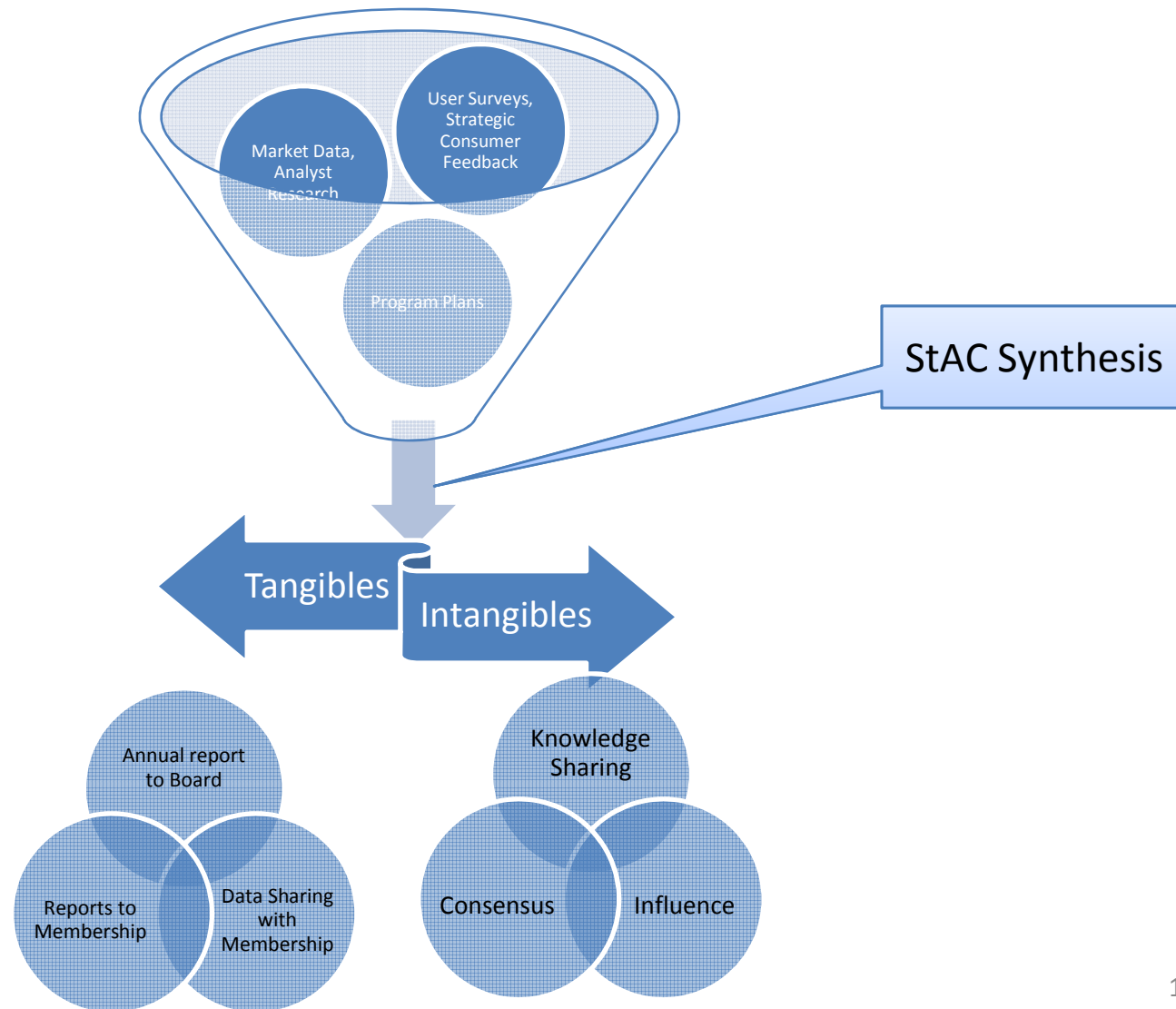- Advise PMCs/Board/EMO on trends, threats and opportunities

What StAC is *not*

- Not Setting *Requirements*
  - Projects set their own requirements
- Not acting as *Reporters*
  - Advice artifacts are for membership, board
- Not responsible for maintaining a live "*T&P*" document or *Road Map*

StAC Outputs

- Soft Output (Intangible)
  - Knowledge sharing and dissemination amongst participating PMCs and Stakeholders – annual cycle of meetings and deliverables synced with release trains
  - Building mindshare and consensus on threats, weaknesses and opportunities
  - Influence future data gathering priorities
  - A vehicle for Strategic Consumers to influence Eclipse Activities

- Hard Output (Tangibles)
  - Annual presentation to the Board (June): "Threats, Weaknesses, Opportunity Assessment" 1.5 year horizon.
  - Additional assessments as warranted
  - Reports / data gathered during gathering and synthesis process

