Getting more contributors (and diversity) through outreach

Asheesh Laroia

Desktop Summit 2011

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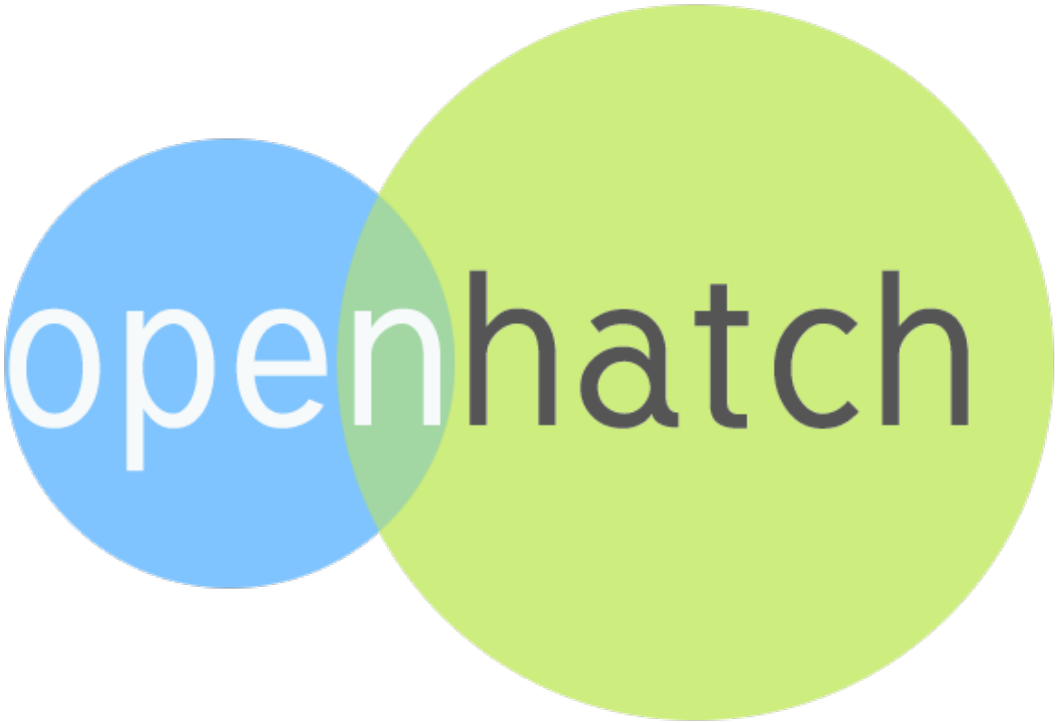
Desktop Summit 2011
(starting right now)

<0>

Me, you, and this talk

Summit
Delivering Value

debian



I. More contributors

II. (and diversity)

III. What's next

About you

?

About me

Why bother?

Part I.

More contributors

<1>

Fedora Design Team

TM

Goal: **attract at least one contributor every 3 months**

FEDORA, FEDORA DESIGN BOUNTY

Fedora Design Bounty: 'Fedora Students Contributing' T-Shirt

POSTED BY MAIRIN · OCTOBER 4, 2010 · 9 COMMENTS

BI-WEEKLY BOUNTY
DESIGN TEAM

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 Antila put together a totally rockin' Fedora Musicians' Guide, and Aditya Patawari 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

CATEGORIES
- artwork
- Audio/Video
- Design Hub
- Education
  - RPI
- Fedora
  - Anaconda
  - cgroups
  - Fedora Board
  - Fedora Design Bounty
  - Fedora Design Team
  - FUDcon
  - Websites
- FLOSS
- Gimp
- Girl Scouts Class
- GNOME
  - Gnome Shell
  - GNOME UX Hackfest
- Inkscape

BI-WEEKLY BOUNTY

DESIGN TEAM

invited

clear and urgent

offer help

fedora
students contributing

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

<3>

University outreach

A fatal exception 0E has occurred at 0028:C0086E
The current application will be terminated.

Knoppix
XCode for
Mac OSX
DUNKIN' DONUTS
DUNKIN' DONUTS
BOX
DUNKIN' DONUTS

(this room)
mall (other room)

Learned:
Attach people to strong communities

Part II.

