The open & neutral home to grow the JavaScript and web ecosystem

Robin Ginn, Executive Director, OpenJS Foundation
CHALLENGE

How do you keep the JavaScript ecosystem trustworthy and modern for its astronomical user base?
1.8 billion websites
97% use JavaScript

SOURCES:
https://www.internetlivestats.com/total-number-of-websites/
https://w3techs.com/technologies/history_overview/client_side_language/all
“Unsurprisingly, for the eighth year in a row, JavaScript has maintained its stronghold as the most commonly used programming language.”

Source: 2020 Stack Overflow Insights
Adoption
Promote the widespread adoption and continued development of key JavaScript and web solutions and related technologies.

Collaboration
Facilitate collaboration to foster growth and innovation.

Open governance
Support open governance models and social structures to sustain accountability and trust.

Reliable infrastructure
Host and provide financial support for collaborative project infrastructure for quality and reliability of code.

Open and accessible web
Enable an open and accessible web through advancement of projects and strategic partnerships.

Goals to incubate and sustain a healthy JavaScript ecosystem
OpenJS projects are critical to the web and beyond
Incubation Projects Onboarding

- Adopt OpenJS Code of Conduct
- Transfer IP
- Document infrastructure
- Update Governance
- Add disclaimers, ie crowdfunding

Ready project for OpenJS staff support: marketing, infra, legal
Our members support our projects
Our policies prioritize stability and openness.

- Discussions held in the open to the greatest extent possible.
- Decision-making encouraged at all levels.
- Outreach beyond our members to bring in new projects.
- Leadership collaboration in standard-setting process with ECMA and W3C.
Our governance model gives a strong voice to our projects.

Umbrella organization designed for projects to operate independently.

Neutrality and support removes friction to help projects grow.
OpenJS Foundation structure

Board of Directors
- Sets mission and technical policy
- Defines scope of initiatives, technical vision, and direction
- Funds the organization
- Marketing and strategic vision

Cross Project Council
- Sets technical governance and procedures
- Admits new projects
- Acts as a resource to projects

Developer Community
- Developer communities
- Communicate back requirements
- Board & CPC meetings broadcast live on YouTube

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Membership Benefits

Organizations join the OpenJS Foundation because they want to take an active role in supporting the growth and evolution of the JavaScript and web ecosystem.

OpenJS Membership Provides:

01 Community Engagement for Project Sustainability

02 Marketing Amplification and Brand Awareness

03 Thought Leadership
# Marketing Amplification

## Technical & Thought Leadership

**OpenJS Foundation Blog**
- Project-driven tech info
- Milestone announcements
- Program announcements
- Case studies

## Culture & Community

**OpenJS AMAs**
- Community interviews
- Diverse perspectives

**OpenJS in Action**
- Case studies

## Direct to Community

**Permission-based lists**
- Features, news and promotions to share
- 31K mailing list

## Social Media

**Twitter, LinkedIn, YouTube**
- Foundation and project-level channels
- @openjsf 359K Twitter Followers

## Events

**OpenJS World**
- Flagship event 2020, 2021
- June, Virtual Experience
- Collab Summits built-in

## Web Content & Curations

**www.openjsf.org**
- Vendor neutral website for OpenJS Foundation
- Supported by Linux Foundation web policies
Node.js Professional Certification Program

Developed in partnership with NodeSource & Nearform.
Proctored remotely via streaming and screen sharing.
Training program rolling out.
Now available in Chinese.
Foundation assistance for open source projects

- Governance, Policies, etc.
- Ongoing business development and membership recruitment
- Membership management

- Technical decision making
- Project life cycle
- Release processes

- CI/CD infrastructure using open source best practices
- Release engineering, DevOps
- Security and reliability

- Evangelism and marketing/outreach projects
- Events bringing developers, users and solution providers together
- Help the project training developers and administrators, establish professional certification programs

- Code provenance
- Trademark management
- IP Policy, license scanning, IP defense
We have trained millions of students through free and paid online training, online skills certification, and on-site e-learning.

We gathered over 45,000 attendees from over 12,000 organizations across 113 countries in 2019.

We manage IP for the world's most important tech and have some of the world's top source legal team in house.

We have trained millions of students through free and paid online training, online skills certification, and on-site e-learning.

We have designed and implemented both software and hardware testing and certification programs.

We have the largest share of voice of any open source foundation and a proven method to build large scale developer programs.

We host the infrastructure that develops the world's largest software communities and provide release management, IT ops, and support.

In addition to massive peer review, our projects are regularly audited and pen tested. We offer bug bounties, dependency analysis, and code scanning.
Collaborative R&D Pays

It is a competitive advantage for companies to allow developers to contribute.

“New research by Assistant Professor Frank Nagle, a member of the Strategy Unit at Harvard Business School, shows that paying employees to contribute to such software boosts the company’s productivity from using the software by as much as 100 percent, when compared with free-riding competitors.”

https://hbswk.hbs.edu/item/the-hidden-benefit-of-giving-back-to-open-source-software
## Foundation membership levels

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
<th>Eligibility</th>
<th>Representation</th>
<th>Tax Deductibility</th>
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<tbody>
<tr>
<td><strong>PLATINUM</strong></td>
<td>$250k</td>
<td>For organizations who wish to have participate directly in the business of running the Foundation.</td>
<td>Appoint board representative.</td>
<td>Yes.</td>
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<td>Eligible for role of Chairperson or Vice Chairperson.</td>
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<td>Appoint voting representative to each Member committee.</td>
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<td>Program discounts.</td>
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<td><strong>GOLD</strong></td>
<td>$50k – $100k</td>
<td>For organizations who wish to support the Foundation’s activities, ensuring financial and operational stability.</td>
<td>Elect board representative.</td>
<td>Yes.</td>
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<td>Eligible for other board roles.</td>
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<td>Appoint voting representative to each Member committee.</td>
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<td>Program discounts.</td>
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<td><strong>SILVER</strong></td>
<td>$5k – $25k</td>
<td>For organizations who wish to raise their visibility in Foundation marketing activities.</td>
<td>Elect board representative.</td>
<td>Yes.</td>
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<td>Eligible for other board roles.</td>
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<td>Appoint voting representative to each Member committee.</td>
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<td>Program discounts.</td>
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<tr>
<td><strong>ASSOCIATE</strong></td>
<td>No charge, No representation</td>
<td>For nonprofit organizations whose mission is substantially aligned with the goals of the Foundation.</td>
<td>No board representative.</td>
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<td>Participate in each Member committee as observer.</td>
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Join our world to shape the future of JavaScript

- Grow the pool of resources for the communities we all rely on.
- Improve on security and trust.
For any questions about the OpenJS Foundation, please email rginn@openjsf.org
@rginn206

THANK YOU!