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All About Community

Project Review

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02.07.07



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About the Mozilla Community...what's at stake.

Firefox

- 140 Firefox volunteer developers have checked into CVS
- 250 volunteers have submitted Firefox patches that have been checked in by someone else
- 50,000 people have filed Firefox bugs

Gecko

- 700 or so developers have checked code into Gecko
- 600 volunteers have submitted Gecko patches that have been checked in by someone else
- 20,000 people have filed Gecko bugs

Extension Developers

- Over 1000 extension developers responsible for over 2000 extensions

SpreadFirefox

- 200,000 people signed up
- 70,000 have posted Firefox banners and posters

Mozilla¹

- 27% of all patches for Firefox, the Core, and other Mozilla applications were checked-in by volunteers
- These patches represent 24% of changes made to the source code

¹ Just before the release of Firefox 2, Sept 2006



What this program has done:

- The program has also distributed over \$70,000 in funds since September 2006
- 33 proposals reviewed or in the pipeline
- 19 Approved
- 6 Rejected
- 3 Moved to different focus area

Types of distributions

- 11 hardware or software
 - Example of recipient:*
 - New server for the Bugzilla community and a VM license*
 - New laptop for Mossop, who submitted 60 patches to Firefox 2*
- 1 grant
 - \$50,000 to Oregon State's OSL*
- 6 travel for localizers to FOSDEM 2007
 - Example of impact: Marek Stepień is the leader of the Polish localization, which has 3.2 million active Firefox users*
- 1 meet-up sponsorship for the accessibility community
 - Three days of lunches provided for industry leaders who contribute to the accessibility features of Firefox*



Testimonials from program recipients

“I've definitely appreciated the contributions from the program and it's made me feel that Mozilla really cares about their community and about me as a contributor.”

“it's a great thing to include key-volunteers more into the project and to help where help is needed.”

“In addition to forwarding the goals of Mozilla, I see it as a method to give back to people who have given so much of their time purely on goodwill.”

“The Community Program has significantly improved the resources available to the Bugzilla Project and myself, including some critical resources that we were lacking for years. Suddenly, things that we've always wanted have become 10x easier to get...”



Testimonials from program recipients

“I hope other big open source communities will follow suit... I like how both Mozilla and Ubuntu are not only creating great software, based on idealistic values...but also I get the feeling that they want to engage in creating a better world. This is one of the reasons I participate in Mozilla, it gives me a feeling that I'm participating in something significant.”

“I really feel that they value their contributors, and the community.”

“It has also helped me change my posture more often (since it's a laptop) and work more ergonomically, which was one of my main problems before.”

“...it has made it much easier for me to dive into debugging”



The following table summarizes my performance goals when I was hired. See the appendix for a more detailed explanation.

Task	Level	Timeframe	Status
Identify goal of program in written mission statement	High	01/15/2007	
Identify role of other Mozilla organizations (MozDev, Mzine, SpreadFX)	Medium	Ongoing	
Recommend scope of projects to fund	High	Ongoing	
Plan for distributing resources (who decides, how, process for applicants)	High	01/15/2007	
Develop strategic partnerships	Low	Ongoing	N/A
Evaluation of program: Measuring impact of program and support	High	01/15/2007	
Create system to legally document transactions & disbursement	High	01/15/2007	
Profile of person to run program	Medium	Ongoing	
Select an advisory board (internal and external)	Medium	01/15/07	



Summary

1. Dedicated team might help the program progress
2. Mozilla Manifesto helped form a better vision
3. Starting small allowed us to test, but not to take as many risks



1. **Team:** At times, it was difficult to get people's attention or guidance on what should or should not be pursued in this program
What I learned: My best advisors were John and Asa. I met with John every Tuesday at 2 PM for about 15-20 minutes. I would ask Asa for advice when necessary. But, I might benefit from a more structured team with daily check-ins and teamwork on new ideas.
2. **Understanding Mozilla's direction:** There was a struggle for me to truly realize where Mozilla wants to focus its business direction and efforts and how it relates to community.
Where I found clarity: In my opinion, the Manifesto provided a very clear path for Mozilla and its focus.
3. **"Starting Small":** During the first six months, we started small in many areas. This allowed us to move on the low-hanging opportunities, without taking many risks. We gained some clarity about where this project is heading.
What next: The Mozilla senior staff and I should agree on the 2007 vision of the program, finding areas to expand and justifying why we can and cannot pursue different paths.



