

# mozilla reps

**CODENAME : "ReMo"**

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# Our purpose

To inspire and empower individuals and communities to participate in and contribute to Mozilla.



# Topline Objective for 2011

Massively scale community of  
diverse contributors by a factor of 10



# Key Challenges

- we're not always scaling and leveraging the contributor base in a structured and systematic way
- we don't have clear visibility on the size and health of the contributor base
- we are stretched very thin and each Mozilla project team has to invent their own tools/processes to onboard contributors with little coordination with other teams
- we have not been providing non-code contributors a clear sense of legitimacy and a clear path forward



# Vision

We *need* to create a framework that **pushes responsibility** and **authority** to the edges, to **leverage** the power of community in a **structured, systematic** and **coordinated** way.



# ReMo

The Mozilla Reps Program is a program specifically designed to provide a framework and tools to empower volunteer Mozillians to become **official Mozilla representatives** in their country or region.



# Key objective:

- Create a community-driven global network of official representatives whose responsibilities are to:
  - 🎤 be the **eyes, ears and voice** of Mozilla in their country or region
  - 🎤 be a key **point person** for teams across all areas of the Mozilla project
  - 🎤 **promote** the Mozilla project and our mission
  - 🎤 **build** on existing community-building efforts and programs
  - 🎤 **inform** and **update** the Mozilla community about local news and activities
  - 🎤 **inspire, recruit** and **mentor** new contributors



# Key characteristics of ReMo

- open but rigorous membership process
- community-driven
- structured and well documented
- meritocratic
- regular monitoring/assessment of activity
- organic and adaptive
- easily leveraged by all Mozilla teams to support their contributors





regional coordinators (x15)

remo council (x5+2)



mentoring & goal tracking



train

designate

elect

mozilla representatives



remo

mentor recruit

possible mozilla contributors



# Duties and Functions

## ReMo Council

1. Provides governance and support structure to assist Mozilla Reps worldwide
2. regularly informs and updates Mozilla project teams about contributor activity
3. coordinates global ReMo activities
4. oversees and approves regional budgets
5. resolves disputes

## Reg. Coordinators

1. coordinate regional activities
2. coordinate and manage applications
3. manage swag requests and oversee regional inventory
4. provide budget oversight

## Local Mozilla Reps

1. lead local activities
2. lead and manage local mentorship programs
3. request and distribute swag
4. inform and update regional coordinators
5. regularly blog/communicate/document activities



# Mozilla Rep activities

- Organize or participate in Mozilla community events
- Represent Mozilla at conferences and speak on Mozilla's behalf
- Manage local PR relations
- Mentorship --> lead local training workshops
- Communicate, blog and document all activities
- Liaise regularly with Mozilla project teams



# ReMo Infra - Phase I

- Lightweight landing page
- Wiki using new mozilla.org wiki template
- Downloadable resources (ie. slide decks, printable collateral, etc...)
- Mailing lists
- IRC channels
- Bugzilla