StAC Outputs

Market Data, Analyst Research

User Surveys, Strategic Consumer Feedback

Program Plans

StAC Synthesis

Tangibles

Intangibles

Annual report to Board

Reports to Membership

Data Sharing with Membership

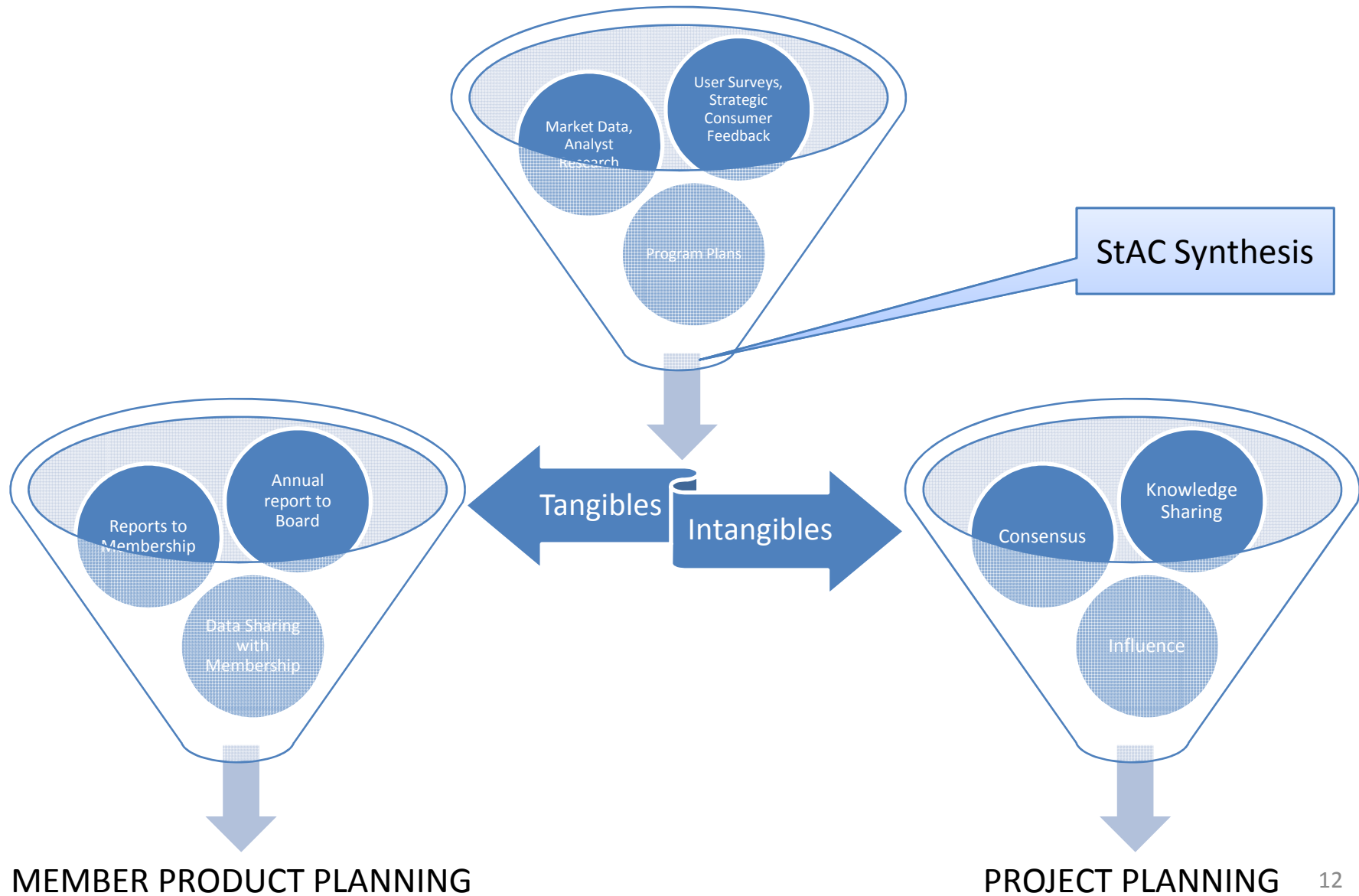Knowledge Sharing

Consensus

Influence

StAC

Benefits to Participants:

