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Learning Networks Program Review

May 2015

Agenda

Q2 & Q3:

1. Goals
2. Key Initiatives
3. Key Challenges / Discussion Questions
4. Mozilla Clubs Deep Dive

2015 Goal: Learning Networks

Goal	KPI	Current status
Deepen learning networks	500 cities	124 *(May 26)*

** all cities w/ ongoing learning network activity, Clubs, Hives, etc.*

Q1 goals (recap)

Q1 goal	Result	Comments
Test new Mozilla Clubs model in 20 cities	24	Developed and tested “Web Literacy basics” curriculum.
Increase # of Hive cities from 7 to 10	11	Added Vancouver, Denver, Mombasa, Bangalore.
Retain volunteers recruited last year (goal 4k)	2,486	Better CRM / data collection will aid retention going forward.

Q2 goals

Q2 goal	Current status	Comments
Increase # of Mozilla Clubs to 100	51	Honing offering and training Regional Coordinators.
Increase # of Hive networked cities to 15	11	On track for 15 (+ Waterloo, Manchester, Portland, Vizag)
Develop new curriculum	Testing Privacy and JavaScript Basics; developing Webmaker App mini-curriculum.	On track. Incorporating partner and contributor-developed content.

Q2 Key Initiatives

Initiative	Comments
Clubs	**Regional Coordinators:** Onboarding 16 volunteer RCs to drive Clubs growth. **Packaging:** Defining and clarifying Club offering and workflows. **Curriculum:** Developing kits for Clubs in different learning settings. Developing/testing Privacy, Webmaker App (Souktel), JavaScript curriculum. Curating existing “Teach like Mozilla” curriculum. **Hiring:** Product Director of Curriculum. Possibly: Curriculum Developer.
Hive	**Cities:** New cities planning launch events, building membership, seeking funding. **Clubs:** Matching Hives with Mozilla Clubs volunteer roles. **Curriculum:** Developing exemplars of existing Hive models, projects and impact. **Funding:** Working towards sustainability. Developing fundraising toolkit.
teach.moz.org	**CTAs:** Iterating site/optimizing for Maker Party promo. Focus on 3 core CTAs: pledge to teach, browse lesson plans, start a Club. **Horizontal comms:** Building features to enable connections between community members. **Clubs:** Improving process of applying to be a Mozilla Club and getting connected to an RC. **Tools:** Adding X-Ray Goggles and optimizing Thimble as featured teaching tools.

Q2 Key Initiatives

Initiative	Comments
Badges	**Platform:** Implement cred.ly as the back end of our badge issuing platform.
Maker Party	**Prep:** Focusing on campaign as activation for Mozilla Clubs and new city activity. Adding promotional banner to teach.mozilla.org and webmaker.org. Began initial communications. Highlighting three activities from Clubs curriculum as key CTAs.
MozFest	**Prep:** Call for proposals and ticket sales goes live in June. Planning program retreat with wranglers and partners. Creating documentation on "How to MozFest."

Q3 goals

Q3 goal	On track? Blockers?	Comments
Grow to 300 Clubs	On track	Maker Party plus growing to 30 Regional Co-ordinators.
Hive	HOLD	Dependency on funding. Focus on sustainability. Build and package resources for spread and scale.
Launch 10 badges	On track	Dependent on Cred.ly implemenation

Q3 Key Initiatives

Initiative	Comments
Clubs	Campaign and spread. Continue to iterate and refine club offering. Begin to sell Clubs package to partners.
Hive	Continue to provide support to new Hive Learning Communities. Document and package best practices and curriculum. Ship updates to Hive Cookbook.
teach.moz.org	Horizontal communication. (Users, groups, curriculum.)
Badges	Launch and issue badges.
Maker Party	Outreach, recruiting, celebration.
MozFest	Space Wranglers shape schedule.