(and diversity)

<1>

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

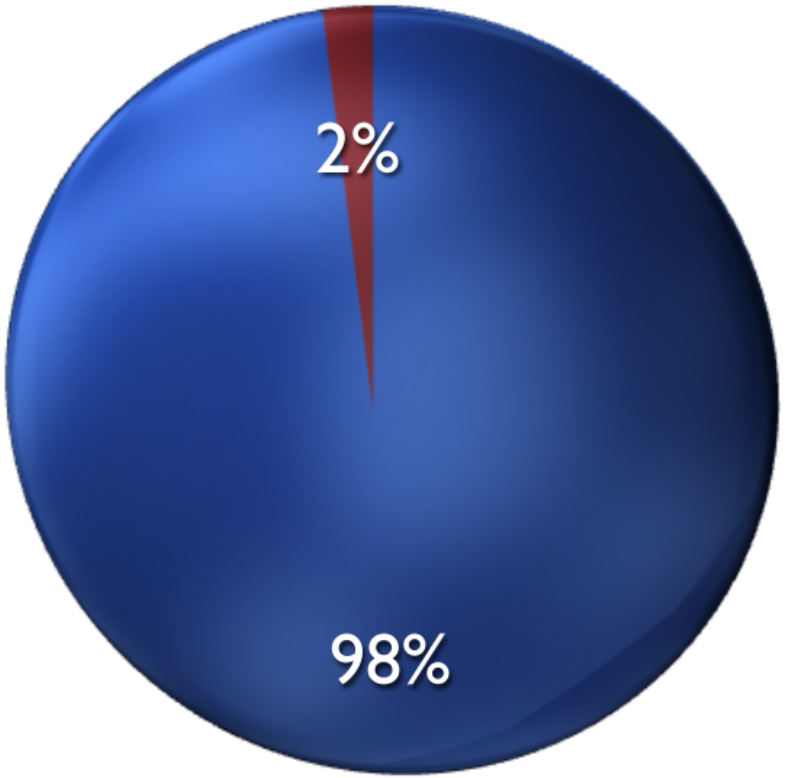
APRIL 8
APPLICATION DEADLINE

$5000
STIPEND (USD)

www.GNOME.org
LEARN MORE & APPLY!

