

“Mozilla Fellows”
Strategic Planning - Core Working Team

Q2 2015

Last December, we committed to...

- Crafting an ambitious learning and community strategy (colloquially, 'Mozilla Academy')
- Develop **a leadership development program**, building off our existing Fellows programs
- Our goal: **Build a shared definition of what it means to be a 'fellow' at Mozilla.** Empowering emerging leaders to use Mozilla values and methods in their own work.



What we are doing

- **Forming this core working group** — meet regularly until Whistler
- **To get to a shared definition, we should:**
 - Look at **what is effective** with the Fellows programs we have
 - Look at patterns of other Fellows programs -
 - *e.g. how do others handle creating a shared umbrella with different focus areas?*
 - Create a **common platform** for Mozilla Fellowship
 - *...and how it ties to Mozilla's long-term goals*
 - Develop the operational model and recommendation
- **Let's have a first draft of this by end of Q2 & introduce at Whistler**

Where do we want to land?

- Programs, partners and fellows have a **shared vision and understanding of the value of a Mozilla fellowship**.
- We can **sustainably grow the fellows programs** while **maintaining the integrity** of each community of practice.
- We can **attract new investments** with **evidence of the impact** (collectively and individually) of Mozilla fellowships
- **Make life easier on program leads** — shared application, fellows support & administration, onboarding, and alumni communications across focus areas (news, science, policy, developers, etc.).
- Unlock **scale benefits** and **increase return on each dollar spent** on fellowships programs

What we know

- Mozilla Fellows programs represent the upper tier of a “Mozilla Academy” — identification, development and support of **leaders who are building the web**
- Tied to the “**read, write, participate**” model; **deep experiential learning** tied to communities of practice
- **We have a very celebrated model** (OpenNews Fellows), which is shaping new focus areas (Advocacy, Science, MDN).

What we don't know

- **Where could Mozilla Fellows help?** In which focus areas/communities of practice can Mozilla fellows make a difference?
- Measuring **value to the individual** — exactly how do our Fellows programs **unlock career opportunities & upward mobility?**
- **Benefits & economics of a unified program** — how can we succeed even more by working together? What is the development and investment opportunity?
- **How do we compare to other Fellowship program models?** What's effective and what is not? what are the key themes?

What we need in a Mozilla Fellows strategy

- **a simple definition** of Mozilla Fellow
- ...that aligns with **Mozilla's top line org goals and strategies**
- **...incorporates what we've learned as effective** from our own and other's existing Fellows
- ...and tees up a roadmap for **creating common structure** for attracting and giving talent deep experiential learning, **while maintaining what each community of practice needs.**

Mozilla Fellows Working Group

- **Dan** — news community of practice
- **Dave** — working group manager / advocacy community of practice
- **Kaitlin** — science community of practice
- **Ben** — link to Mozilla Academy planning
- **George** — link to participation
- **Jeff** — research
- **Diane** — link to MDN
- **Bhuvan** — link to Mozilla Academy planning

Mozilla Fellows Working Group

- Dave accountable for **preparation and leading core team meetings**; managing team to final recommendation.
- This team will create **recommendation for Mozilla Fellows**, including model, operations, timeline for change, resource requirements, measurements of impact.
- Jeff to help **conduct research, interview smart outside perspectives** as inputs to recommendation and feedback on the recommendation.
- Ben **responsible for using Fellows working group as input into Mozilla Academy planning**; and vice versa.

From now to Whistler

May

- **Session 1:** Initial framing of Mozilla Fellows & key principles
- **Session 2:** Comparative models

JUNE

- **Session 3:** Imagining the lifecycle of a fellow (in-person)
- Board Meeting (June 4th)
- **Session 4:** Developing deck for Whistler
- **WHISTLER** — Mark presents on Mozilla Academy; incorporates Mozilla Fellows direction

From now to 2016

MAY

- Planning

JUNE

- Whistler

JULY - AUGUST

- Consultation with partners; August Foundations retreat (Ford)

SEPTEMBER

- Operational plan development/recommendation to Board

OCTOBER

- Board approval

NOVEMBER

- MozFest (announce)