Key Challenges

- **Brand:** Confusion about learning brands (Hive, Clubs, Webmaker, Maker Party). Working toward common brand architecture by EOY.
    - **Current status:** Shipped messaging/blog posts to signal Learning Networks and Webmaker split. Made plan for supporting legacy tools and communicated it to public. Continue to evolve team structure and practice to give unified brand practical value
    - **Next steps:** Depend on broader Mozilla / Mozilla Academy plan.
- **North star metric:** Have at least one core metric that ties to the Mozilla-wide 'relationships that advance the open web' KPI.
    - **Current status:** Focusing on gathering *qualitative* data via surveys and interviews to better know our audience and hone our strategy. Optimizing teach.mozilla.org for better workflow and data capture.
    - **Next steps:** For 2016, have better tools to help us count and analyze relationship data in a more systematic way.
- **Funding:** Continued efforts in leading and helping raise funds for the work and cover costs.
    - **Current status:** Waiting on MacArthur, NSF, IMLS (tracking positive). Lost World Bank, CIPA, OPC
    - **Next steps:** Work on better process/staffing with Fundraising team, MLN Canada/TO

Update on Product Director of Mozilla Curriculum

- In second round interviews with interesting candidates
- Need to discuss org staffing plans with Ops in relation to emerging Mozilla Academy strategic plan
- Considering more scoped role of curriculum designer to focus immediately on Web Literacy as first step

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Mozilla Clubs

Program Deep Dive

teach.mozilla.org/clubs

Web Literacy Basics

Learners get familiar with reading, writing and participating on the web in this six-part module. Discover the foundations of the web through production and collaboration.

Learning Objectives

The learning objectives underpinning each activity are informed by Mozilla's Web Literacy Map. Complete the activities in sequence, or mix and match for your learners. Need help? Visit our discussion forum to get help and share your experience.

Section 1: Reading the Web

KRAKEN THE CODE

Understanding credibility

Learners use the Internet to solve the mystery of The Kraken, a legendary sea creature, while also learning about search terms, keywords, and how to assess the validity and relevance of web sources.

PING KONG

Understanding web mechanics

For many, "the Internet" is an abstract and overwhelming concept. This activity challenges learners to think concretely about how the internet communicates with a computer.

teach.mozilla.org/activities

Mozilla Clubs Fact Sheet

Introduction

Preamble

Why Mozilla

Why Mozilla Clubs

What is a Mozilla Club

Preamble

Education today is stagnating and does not prepare young people for the future. We are not doing enough to teach digital skills and web literacy.

We live in a world shaped by the culture and technology of the Web. We participate in a global economy that is increasingly in need of jobs that leverage digital skills. Society needs people who think critically, collaborate with one another and grow and thrive in their digital lives.

There are 2.3 billion internet users today, and another billion coming online soon. It is critical that everyone knows how to read, write and participate in the digital world.

Web literacy combined with critical thinking, collaboration, and resilience are as fundamental today as being able to read and write.

mozilla.github.io/learning-networks/clubs

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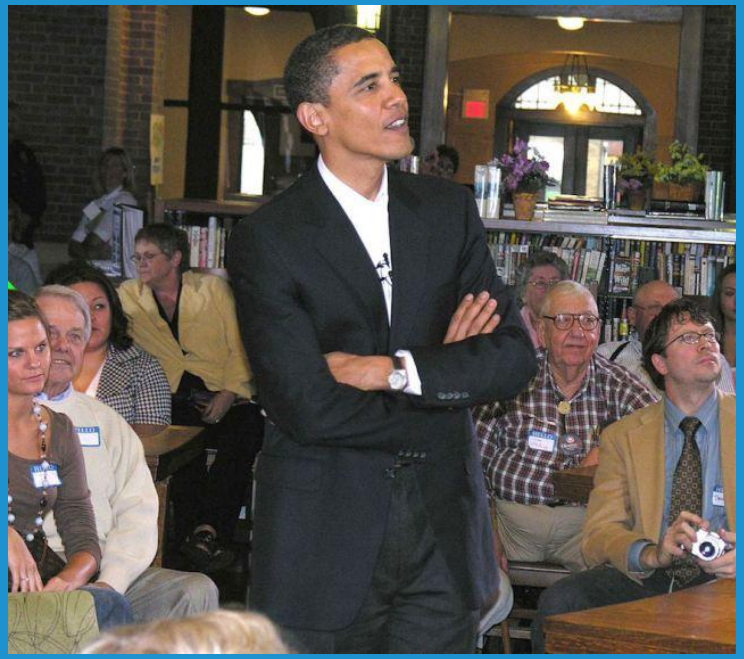
The Organizing Model