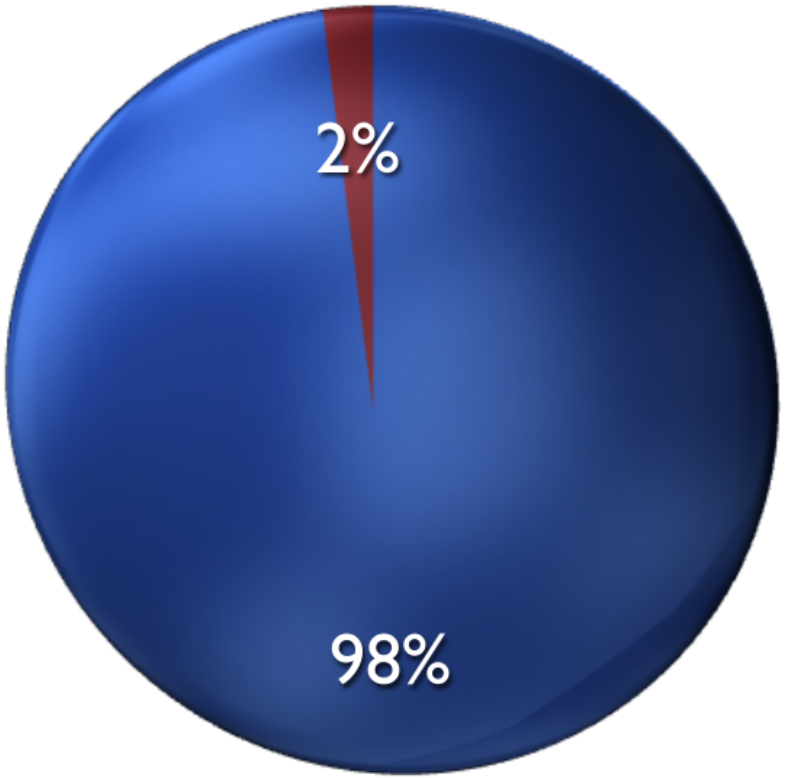
<2>

The Problem



in the San Francisco Ruby meetup

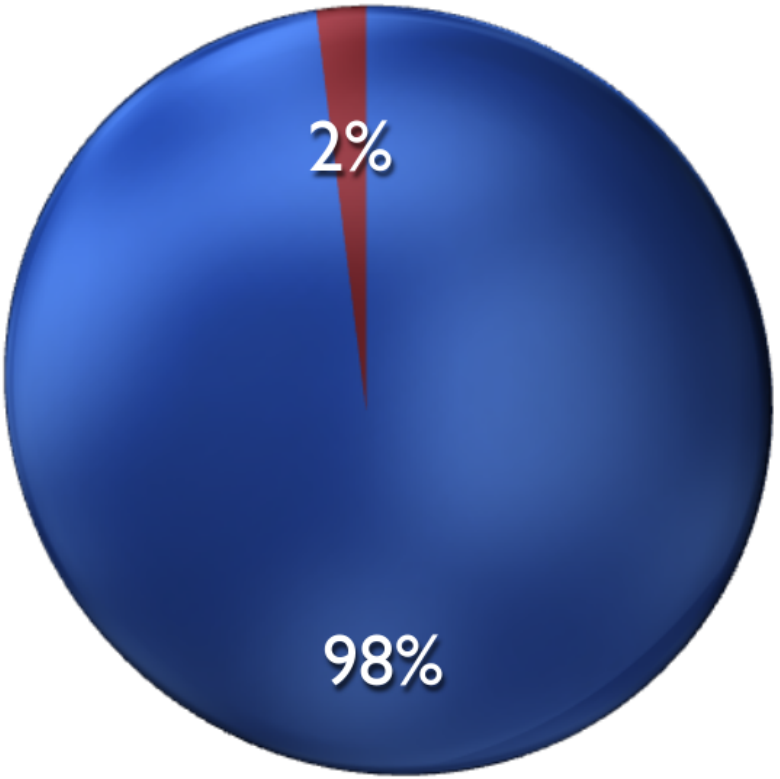
The Problem



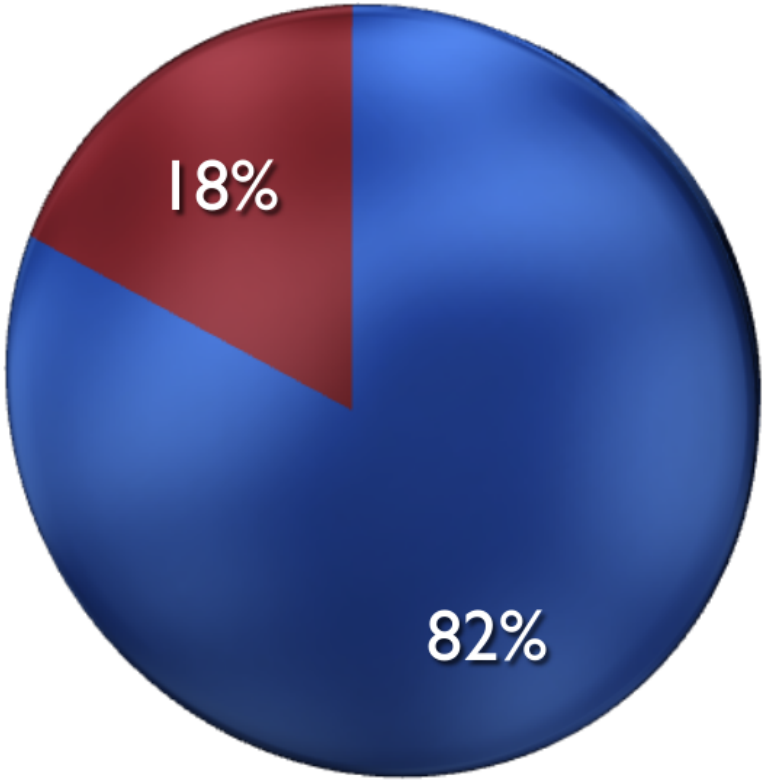
RailsBridge
Ruby on Rails Workshop
September 26th, 2009
wireless: "sfCUBE - n1" - no password
hashtag: #sfruby
The wireless network
sfCUBE - n1

“Short version: it was a lot of work.”