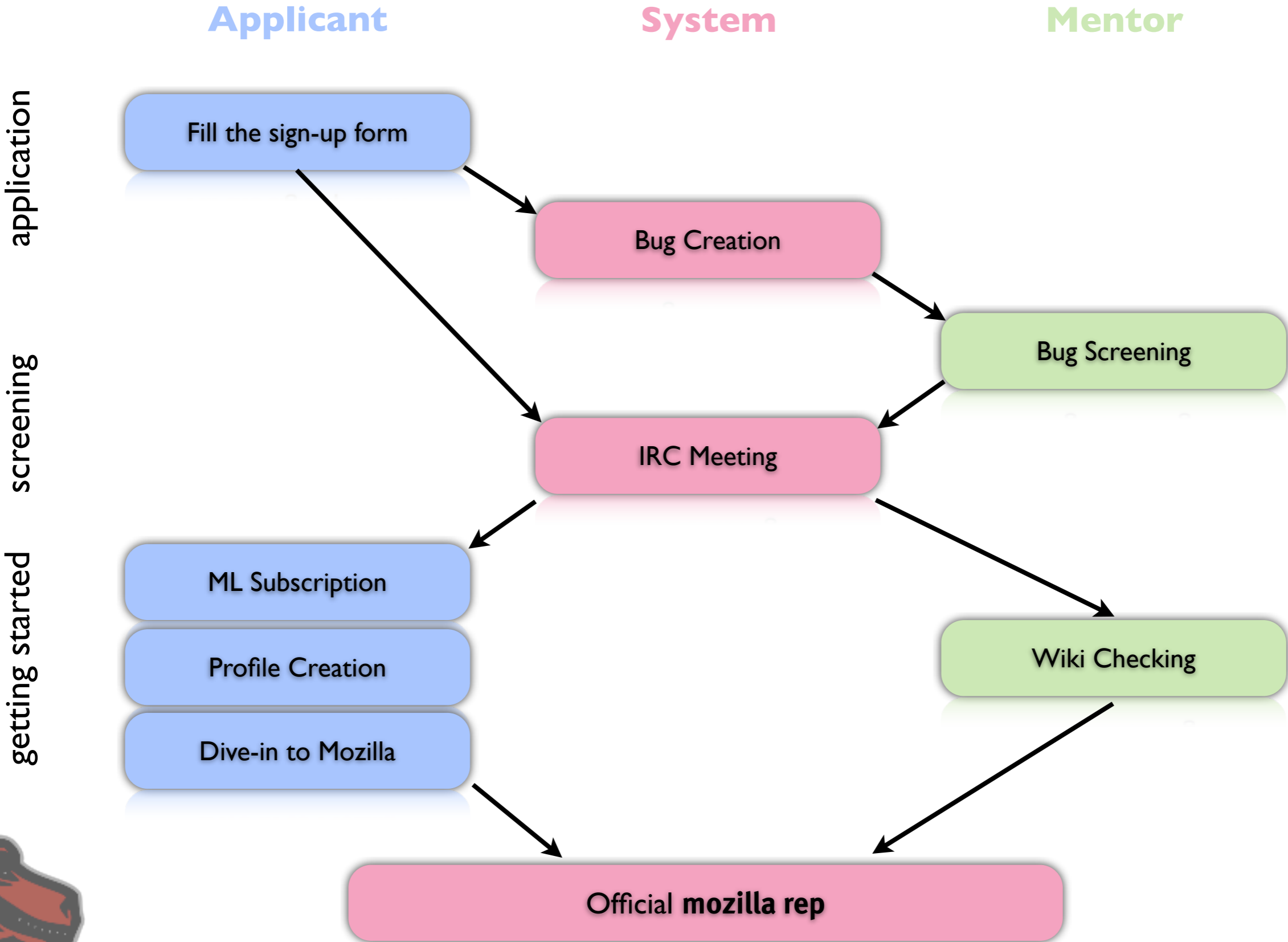


# ReMo Infra - Phase 2

- All of Phase I Infra polished
- LDAP Accounting System
- Customizable business cards
- Customizable ReMo swag
- Reward and Ranking system (based on seniority/level of activity/# of events organized etc)
- Events calendar
- Voting System
- Planet