From the Inside > Out



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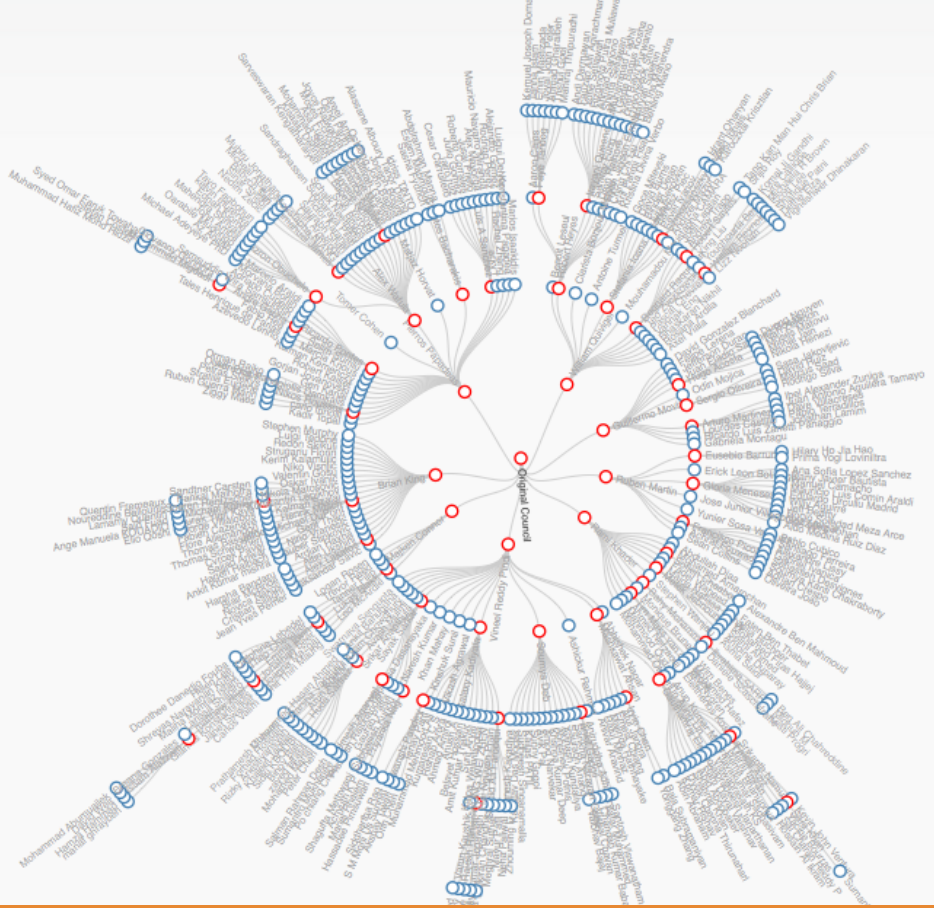
Obama Ground Game