Jan 2009



Jan 2010



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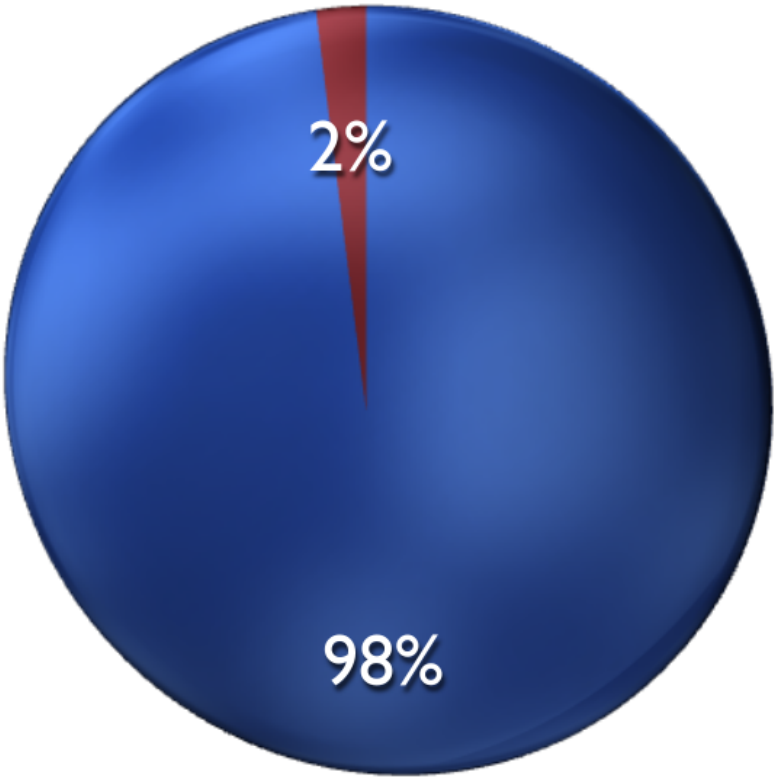
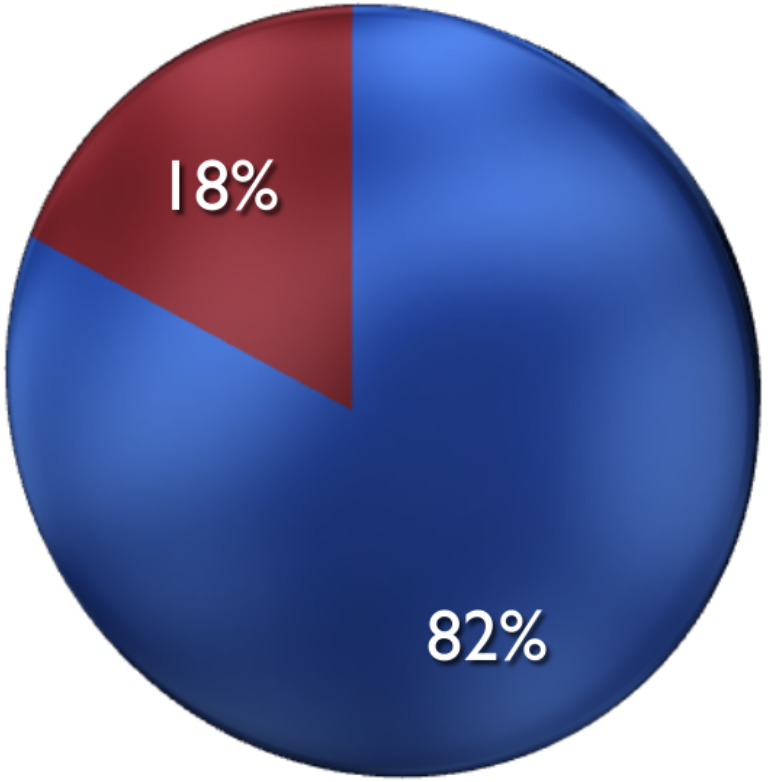
Jan 2009



Jan 2010



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Part III.

What's next

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More university outreach events

<2>
Starling bounties

<3>
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