A Starting Point in 2007

A 2007 goal of this program is to grow the number of participants in the community, while expanding our reach to new areas that align with Mozilla.

Mozilla's mission is to promote choice and innovation on the Internet. In addition, the Mozilla Corporation supports its new Manifesto "by helping to guide creation and support of communities required for key products and technologies."

**Principles
from the
Mozilla
Manifesto**

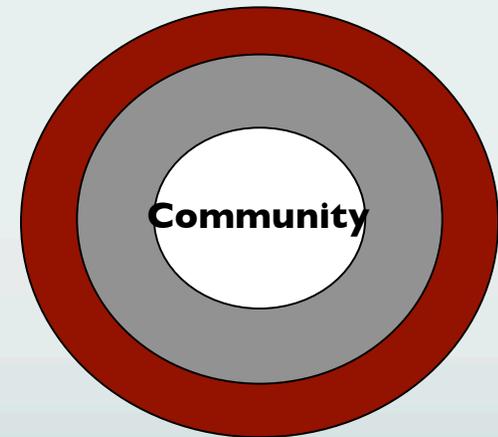
&

**Pledge of
the Mozilla
Foundation**



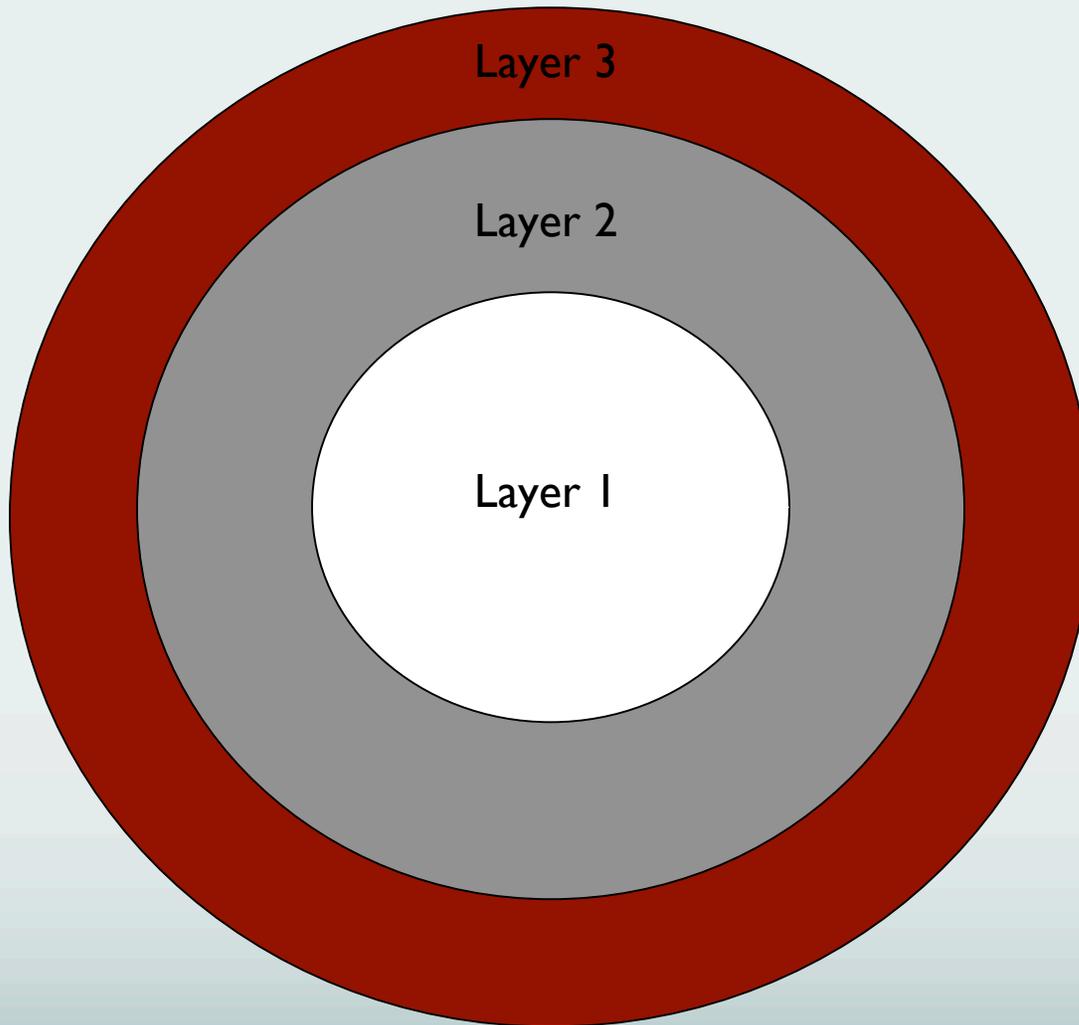
**Dedicated
resources
from
Mozilla
Corp**