- Access to relevant market data

- Access to insights from

  - Analysts

  - Peers in Eclipse community

- Ability to influence

…to help Strategic Members with planning

…to help PMCs with project planning

StAC Benefits

StAC Synthesis

Market Data, Analyst Research

User Surveys, Strategic Consumer Feedback

Program Plans

Reports to Membership

Annual report to Board

Data Sharing with Membership

Tangibles

Intangibles

Consensus

Knowledge Sharing

Influence

MEMBER PRODUCT PLANNING

PROJECT PLANNING

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StAC Composition

- Membership
  - Designates from Strategic Membership
    - Via Requirements Council
  - PMC Representatives from Strategic Members
  - Other interested parties from AC/PC
- "Ideal" Attendee profile ("Constituency"):
  - People who drive individual project direction
  - People able to translate market data into strategic planning
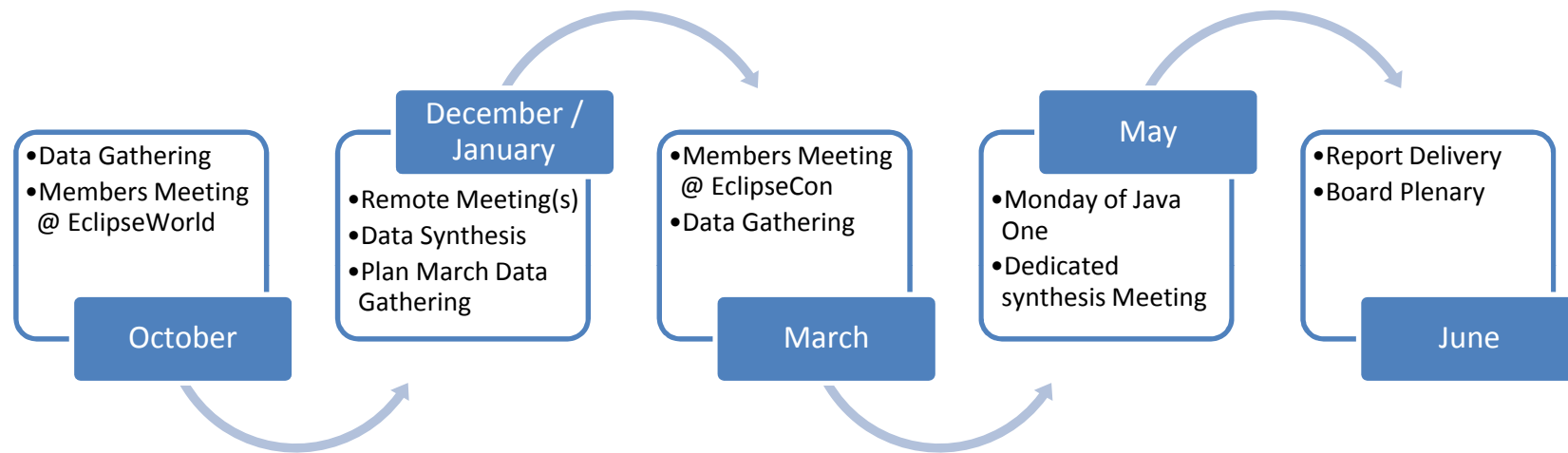   - I.e., "Product Manger" skills/role from Strategic Members

StAC Composition

Strategic Member Appointees

(via Requirements Council)