P2PU Learning Community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Vivek Reddy Alla
Ashutosh Rathore
Tanvir Cohen
Sonia Thomas
Rubén Martín
Jose Junior
Yunier Sosa
Erick Leon
Eusebio Barrios
Hilary Ho Ji Hao
Arca Sofia Lopez Sanchez
Odin Mojica
Sergio Oliveira
Daniela Montagu
Ange Manuela
Quentin
Nourdine
Lamar
Stephen Muteti
Kevin Kamau
Niko Vasin
Valentin Gilles
Thomas Ruiz
Hanna Kimani
Jean Vidal
Dorothee Danielle
Shingai Nkomo
Ruby Gonzalez
Mohammad Abuhamad
Hanna Kim
Syed Omar Faruk
Muhammad Hadzi
Michael Adeyeye
Tales Henrique
Samuel Adeyeye
Samuel Oyeniran
Rubén Gonzalez
Kaido
Gaurav Kumar
Khan Mehta
Shashank Sahni
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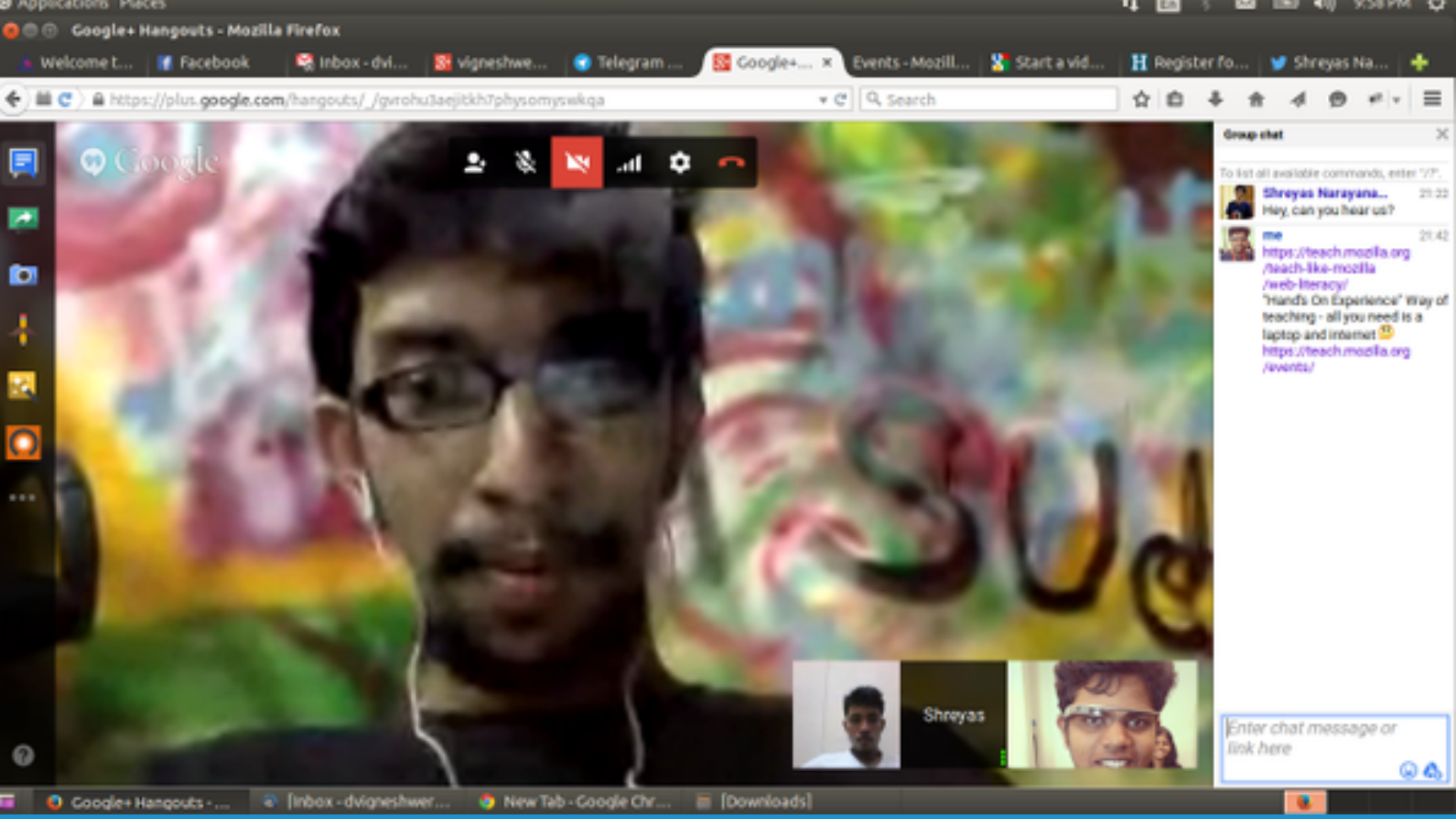
The Organizing Model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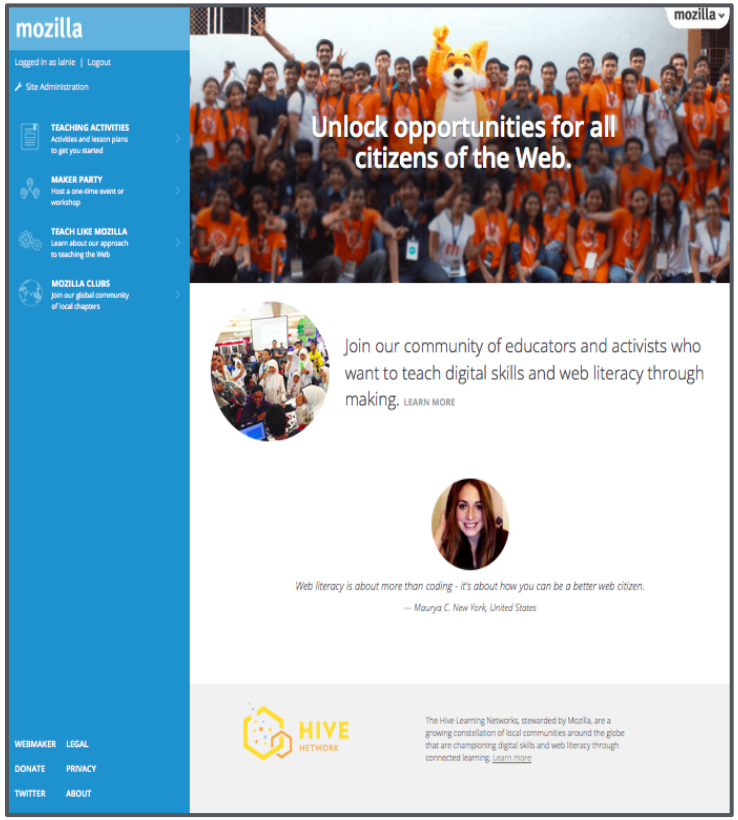
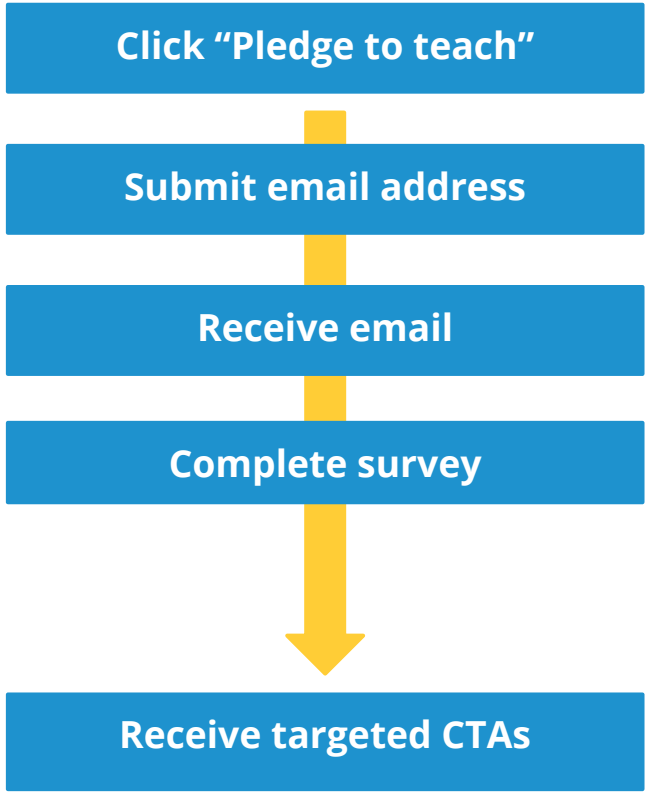
The Go to Market Plan

