

ReMo Camp 2012

Berlin, Germany

July 6-8, 2012)

Summary Report and Next Steps (v0.4)

Background

The Mozilla Reps leadership structure, comprised of 9 Council members and 18 Mentors, met for 3 days of presentations, breakout sessions and discussions to plan the implementation of the Mozilla Reps 2012 plan [1] and ensure that the program is fully aligned with greater engagement efforts across the organization. For the past year, the focus has been on training up a robust Mozilla Reps Council (7 volunteers + 2 staff) to lead and run the initial phase of the program. In less than a year, the program has signed up 400+ Reps in more than 60 countries. In order to scale, it is important for Mozilla Reps mentors, to be trained up and fully aligned with program priorities. This was the first time the entire program leadership (council + mentors) meet, share experiences and work together for three full days.

Format

- The first day focused on getting all participants aligned with the Contributor Engagement roadmap for 2012, key Mozilla programs and initiatives, and top ReMo priorities for the year based on the ReMo 2012 plan (see <https://remo.etherpad.mozilla.org/remo-camp-sessions>)
- The second day focused on debate and discussion around the program's strengths, weaknesses, opportunities and threats, followed by a deep discussion on the program's governance.
- The third day focused on distilling the previous day's discussion into concrete action items and assigning clear owners for these actions.

High-Level Takeaways:

- ReMo is gaining a lot of momentum and is set to become a transformative program for Mozilla
- ReMo's leadership base is growing and is more empowered than ever
- ReMo will play a critical role in supporting Mozilla's organizational goals around B2G, Fennec and Desktop and is a central to the Grow Mozilla initiative
- A new governance structure and widespread improvements to mentoring, tools and communication will dramatically improve the efficiency and impact of the program
- In our first year, the focus was on "quantity" and rolling out the program – now that we've got the ball rolling, the focus must now be on "quality"
- Accurately measuring the impact the program is having on Mozilla's organizational goals is key
- ReMo still needs to become a household name at Mozilla – there is still a lot of work

to do to educate Mozillians about the program and to encourage project teams to effectively leverage it

- Reps need support from automated platform to perform with efficiency their everyday tasks and operations. This platform will be essential for providing metrics to the program. It's newest version 0.3 soon to be released will be a major step towards this.

SWOT Analysis and next steps

All participants at the camp were involved in a strategic planning exercise whereby each participant was asked to identify what they see as the Strengths, Weaknesses, Opportunities and Threats of the program.

The result of this SWOT analysis can be found here:

<https://remo.etherpad.mozilla.org/remo-camp-swot>

The next step was to organize all weaknesses and threats by categories, break out into 3 teams and each task each team to identify concrete action items/owners to address them.

The outcome of this exercise can be found here: <https://remo.etherpad.mozilla.org/remo-camp-swot-2>

Action items are grouped in the following categories:

- Tools
- Governance
- Skills & Learning
- Communications
- Mentorship
- Branding
- Policy
- Metrics

All the resulting action items, owners and deadlines can be found here:

<https://docs.google.com/spreadsheets/ccc?key=0Apc2GSRz6M-QdHBFR1N3QXpLNGdCRW9nSVIxUFpIOFE#gid=0>

Governance: council refresh and new mentors

The Mozilla Reps program is a community-driven program that empowers hundreds of Mozillians around the world. It is a hybrid organization managed by Mozilla staff and volunteers. The program's organizational structure ensures that the program runs efficiently, transparently, and in a participative/collaborative way.

→ **Replacing current council members**

After lengthy debate and deliberation, general consensus was reached on the following key points:

- the entire council (except for William and Pierros) will be replaced by September 2012.
- the process to replace the council will happen in 2 phases :
 - Phase 1: late August 2012, an initial random draw of 7 new council members will be done
 - Phase 2: late February 2013, a 6-month election cycle will begin.
- In this first election cycle, the first 4 council members who were randomly selected in Phase 1 will be replaced by range voting. During the second election cycle, six months later (Aug 2013), the other 3 members of the council selected in Phase 1 will be replaced by range voting. And so on and so forth...
- nominees for random draw will be chosen based on pre-defined criteria
- former council members can run for re-election but have to sit out of the council for at least 6 months before running again (except the first 4 council members who were selected randomly in August 2012 – they can run for election in February 2013).
- past council members will “shadow” current council members and provide guidance/mentorship when needed