•Market Analysis

PC + AC

•PMCs
•Project Leadership

+

→
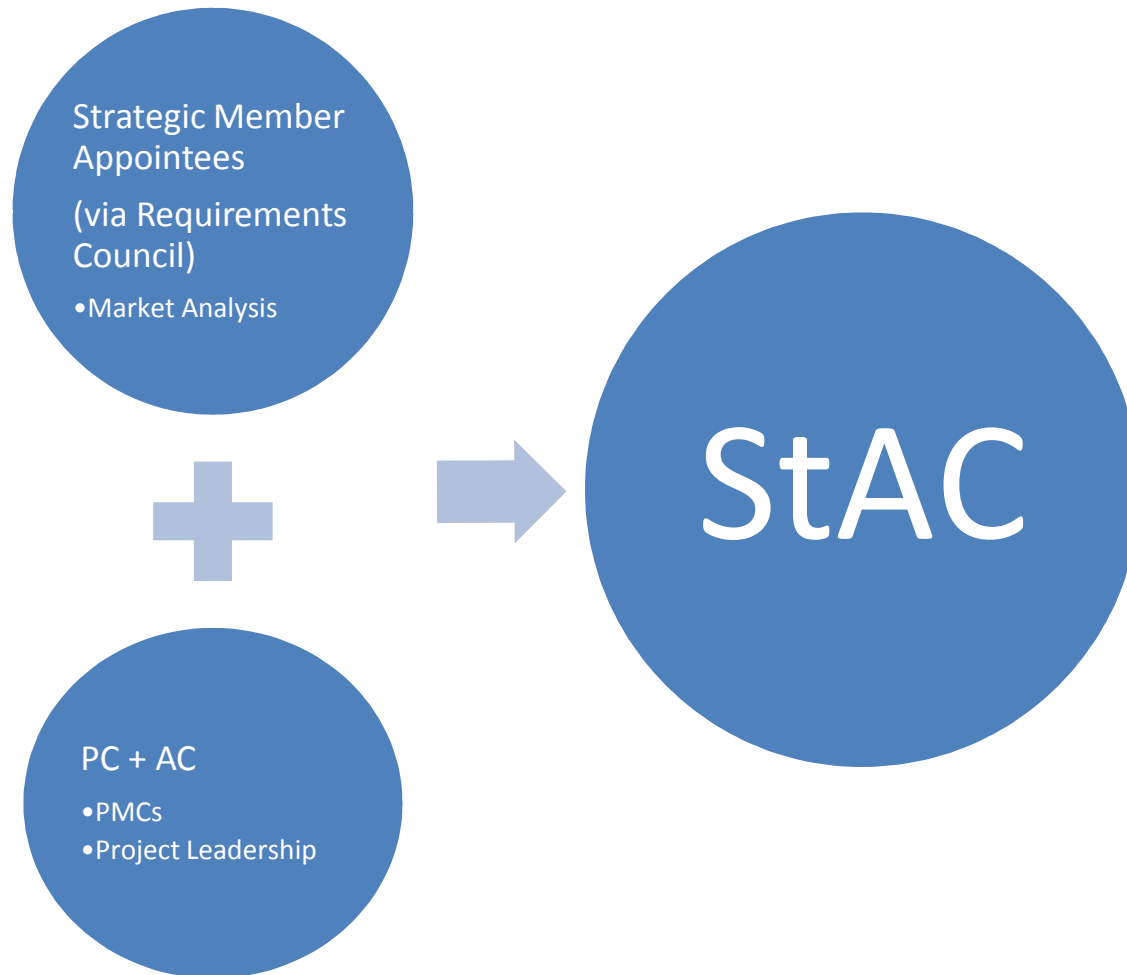
StAC

StAC Meeting Cycle

- October – Members Meeting (aligned w/ EclipseWorld)
  - Data Gathering
- December/January – Remote meeting (Web Conference)
  - Planning Agenda/Speakers for March Members Meeting
  - Preliminary Draft
- March – Members Meeting (EclipseCon)
  - Data Gathering
  - 2009 -> Meeting on Friday of EC
- May – F2F Synthesizing (Monday of Java One)
  - Data Gathering
  - Synthesizing
  - Final Draft
- June Board Meeting
  - Main Deliverable Report / Presentation @ a Plenary

StAC Annual Cycle

October
- Data Gathering
- Members Meeting @ EclipseWorld

December / January
- Remote Meeting(s)
- Data Synthesis
- Plan March Data Gathering

March
- Members Meeting @ EclipseCon
- Data Gathering

May
- Monday of Java One
- Dedicated synthesis Meeting

June
- Report Delivery
- Board Plenary

July – October
- Traditional down-time for project and product planning

Typical Agenda Contents

- Agenda
  - Market share data (Evans / Forrester / IDC)
  - Industry trends (Industry Expert, insight into a trend that we might not be able to easily grok ourselves)
  - Futures – Innovative insight – help trying to predict longer term trends
  - Business Case for participating in trends
    - i.e., PMCs, SC
  - Strategic Consumer "Pitch" – Present
  - EMO Vision (groked from Program Plan)

Shortened 2008 Meeting Schedule

- March 2008 – Members Meeting
  - Do survey "forward looking" / "user satisfaction" leading up to EC
  - External "cust sat" surveys – possible presenters?
- May 5 (Monday of JavaOne)?
- June Board Meeting
  - Main Deliverable Presentation

FURTHER READING:

BRAINSTORMING AND NOTES

Current RC Role

- Themes and Priorities

- Issue Tracking

- Knowledge Sharing

Brainstorming

- 1.5 year horizon "Vision"
- Level of detail on T&P too high to be relevant
- Get data, brainstorm and discuss data
- We need a mechanism to do strategic planning.   We need a mechanism for consumers to contribute to the strategic planning.
- "Pull model", not push model – at best, "influence"

Brainstorming

- Market research, Data, information roll-up, industry trends, Market Forces
- Input into EMO – i.e., specific verticals
- Committer survey

Outputs

- Create tangible package / bundle that PMC, PC and Project Leads use for project planning
  - Or not – let's not get focused too much on tangible output, could be "soft"
- Summary of Market Trends
  - May or may not be project specific
- "Inbound marketing"
- "Absorb and reflect"
- Communication Path

Road Map

- What's going to happen in future trains
- Take project plans for next releases, extract directions, generalize

Naming

- [Strategic | Member] Advisory Council
- Strategic Planning [Council]
- Customer Advisory [Board | Council]
- Strategic Advisory Council

Constituency

- "Involved in the Projects"
- Do not overlap with PC meetings

Meeting Schedule

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