

“ReMo”
Mozilla Reps Program
<https://reps.mozilla.org>

Summary Plan v1.0
by William Quiviger

Definition

contributor [/'kɒn'trɪbjʊtə(r)/]

1. a person who is passionate and actively contributes to the Mozilla project (eg. by regularly contributing to SUMO, L10n, QA, Community Marketing, filing bugs, contributing code or to anything Mozilla related on a regular and sustained basis)

Current Snapshot

- No one knows exactly how many active Mozilla contributors there are out there...
 - 📌 rough estimate: 600 - 1000 people in the world who are contributing to the project
 - 📌 impossible to measure the level of commitment of each contributor
 - 📌 project underway to count and locate contributors around the world

Problem: we're not scaling

- ➔ Relatively low increase in number of new active and regular contributors joining the project compared to the number of new users of Mozilla products

Why?

- We are stretched thin and each team has to invent their own tools/processes
- There has been relatively little focus on strengthening and expanding our community of contributors
- Focus has largely been on driving mindshare and increasing Firefox market share
- We have not been providing non-code contributors a clear sense of legitimacy and a clear path forward

Past and Current efforts

- There have been and continue to be many efforts and initiatives to strengthen existing communities of contributors and recruit new contributors
 - ▶ Students Reps, Contribute Page, Mozilla Camp Europe, Inter-community Meetups, Mozilla Meetups, FOSDEM, FOSS events...

But it's not enough...

- As successful as these initiatives have been and continue to be, we're not recruiting as many new Mozilla contributors as we should be
 - ➔ We're just not scaling
 - ➔ We don't have a clear pulse on the existing contributor community
 - ➔ Efforts have been fragmented

Vision

- Mozilla needs to have a much more systematic and structured approach to strengthening and expanding its contributor base



Mozilla needs to create a framework that pushes responsibility to the edges, leverages the power of its passionate contributor community and to help monitor the growth/health of this community



Mozilla needs to build on its credibility and success to inspire like-minded organizations and become *the* world reference in terms of mobilizing and organizing a global volunteer movement



Mozilla Engagement needs to pool its resources and create a common set that can be leveraged by all teams to support their contributors.

Key objective:

- Create a community-driven global network of Mozilla Reps whose responsibilities are to:
 - 📌 represent Mozilla in their region and have a clear understanding of Mozilla in the local tech/social/cultural context
 - 📌 promote the Mozilla Project and our mission
 - 📌 build on existing contributor-building efforts and programs
 - 📌 inspire, recruit and support new contributors
 - 📌 mentor future Mozilla Reps