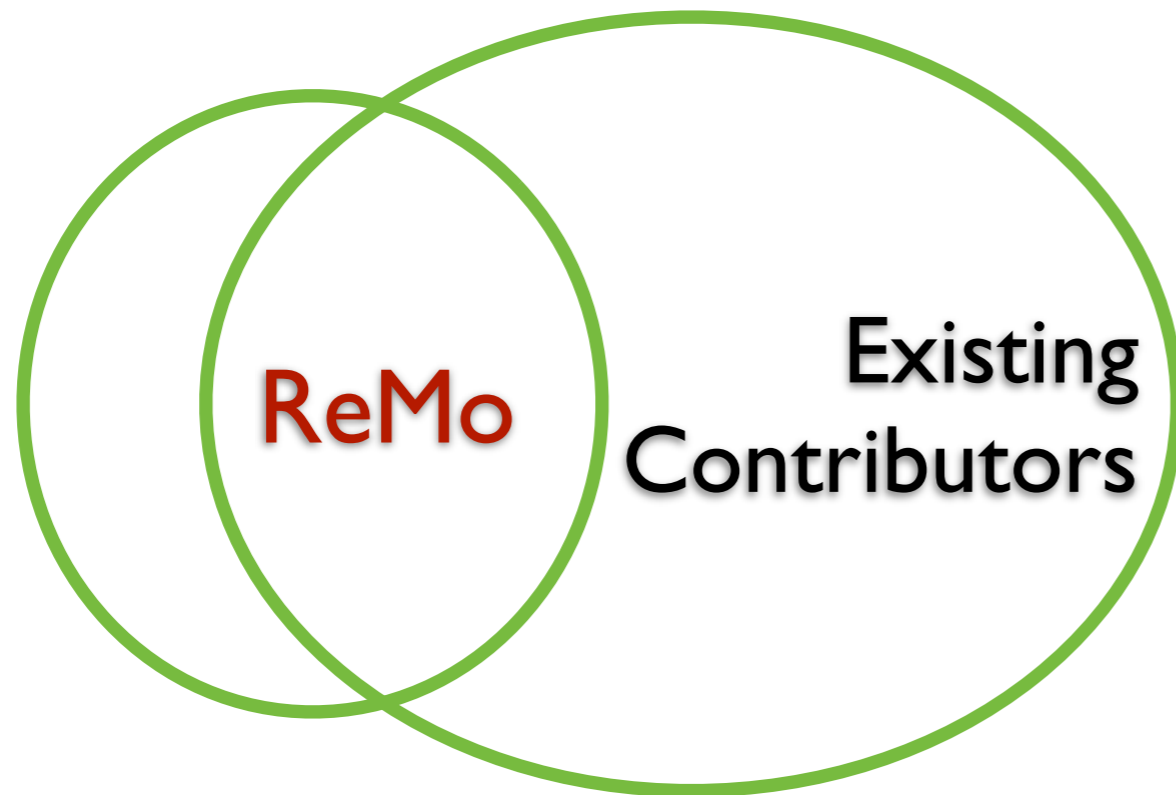


# Becoming a mozilla rep



# ReMo within our ecosystem

- ReMo will be a subset of the future Mozilla “Get Involved Page”.
- The existing Mozilla Student Reps program will be folded into ReMo.