→ Next steps

- 1) document council replacement procedure and mechanisms in https://wiki.mozilla.org/ReMo/Structure_Governance
- 2) communicate to reps-general
- 3) set date to officially open applications to run for Council on reps-general
- 4) set date to close applications
- 5) set date to organize “live” random draw of 7 new council members for Phase 1
- 6) set date to organize elections to elect 4 new council members for Phase 2

Council candidate criteria for random draw:

- *must have prior experience being a ReMo mentor*
- *must be able to respond to bugs or email within 48 hours*
- *must be available to travel*
- *must have minimum 2 years experience contributing to Mozilla*
- *must be proficient in English (speaking and writing)*

→ New Mentors

Consensus was reached that mentors should be mentoring no more than **10 mentees**. A process of mentee re-assignment will get underway in the next weeks to redistribute mentees in a more balanced way

(see: <https://wiki.mozilla.org/ReMo/SOPs/Mentoring/Reassigning>)

Improving Mentorship

When ReMo was launched in June 2011, the focus was on rolling out the program and recruiting Reps to have a critical mass in order to push the program forward.

The focus now needs to shift from “quantity” to “quality”. While the large majority of Reps accepted into the program are active and have been fulfilling their responsibilities as Reps, we need to hone the reps onboarding and deal with reps who may not be very active. Improving Reps onboarding includes:

- training for our mentors to be even better than they already are and able to pull up reps who show promise.
- improve sign up experience (ie. more automation, front-loading more of the sign up to show commitment and tenacity as well as ability to follow instructions)
- improve mentor training (ie. yearly or twice-yearly mentor training camps to work on facilitation skills, conflict resolution best-practices, alignment with Mozilla priorities)
- update and improve on the documentation for both reps and mentors

Marketing Collective (aka volunteer arm of the Engagement Team)

The camp was a unique opportunity for ReMo leadership to align around a key initiative of the Engagement team. The goal is to open the engagement team, work with people on the ground who can be the eyes and ears of Mozilla everywhere, people who evangelize Mozilla, increase our reach for initiatives. It provides ways to know if a Mozilla campaign is working locally or not, and consequently, to adapt Mozilla's marketing campaigns more locally.

It is for any mozillian who believes in Mozilla's ideals, and willing to gain/share experience in this field and working with staff. The program also help reps/mozillians to specialize in a particular field (social media, localisation...).

Org structure here: <http://cl.ly/image/263W2H103642>

→ **Next steps**

- 1- Establish a working group to finalize and implement
- 2- Gest working group with first call and meet at work week
- 3- Create and document comms structure
- 4- Merge Comms Reps, Evangelist Reps

(See full session notes here: <https://etherpad.mozilla.org/mc-notes-remocamp>)

ReMo Engagement Action Plans

Given Mozilla's top organizational goals, a strategic planning exercise was organized where three teams were formed, each tasked to come up with a proposal for a "ReMo action plan" to support Mozilla's efforts around B2G, Fennec or Desktop. These action plans will aim to increase community outreach, support community marketing campaigns and recruit new contributors.

→ **Firefox OS**

Objectives

- 0 - **Support Mozilla's B2G Baseline initiatives**
- 1 - Get more **contributors to the B2G communities**
- 2 - **Promote the Firefox OS community & support infrastructure**
 - ie: the brand & the 'web is the platform' message
 - More marketing/pr, evangelism, demos
- 3 - **Promote the B2G community & support infrastructure**
 - gecko & gaia & gonk
 - More technical/support/QA
- 4 - Bring new **developers to the B2G Ecosystem**
 - Apps, Marketplace

See full Firefox OS plan here: <https://remo.etherpad.mozilla.org/camp2012-b2g>

→ **Firefox Mobile**

Objectives

1. Get more downloads
2. Awareness about choice on mobile
3. Reps using it
4. High ratings, reviews, reviewers.
5. Help with (local) partnerships?