From the Outside > In



April 22, 2015

May 29, 2015



- Email data capture
- Qualitative data
- Relationship-building
- Targeted CTAs

New low-bar CTA for individuals to “pledge/join”

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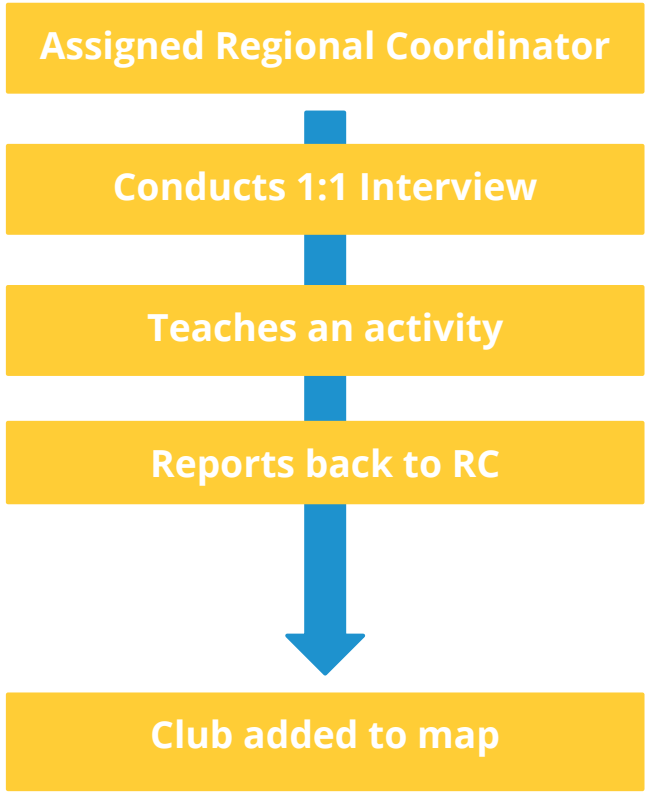


- Potential captains vetted and tested each step.
- Assigned RCs for 1:1 support
- Commitment to timely response

Continued path for Club Captains

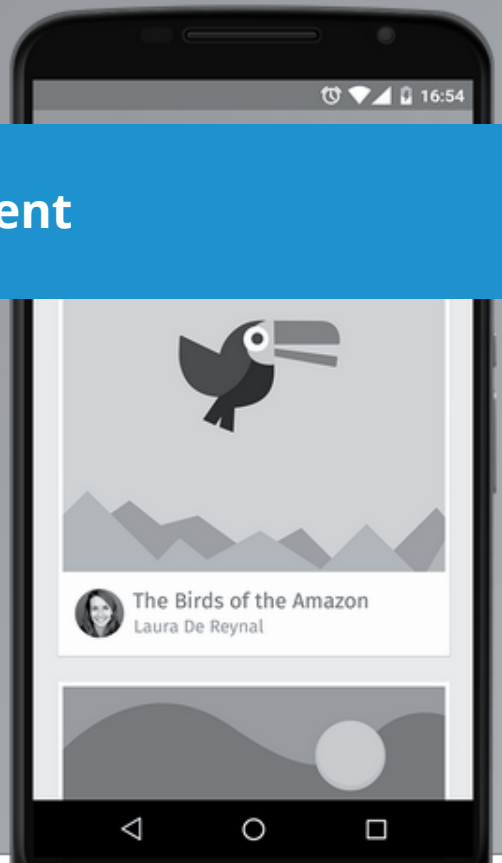
Webmaker

Webmaker Go-To-Market Alignment

Email me when it's ready

GO

By submitting, I agree to Webmaker's **Privacy Policy**.



Forecast to Q3

Discussion

Is it clear why the organizing model is necessary to grow Clubs?

How can we better align with other MoFo/MoCo initiatives or staff?

What other partners or individuals could help seed Clubs with new audiences?