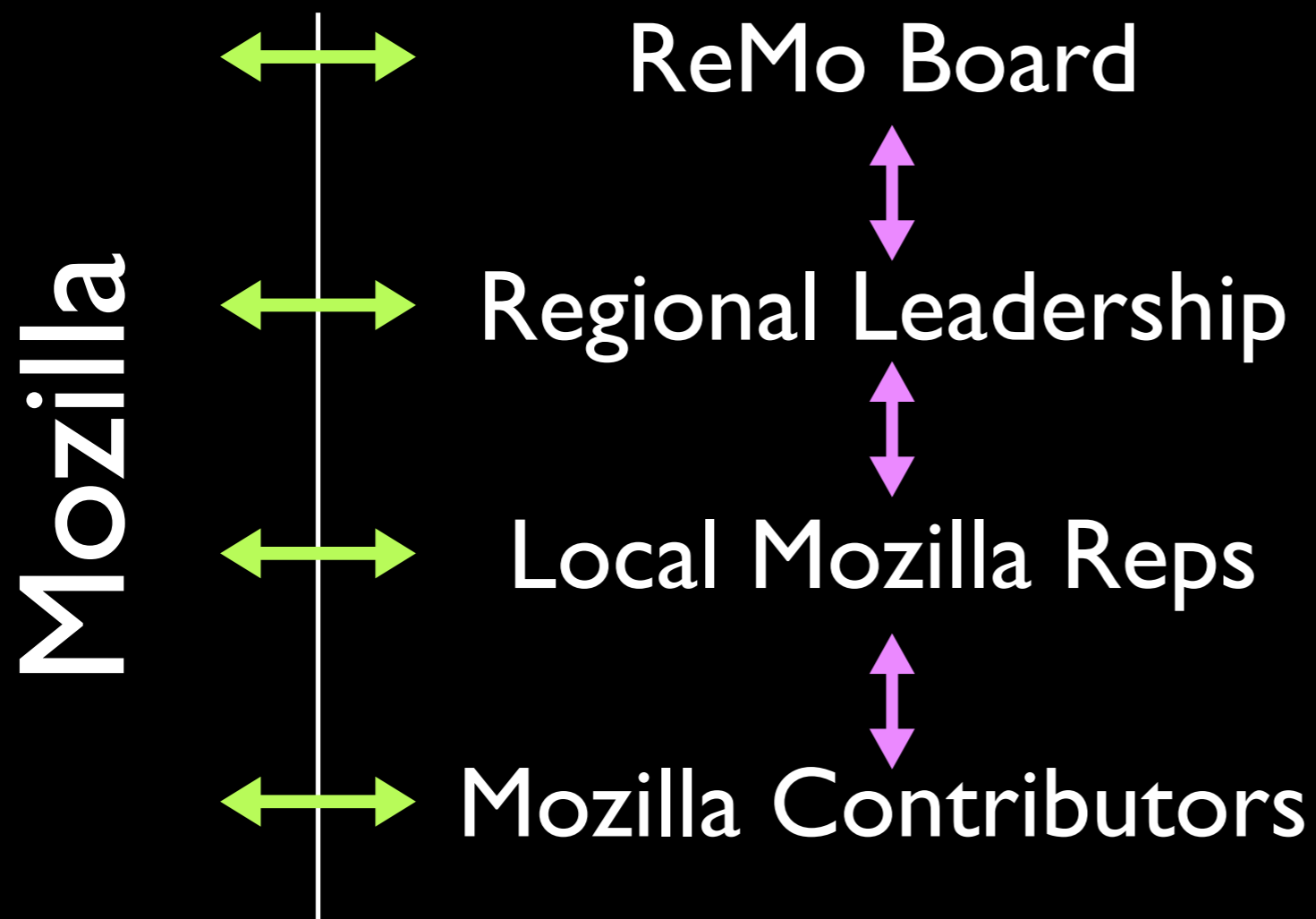
Enter : ReMo

- The Mozilla Reps Program is a program specifically designed inspire, recruit and support volunteer Mozillians to become “official” Mozilla representatives in their region/locale

Key characteristics of ReMo

- open but rigorous membership process
- community-driven (once ReMo has reached mature stage)
- vertical distribution of responsibilities
- structured and well documented
- meritocratic
- regular monitoring/assessment of activity

Program Structure



5 “super” Mozilla Reps (from each region) selected and mentored by
Mozilla staff

5 regions:
LatAm - NA - EU - MEA - Asia

Local MRs designate 3 mentors
for their region who report
to ReMo Board

Mozilla contributors are recruited by
and/or liaise regularly with MRs

Duties and Functions

ReMo Board

1. Provides governance and support structure to assist Mozilla Reps worldwide
2. works closely with Mozilla staff to manage and distribute resources to regions
3. coordinates global activities
4. nominates global membership administrator
5. resolves disputes
6. motivational/inspirational talks and emails

Regional Mentors

1. coordinate regional activities
2. coordinate and manage memberships with global membership administrator
3. coordinate and manage mentorship programs
4. manage swag requests and oversee regional inventory
5. provide budget oversight

Local Mozilla Reps

1. lead local activities
2. lead and manage local mentorship programs
3. requests and distributes swag
4. informs regional leadership of activities
5. regularly blog/communicate about activities

Mozilla Rep local activities

- ✓ Recruit new contributors (regionally & by contribution area)
- ✓ Organize or participate in Mozilla community events
- ✓ Organize Mozilla product release parties
- ✓ Represent Mozilla at project-relevant conferences and speak on Mozilla's behalf
- ✓ Manage local PR relations + blog
- ✓ Mentorship --> lead local training workshops

Why become a MR?