See full Firefox Mobile plan here: <https://etherpad.mozilla.org/mobile-remocamp12>

→ **Firefox Desktop**

Objective: Return the growth rate to 7%

Tactics:

- Reps to take responsibility to make sure that each localisation in SUMO has an owner
- Reps to participate in SUMO days
- Sprint to get all the locales at 100%
- Organize demo days
- Provide reps with a sample presentation with demos about Firefox that they can use everywhere (with Paul Rouget help maybe)
- Encourage reps to blog about Firefox stats
- Support training for reps

- Promote flicks winners, share & like videos on Youtube --> Goal to get one of them (or more!) on front page of Youtube
- Timeline: within a month
- Reps to coordinate Universal subtitles for flicks
- Buttons/shirts that say "Ask me for support"
- Promote awareness of add-ons memory consumption

ReMo Task Forces

As the Mozilla Reps program grows, the most effective way to scale program management is for the leadership base to form project-specific task forces. Each task force has a lead who serves as point-person and driver of the team. The following is a list of existing and soon-to-be-created task forces :

- Community IT (lead: Nukeador)
- Budget (lead: William)
- B2G task force (lead: Pierros)
- Firefox Desktop task force (lead: Majken)
- Mobile task force (lead: Nukeador)
- Metrics task force (lead: TBD)
- Social Media task force (lead: Vineel)
- Marketing Collective task force (lead: TBD)
- Governance task force (lead: Majken)
- SWOT Action plans (lead: William)

ReMo Webdev

The Mozilla Reps website plays an essential role in the continued development of the program. A brief update of new functionalities and features to expect on the website was presented:

- New event management system will be shipped with 0.3 of the website (no dependency from the wiki) . Display all events (upcoming, past...), button to say "I will attend/attended this event", reports will automatically have events added (less work, yeah!), interactive gathering of tweets, pictures...
- Discovery features, which means that people it will be easier for people to locate, email and contact others
- Visual and performance enhancements

- API exposing profile info (which means anyone can build upon this to create a webapp, enhance the remobot...) but also for the event system.
- Contribution Path: Much easier to get coding on ReMo. List of bugs to get started with, check out <http://mzl.la/remowebdev>

In addition, it was agreed that the ReMo Companion add-on will continue to be developed with new features.

Immediate next steps (July 2012):

- leadership circle to review ReMo Camp Report and make edits as necessary
- council to share full report on reps-general [Council + Mentors]
- follow-up with all task forces [William]
- update on ReMo task board and ensure all action items have owners [William/Pierros]
- follow-up with ReMo Engagement Action Plan owners for next steps [William]
- get ball rolling on governance next steps [Majken]

ANNEX

ReMo Camp References:

- **Streaming**

- Watch recorded sessions here: <https://air.mozilla.org/reps-camp-2012/>

- **Social**

- Use hashtag: #remocamp2012
- Social Stats:
 - <https://remo.etherpad.mozilla.org/remo-camp-social-stats>

- **Photos**

- <http://mzl.la/RsWJnE>
- <http://www.flickr.com/photos/henx/sets/72157630502802652/>
- <http://www.flickr.com/photos/82294200@N05/sets/72157630514446312/>
- Firefox Flicks Party:
<http://www.flickr.com/photos/tobimcfly/sets/72157630499330612/with/7536721218/>
- Photos by Brian King: <http://www.flickr.com/photos/king-molan/sets/72157630439271646/>

- **Topics**

- <https://remo.etherpad.mozilla.org/remo-camp-topics>

- **Session transcripts**

- <https://remo.etherpad.mozilla.org/remo-camp-sessions>

- **Random Ideas Box**

- Write down your random ideas here:
- <https://remo.etherpad.mozilla.org/camp2012-ideas>

- **SWOT**

- <https://remo.etherpad.mozilla.org/remo-camp-swot>
- <https://remo.etherpad.mozilla.org/remo-camp-swot-2>

- **Statistics** about the Remo program: <http://htmlpad.org/remo-stats>

- **Governance**
- <https://remo.etherpad.mozilla.org/camp2012-governance>

- **Marketing Collective**
- <https://etherpad.mozilla.org/mc-notes-remocamp>

- **Engagement Action Plans**
- B2G: <https://remo.etherpad.mozilla.org/camp2012-b2g>
- Mobile: <https://etherpad.mozilla.org/mobile-remocamp12>
- Desktop:
- **Volunteers and employees session**
- <https://remo.etherpad.mozilla.org/remocamp-volunteer-employee-session>