Getting more contributors (and diversity) through outreach

Asheesh Laroia

Desktop Summit 2011
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Desktop Summit 2011 (starting right now)
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Me, you, and this talk
I. More contributors

II. (and diversity)

III. What's next
About you
About me

Why bother?
Part I.

More contributors
Fedora Design Team
Goal: attract at least one contributor every 3 months
Fedora Design Bounty: ‘Fedora Students Contributing’ T-Shirt

The Fedora Design Team Bi-weekly Bounty is a bi-weekly (well, at least monthly! 😊 ) blog post where we'll outline a quick-and-easy design project that needs doing for the Fedora Community, outlining all the tools, files, and other resources you'll need to complete the project. If you're a designer and are interested in getting involved in the free and open source community, this is a good opportunity to get your feet wet!

‘Fedora Students Contributing’ T-Shirt Design

The Fedora Students Contributing program (the artist formerly known 'Fedora Summer Coding') is a program sponsored by Red Hat, JBoss, and Indifex to sponsor university students to contribute to Fedora-related free software projects during a summer break. The program hooks these students up with experienced mentors to show them the ropes and get some awesome projects done. For example, Christopher Artila put together a totally rockin' Fedora Musicians' Guide, and Aditya Patsawari put together a KDE-based Fedora Netbook spin. See the full list of awesome students & projects here.

What we need is an awesome T-shirt to commemorate and celebrate the students' accomplishments, for this past summer and for future years.
BI-WEEKLY BOUNTY

DESIGN TEAM
invited
clear and urgent
offer help
NEW NINJA!

Christian Brassat
FEDORA DESIGN BOUNTY NINJA #3
<2>
OpenHatch
“Build It”
GIMP:
1 attendee
Vidalia: 8 attendees
“I... never really knew where to begin.”

– jrklein, Vidalia contributor
Debian:
26 attendees
People are waiting on the sidelines
University outreach
Learned: Attach people to strong communities
Part II.
(and diversity)
Women's Summer Outreach Program
2006 Summer of Code applicants

181
2006 Summer of Code applicants

181 men

0 women
2006 Summer Outreach applicants

100 women
GNOME Outreach Program for Women Internships

LADIES!
LOOKING FOR A SUMMER INTERNSHIP
MAY - AUGUST 2011?

KICK IT UP A NOTCH!
Work on a cool Linux desktop!

MAY 23 - AUG 22
PROGRAM DATES

APRIL 8
APPLICATION DEADLINE

$5000
STIPEND (USD)

www.GNOME.org
LEARN MORE & APPLY!
The Problem

2%

98%
in the San Francisco Ruby meetup
The Problem
“Short version: it was a lot of work.”
Jan 2009

98%

2%

Jan 2010

82%

18%
Part III.

What's next
More university outreach events
Starling bounties
Understanding self-reinforcing demographics
Consider the biases in your outreach
Exploit the biases in your outreach
All it takes is effort
Thanks to

• Máirín Duffy for photos in Fedora section

• Tracy from the Boston Python Meetup

• Sarah Allen for her slides

• Wolfram Arnold from the SF Ruby Meetup

• GNOME Live! for the Summit truck
• Organize a Starling Bounty

• Put your project on OpenHatch.org

• Ask me for help

http://asheesh.org/ds