Community Portal



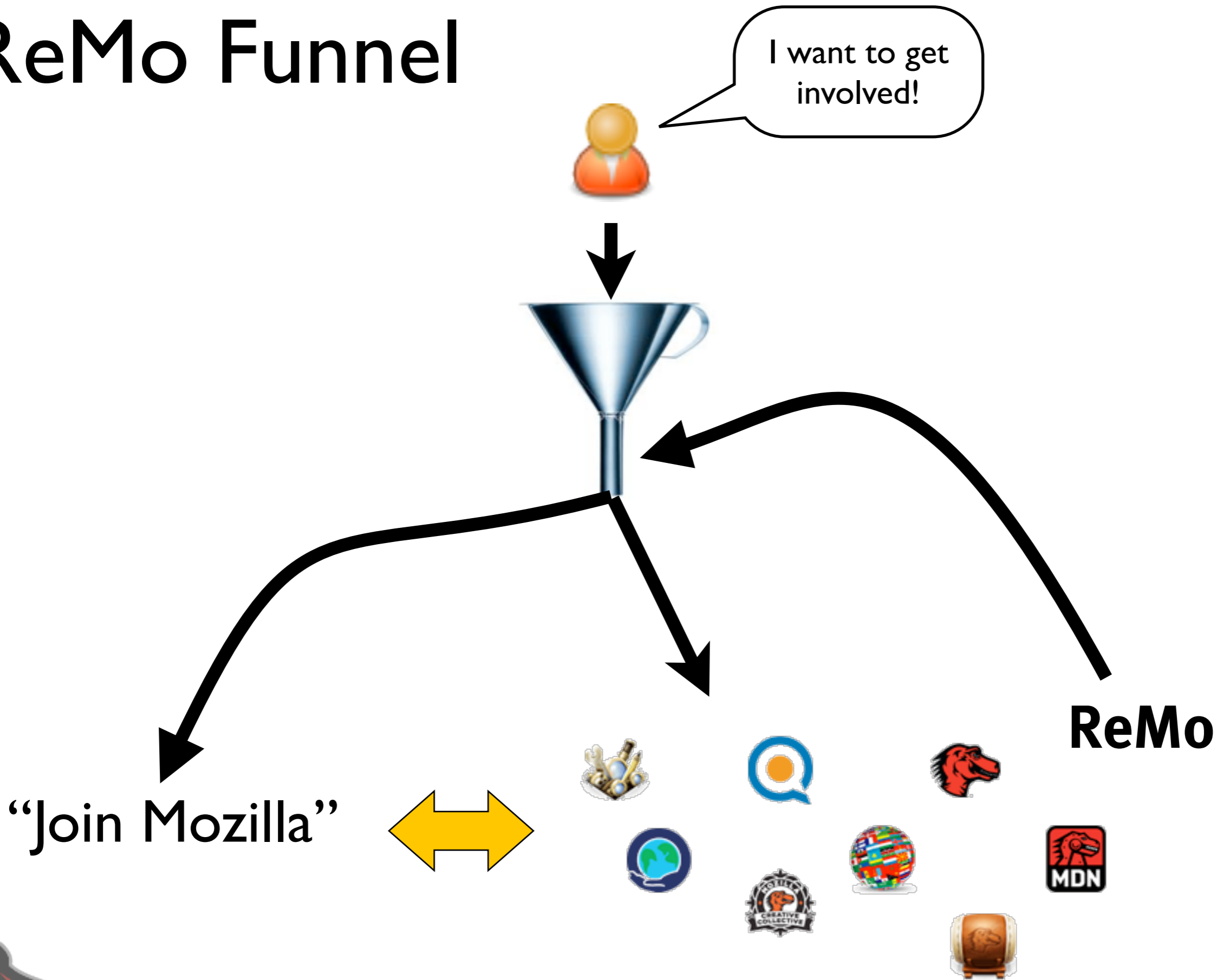
ReMo



Student Reps



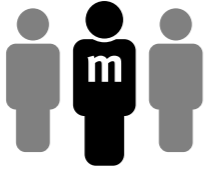
# ReMo Funnel





# ReMo Branding/Identity

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reps



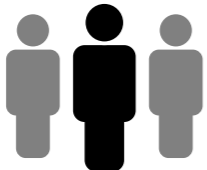
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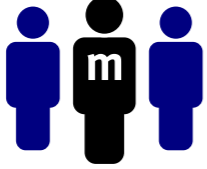
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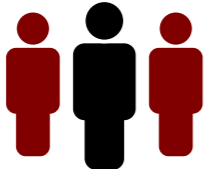
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# Success Measurement

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



# Road to Phase I

- 1/24 -- ~~Project kick-off~~
- 1/31 -- ~~Conduct Research of existing and successful Ambassador Programs/Grassroots movements~~
- 2/7 -- ~~ReMo planning kick-off~~
- 12/7 -- ~~ReMo prototype kick-off~~
- 2/14 -- ~~Define and Visualize ReMo Skeleton~~
- 2/14 -- ~~Begin socializing project, reach out to relevant internal stakeholders and to external community for feedback/input~~
- 2/28 -- ~~Finalize functional ReMo prototype for WebDev~~
- 2/28 -- ~~Gather existing resources and create new resources to support MRs (CMG, contribute page, etc...)~~
- 3/9 -- Front-end and back-end coding kick-off
- 3/10 -- Copy/messaging kick-off
- 3/12 -- Communications plan and Design of ReMo collateral kick-off
- 3/28 -- Finalize all copy and designs for ReMo website and collateral
- 3/28 -- Roll-out communications and promotions
- **3/31 -- Launch of Phase I (Soft Version)**



# Road to Phase 2

- creation of full ReMo portal integrating wiki and ticketing system
- creation of an LDAP system (profiling and authentication)
- update governance structure and introduction of election/voting system
- define and implement a reward system integrated with existing reward systems
- organize training workshops for newly elected regional coordinators and council members

Launch full ReMo portal early **2011 Q3**



# Goal for 2011

Recruit **500**

**Mozilla Reps**

who in turn...

Recruit **5,000**

**new contributors**

by *December 31, 2011.*



# Stay tuned ...

- **WWW:** <http://wiki.mozilla.org/ReMo>
- **IRC:** #remo at irc.mozilla.org
- **mailing list:** [reps-general@lists.mozilla.org](mailto:reps-general@lists.mozilla.org)
- **bi-weekly IRC meetings:**
  - Asia and Pacific: Thursday at 10:00 AM UTC (next one on Thursday 17 March)
  - Europe, Middle East and Africa: Thursday at 6:00 PM UTC (next one on Thursday 17 March)
  - North America and Latin America: Thursday at 12:00 AM UTC (next one on Thursday 17 March)