- Be the face of Mozilla and help push the project forward in your country
- Share your passion for Mozilla in an organized, structured and impactful way and fun doing it!
- Gain valuable experience and learn new skills
- Make new friends and network
- Build a reputation within the Mozilla community
- Travel across your country and beyond

ReMo Infrastructure

- Lightweight landing page
- Wiki using new mozilla.org wiki template
- Downloadable resources (ie. slide decks, printable collateral, etc...)
- Mailing lists
- IRC channels
- Locale-specific swag ticketing system (Trac)
- Reimbursement ticketing system (Trac)
- Customizable business cards
- Customizable MR swag
- Reward and Ranking system (based on seniority/level of activity/# of events organized etc..)
- Events calendar

ReMo in the larger scheme of things

- ReMo will be a subset of the Mozilla Community Portal (<http://mozilla.org/community>)
- The existing Mozilla Student Reps program will be folded into ReMo and its focus will continue to be recruiting high-school/university students eager to spread the word about Mozilla in their school

Community Portal

mozilla.org/Community



ReMo

mozilla.org/Community/ReMo



Student Reps

mozilla.org/Community/ReMo/Student

Drawing from existing resources

- ReMo will point Mozilla Reps to a wide range of existing tools and resources which are regularly updated, including the:
 - ▶ SpreadFirefox Education Toolkit
 - ▶ Community Marketing Guide
 - ▶ Swag/Event Request form

Shared Infrastructure

- ReMo infrastructure will seamlessly integrate with a broader shared infrastructure that supports contributors:
 - incentive/reward programs
 - phonebook
 - identity/collateral
 - tools/documentation

Mozilla's eyes and ears

- Mozilla Reps will be encouraged to liaise regularly with other teams, particularly L10, Market Insights and PR, providing important locale-specific updates, flags and notifications

ReMo Branding/Identity

- ReMo will NOT have a separate website but rather, will be an integral part of the Mozilla Community Portal
 - ▶ The look and feel of the wiki-based website will thus be identical to the look and feel of the Mozilla Community Portal
- The Creative team will create a ReMo logo and designs for ReMo collateral and swag

Success Measurement

- A specific set of criteria to measure success will be defined during the initial planning phase of ReMo
- Criteria include:
 - # of sign-ups per locale per quarter
 - # of events a MR organizes/participates in per quarter (launch parties, conferences, meetups, tech fairs etc..)
 - # of active contributors recruited directly by MR

Goal for 2011

Recruit **500**

Mozilla Reps

who in turn...

Recruit **5,000**

new contributors

by *December 31, 2011.*

General Timeline (i)

Phase I : Planning Phase

Jan/Feb:

1. Conduct research of existing ambassador programs (2 weeks)
2. Define overall structure/components/ processes of program and get community feedback (2 weeks)
3. Draft content of website and prepare for wiki-based website (2 weeks)
4. Gather existing resources, reach out to internal stakeholders and create new resources to support MRs (CMG, contribute page, etc...) (1 week)

Feb/Mar:

5. Create wiki-based website (4 weeks)
6. Create staging website (1 week)
7. IT code review + QA (1 week)
8. Prepare communication plan (1 week)
9. Design and produce swag (4 weeks)

General Timeline (ii)

Phase II : Rollout

Mar/Apr:

- 10. Push ReMo website to production and launch “light” version of ReMo (ie. no board or regional leaders)
- 11. Execute communication plan
- 12. Organize ReMo “advisory committee” training week
- 13. Kick-off ReMo reward program

May/June:

- 14. Election of candidates to become regional leaders + creation of ReMo board