Community
Giving





Layers of the Community



Layer 1

In the Mozilla community, there is a layer of contributors that is integral to the day-to-day promotion and success of Mozilla's mission

Layer 2

In the Mozilla Community, there is a set of open source projects, often external to the corporation and larger than individuals, that is critical to the success of Mozilla.

Layer 3

Just outside of Layer 2 exist initiatives, ideas, academic pursuits, and like-minded organizations that align with the mission and Manifesto of Mozilla.



A new approach to our evaluation comes from the Manifesto



**Idea is communicated to
Mozilla**
Question: How do we find more ideas?

**If committee agrees,
Mozilla resources to
empower the community**

Evaluation Process

- 1) Research & References
- 2) Assess needs of the idea
- 3) Test against Mozilla Pledge. Does the idea meet the following criteria:
 - Build and enable open source technologies that support the Manifesto's principles
 - Build and deliver great consumer products...
 - Use the Mozilla assets to keep the Internet an open platform
 - Promote models for creating economic value for the public benefit
 - Promote the Manifesto principles...
- 4) Evaluation by committee



The inner core of Mozilla's community is the group of individuals who work on the production of our software.

Current communication & outreach to Layer 1

- Many members of the community have been contacted
- All have had a chance to follow Seth's Blog
- Application process has been explained and promoted on the Mozilla wiki

In 2007

Improve participation by individuals in the community: *Grow new individuals and nascent communities.*

- One way may be to improve communication tools:
 - Convert Seth's blog to a two-way, feature rich tool for Mozilla community contribution (similar to SpreadFirefox)
- "Programatize"
 - Submit new ideas
 - Track pipeline
 - Learn about / participate in selection process



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Looking at the Layers, Layer 1 (cont.)

Firefox Day

Become a Friend of Firefox

You chose Firefox for a reason. You made an informed decision about the way you want to use the Web. You've become part of the movement on which Firefox relies – a community that is restoring balance to the Web.

Starting on July 15, the day that the Mozilla Foundation was created, we ask that you tell just one person who doesn't use Firefox why you think they should, why you do.

Share Firefox with a friend. If your friend downloads Firefox before September 15, you'll both be immortalized in Firefox 2.

How it works

1. Pick one person you know, and enter their name and email address in the form on the right, along with your name and email address.
2. After you submit the form, check your inbox to confirm your email address.
3. Customize your invitation to download Firefox and send it to your friend.
4. Your friend receives your invitation to download Firefox.
5. If your friend downloads Firefox before September 15, we'll add both your names to Firefox 2!

Spread Firefox!
200 million downloads

200,000,000 Downloads
no stopping us now
it's time to celebrate
getFirefox.com

Firefox flicks
Flicks 30-Second Ads
Firefox Video Podcasts

Want a better Web experience? The award winning Web browser just got better. **Get Firefox!**

A Layer 1 goal of 2007 could be to convert Seth's Blog into a two-way, more feature rich tool for key Mozilla contributors

- How to apply to the program
- Group collaboration and discussion on ideas for support
- Read and comment on blog entries about the program



Looking at the Layers, Layer 2

Layer 2 is the next ring of contributors to the Mozilla project, comprising other projects and open source initiatives Mozilla uses in the following capacities:

Front-end Development	Feature and User Experience
Project Management	Web & web services
Build & Release	Marketing
IT	Community Development

A Layer 2 Goal for 2007: Mozilla provides meaningful, leveraged support to the projects that are critical to the production and release of our software

Example

Area for support	How they contribute	Possible support	Mozilla pledges from Manifesto that are met
NSIS (nullsoft scriptable install system)	Front-end Feature and user Experience	Donation, official collaboration Listed from their website: http://nsis.sourceforge.net/ How_can_I_help_NSIS	<ul style="list-style-type: none">• Build and enable open-source technologies• Build / deliver great products that are aligned• Use the Mozilla assets to keep Internet open• Promote models for creating economic value for the public benefit• Promote the Mozilla Manifesto principles within the Internet industry



