Metrics for Growth
DISCLAIMER!
social capital is our capital
Goals

Understand:

• The size and effectiveness of our community
• Are our strategies for attracting and retaining volunteers successful?
• Enabling experimentation

Explore

• Structured way for thinking about how we might measure our community
Dashboards

arewegrowingyet.com/codingmap

arewegrowingyet.com/codingtrends

support.mozilla.org/en-US/kpi/dashboard
• Number of active contributors to the English KB

Definition: The number of people who have contributed to the KB in the last 30 days.

Definition of contribution: edited 1+ article or has reviewed 1+ article

• Number of active contributors to the non-English KB

Definition: The number of people who have contributed to non English KB versions in the last 30 days.

Definition of contribution: edited 1+ non English article or has reviewed 1+ non English article.

• Number of active forum contributors
## Patch Contributors

### Number of Contributions

<table>
<thead>
<tr>
<th>Username</th>
<th>Contributor Status</th>
<th>Dec</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>Jun</th>
<th>Jul</th>
<th>Aug</th>
<th>Sep</th>
<th>Oct</th>
<th>Nov</th>
<th>Total Patches</th>
<th>Total Patches vs Last Year</th>
<th>Days since first patch</th>
<th>Days since last patch</th>
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<td>Paul O'Shann...</td>
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<td>Michael Kraft</td>
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<td>26</td>
<td>92.3%</td>
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<tr>
<td>Theo Chevalier</td>
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<td>26</td>
<td>0.0%</td>
<td>345</td>
<td>48</td>
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</tbody>
</table>
Views

View

Version control

Posted by merlinofchaos on November 25, 2005 at 8:34pm

Drupal 7 note

When installing Views on Drupal 7, you absolutely must have CTools of at least alpha4 and you may need to flush cache as much as twice. There are currently issues with core's cache flushing that means one cache flush isn't necessarily enough. Also, if your CTools' version is older than CTools 7.x-1.0-alpha4 things will crash a lot...

What is Views

The Views module provides a flexible method for Drupal site designers to control how lists and tables of content (nodes in Views 1, almost anything in Views 2) are presented. Traditionally, Drupal has hard-coded most of this, particularly in how taxonomy and tracker lists are formatted. This tool is essentially a smart query builder that, given enough information, can build the proper query, execute it, and display the results. It has four modes, plus a special mode, and provides an impressive amount of functionality from these modes.

Among other things, Views can be used to generate reports, create summaries, and display collections of images and other content.

You need Views if

• You like the default front page view, but you find you want to sort it differently.
• You like the default taxonomy/term view, but you find you want to sort it differently; for example, alphabetically.
• You use /tracker, but you want to restrict it to posts of a certain type.
• You like the idea of the 'article' module, but it doesn't display articles the way you like.
• You want a way to display a block with the 5 most recent posts of some particular type.
• You want to provide 'unread forum posts'.
• You want a monthly archive similar to the typical Movable Type/Wordpress archives that displays a link to the in the form of 'Month, YYYY (X)' where X is the number of posts that month, and displays them in a block. The links lead to a simple list of posts for that month.

Views can do a lot more than that, but those are some of the obvious uses of Views.

Dependencies

The Drupal 7 version of Views requires the Chaos Tool Suite also known as CTools.

Views' bug squad

Maintainers for Views

dereine – 1418 commits
last: 21 hours ago, first: 1 year ago
esmerel – 114 commits
last: 3 days ago, first: 22 weeks ago
merlinofchaos – 3235 commits
last: 1 week ago, first: 5 years ago
dww – 14 commits
last: 6 weeks ago, first: 4 years ago
View all committers
View commits

Issues for Views

To avoid duplicates, please search before submitting a new issue.

Advanced search

All issues
1038 open, 13656 total
Bug reports
420 open, 5305 total
Subscribe via e-mail
Oldest open issue: 9 Mar 07

Resources

Read documentation
View project translations

Development

View pending patches
Repository viewer
View commits

Thursday, November 29, 12
Dashboards

Take a look

• How might these be useful?
• How might a community manager use them?
Tracking Conversion points

codeversion point: the moment someone decides to take an action that binds them closer to the mozilla community.
## Support

### Onboarding conversion

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Conversion point #1</th>
<th>Conversion point #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>Creating SUMO account</td>
<td>Engaging in SUMO activities</td>
</tr>
<tr>
<td>Data source</td>
<td>SUMO</td>
<td>SUMO</td>
</tr>
</tbody>
</table>

### Activity levels

*Note: The exact definition of the levels can be found [here]*

<table>
<thead>
<tr>
<th>Functional Area</th>
<th>Activity Level #1</th>
<th>Activity Level #2</th>
<th>Activity Level #3</th>
<th>Activity Level #4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Support</td>
<td>Creating SUMO account</td>
<td>4 answers on forum/edit 1 article in KB/I10n 1 KB article</td>
<td>10 answers on forum/edit 5 article in KB/I10n 5 KB article</td>
<td>30 answers on forum/edit 5 article in KB/I10n 5 KB article</td>
</tr>
<tr>
<td>Data source</td>
<td>SUMO</td>
<td>SUMO</td>
<td>SUMO</td>
<td>SUMO</td>
</tr>
<tr>
<td>Functional Area</td>
<td>Conversion Point #1</td>
<td>Conversion Point #2</td>
<td>Conversion Point #3</td>
<td>Conversion Point #4</td>
</tr>
<tr>
<td>-----------------</td>
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</tr>
<tr>
<td>QA</td>
<td>Creating a Bugzilla Account</td>
<td>Find an engaging project</td>
<td>Confirming an unconfirmed bug</td>
<td>Verifying fixed bugs</td>
</tr>
<tr>
<td>Marketing</td>
<td>Contact us to get involved (contribute page, direct email, etc.)</td>
<td># of responses sent</td>
<td>Sign up for Marketing Collective</td>
<td>Become a Marketing Collective member</td>
</tr>
<tr>
<td>L10n</td>
<td>Add name &amp; info to their locale's wiki page as &quot;Localizer-in-training.&quot;</td>
<td>Introduction on m.d.l10n newsgroup (or m.d.l10n.new-locales)</td>
<td>Creating a Bugzilla Account</td>
<td>Downloads Firefox Aurora for their locale.</td>
</tr>
<tr>
<td>Addons</td>
<td>Create AMO account</td>
<td>Install an add-on/Write a review</td>
<td>Create a collection</td>
<td>Moderate user reviews</td>
</tr>
</tbody>
</table>
Define Your Conversion points

Task:

In 5-7 minutes

Try jotting down all the actions a volunteer has to take to contribute to your group in Mozilla?

For examples see: https://wiki.mozilla.org/Contribute/Conversion_points
Thoughts? Observations?
Define Your Conversion points

Task:

In 5-7 minutes

Look at your conversion point list and assess:

What activities do my volunteers do that is tracked by a system (bugzilla)
What activities are most critical to assess activity levels/effectiveness
Where are we at?

Assess Impact

What should we measure?

Decide What to Do

What are the changes we notice? Implement? Revert?

Gather Data

How can we measure it?

Generate Insights

What are the one or two variables we will change?

Deeper dive - interview? Brainstorm?
Finally, don’t just rely on data

Once a quarter - find 2-3 volunteers who leave and interview them.

What questions should you ask them?
Task:

Spent 5-7 minutes brainstorming:

1) What activities do my volunteers do that is tracked by a system (e.g. bugzilla)

2) What activities should we be tracking to assess activity levels/effectiveness