Area for support	How they contribute	Possible support	Mozilla pledges from Manifesto that are satisfied
Open VPN	IT	OpenVPN is entirely a community-supported effort. Donations allow OpenVPN to monitor security issues, maintain testing, add features, improve documentation, and provide technical support.	<ul style="list-style-type: none">• Build and enable open-source technologies that support the Manifesto's principles• Use the Mozilla assets to keep the Internet an open platform• Promote models for creating economic value for the public benefit

Area for support	How they contribute	Possible support	Mozilla pledges from Manifesto that are satisfied
Mediawiki	Documentation and discussion for each area	Donation to the Mediawiki Foundation	<ul style="list-style-type: none">• Build and enable open-source technologies• Build and deliver great consumer products that support the Manifesto's principles• Use the Mozilla assets to keep the Internet an open platform• Promote models for creating economic value for the public benefit• Promote the Manifesto principles in public discourse and within the Internet industry



Layer 3 represents initiatives, ideas, academic pursuits, and like-minded organizations that Mozilla Corporation should consider funding. Example:

Area to support	How they contribute	Possible support	Mozilla pledges from Manifesto that are satisfied
Oregon State / Open Source Lab	IT Build and Release	Ongoing unrestricted grant to fund operations	<ul style="list-style-type: none">• Build and enable open-source technologies• Build and deliver great consumer products that support the Manifesto• Use the Mozilla assets to keep the Internet an open platform• Promote models for creating economic value for the public benefit• Promote the Manifesto principles in public discourse and within the Internet industry

Other ideas

- a. Like-minded projects (probably mission driven nonprofit organizations)
- b. Other university programs that assist in localization and promotion of the Mozilla Manifesto
-- Examples: Seneca, Europe (Germany), Japan (Keio, Waseda, Chuo) , and India (IIT)
- c. Fellowships
-- Can Mozilla provide funding to send people to pursue different academic efforts?



Layer 1 Goal: Gain more participation from individuals in the community. Meet more people!

Questions & ideas:

One way to affect this change is to create a more two-way communication tool. Does converting Seth's Blog to a new web platform and then promoting it seem like a good use of Mozilla resources and time?

Layer 2 Goal: Find external projects directly related to Mozilla's community and software products and provide leveraged support.

Questions & ideas:

We intentionally started small (going for low hanging fruit and taking less risks) does this seem like a good place to expand?

Is this a good way to think about the community?

Does it seem like an appropriate area to expand this program?

Layer 3 Goal: Find new ideas and take risks on funding projects and initiatives aligned with Mozilla's Manifesto.

Question & ideas:

Does this seem like the right direction to move?

A Goal for 2007: To deliver highly-leveraged support to all layers of the community by using the defined evaluation and decision making process.



The following budget gives some sense of projected costs, but it is critical to follow our main objective of finding highly-leveraged ways to support our community

Focus Area	Type of support	Total Amount
Layer 1	20 individual or community related events	\$50,000
	4 grants or large project distributions	\$40,000
Layer 2	2-3 grants or large distributions	\$50,000
Layer 3	1-2 grants	\$50,000
	TOTAL	\$190,000



Contents:

Detailed 6 month review



This summarizes the initial goals of Mozilla's Community Project. Each of the ten tasks is listed (in some cases described briefly) and then given a level of importance, a timeframe, and a status of completion. In July 2006, we agreed upon a six-month evaluation of these goals and that one of the following should be accomplished for me and/or the project to continue:

- 1) All five high-priority tasks are accomplished;
- 2) Four high-priority tasks are accomplished with progress made on other less mission-critical tasks;
- 3) New goals are developed and accomplished;
- 4) Mozilla Senior staff decides to continue the project.

Task	Level	Timeframe	Result
I. Crisp identification of the goal of Mozilla's program in a written mission statement .	High	Completed by January 15, 2007	<p>I worked with Shaver and Asa to compose the following:</p> <p><i>"The Community Program will use a portion of Mozilla revenue to support and strengthen the activities of the Mozilla community. We will start by reaching out to our dedicated community contributors. As the program grows, we will look to expand to supporting new contributors and new projects."</i></p> <p>I also blogged about the mission to engage the community and incorporate their feedback in the creation of the statement. The resulting mission served as a guideline from 7/2006-12/2006.)</p>



Task	Level	Timeframe	Result
2. Identify role of Mozilla Corporation and other Mozilla organizations.	Medium	Ongoing, evaluated on January 15, 2007	<p>Mozilla Japan: I provided all materials for Gen and Kaori to present the community program at the December 2006 Developer Day.</p> <p>Mozilla Europe: I met with Tristan and team at the Mozilla summit to explain the program. Tristan and I collaborated on the FOSDEM planning and he has referred several European candidates to the program.</p> <p>SpreadFirefox: Also part of the community, we have and are considering candidates from this group to participate.</p>
3. Identify and make recommendations regarding types of funding we will provide.	High	Completed by January 15, 2007	To date, we have distributed hardware to long-standing contributors to the project. We have provided travel support to Mozilla contributors. We have also provided one grant to an institution. (OSL)
4. Initial Scope of projects to fund.?	High	Ongoing, evaluated on January 15, 2007	<p>Distributed ~\$70,000.00 to the Mozilla community</p> <ul style="list-style-type: none"> • Formally reviewed 33 proposals for funding • Funded travel for 6 candidates • Funded hardware for 8 volunteer contributors • Purchased a server for both the Bugzilla and the I10n communities • Provided an unrestricted grant to the OSL for operations <p>Would we fund projects other than Mozilla development? Yes, we have provided funding to OSL and have other opportunities in the pipeline.</p> <p>Is funding of individual people good in some circumstance? Funding of individuals has led to deeper engagement by those recipients.</p>



Task	Level	Timeframe	Result
5. Create an operational plan with funding criteria and a budget.	High	Completed by January 15, 2007	<p>Who makes award decisions? Seth filters ideas and creates pipeline of funding considerations. Then, the monthly selection committee of Mozilla senior management makes consensus decision.</p> <p>What are the written guidelines for applicants? This is detailed on Mozilla wiki: "Current Selection Process" http://wiki.mozilla.org/Community:CommunityProgram/SelectionProcess I have blogged about this so the community knows where to find it. It is also listed on my blog as a hyperlink. Finally, I presented to the community at the Summit about the process.</p> <p>Work with finance person to create a system for payments, filings, and accounting. Jim Cook, Alan Chang, John Lilly and I have documented each disbursement and have a process in place for accounting.</p>
6. Strategic partnership development within Mozilla community and outside.	Middle	Ongoing, evaluated on January 15, 2007	Unresolved and hard to define. Most work has been one-way without a focus on partnerships.



Task	Level	Timeframe	Result
7. Evaluation criteria: How do we determine the results of our programs? How do we measure impact?	High	Completed by January 15, 2007	Too early to determine impact. This would be a good goal for 2007.
8. Financial Controls. How do we disburse funds effectively, legally and with accountability, in our international setting? How do we track this?	Middle	Completed by January 15, 2007	How do we disburse funds effectively, legally and with accountability, in our international setting? I worked with lawyer, Catherine Brady and Chris Beard to finalize a document that explains the program and limits Mozilla liability where possible. In addition, I have set up an effective wire transfer procedure with accounting to transfer funds for grants or payments. How do we track this? I keep track of wire requests and Mozilla/volunteer agreements. Alan Chang sends wire and keeps all records.



Task	Level	Timeframe	Result
9. Profile of person to run the program on an ongoing basis.	Middle	Ongoing, evaluated on January 15, 2007	<p>The 6-month period allowed time for me to gain exposure and acceptance by the community. My recommendation is to for me to continue in this role. However, I do think that the Community Program and I would benefit by forming a small team to work on these issues. It could be an internal peer or a superior who is dedicated to Community Giving efforts. Going forward, I'd like to leverage my network at graduate business schools to engage a team of students to help scale the program.</p> <p>If it is not me who continues to drive this project, then I recommend someone internal, enthusiastic about Community Giving, and highly familiar with the Mozilla culture.</p>
10. Design and selection of an advisory board who will be called on periodically for strategic advice related to the implementation of the community giving program.	Low	Ongoing, evaluated on January 15, 2007	<p>Internal advisors include Mitchell Baker, John Lilly, Mike Schroepfer, Asa Dotzler and Chris Hoffman. These people are regularly invited to the selection meeting.</p> <p>On occasion, I have met with 2 external advisors who presently work with Omidyar Network (Director of Community and Executive Producer of ON) and an advisor, who is an entrepreneur and formerly of McKinsey & Co.</p>