Learning Networks
Program Review
March 26, 2015

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Agenda

1. Goals
2. Key Initiatives
3. Landscape
4. Community Sentiment
5. Partnerships
6. Funding pipeline
7. Q2
8. Discussion

Mozilla Learning Networks

Goal: establish Mozilla as the best place to teach and learn the mechanics, culture and citizenship of the web.

We promote Mozilla's mission by educating people about the web as an open platform for creativity and collaboration.

Our Community: Educators and Activists that want to teach the next generation of web citizens.

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2015 Goals

Deepen the value and impact of Mozilla Learning Networks across the globe by spreading web literacy and helping people see and understand themselves as citizens of the web.

- *Mobilize* more educators
- *Create* new tools, programs and practices
- *Catalyze* innovations across networks
- *Grow* demand for Mozilla events, communities and networks

KPI for 2015: 500 cities with ongoing Learning Network activity

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Q1 Goals

Test new Mozilla Web Clubs model

Q1 Target	2015 YTD	Notes
Pilot in **20** cities	**24** cities	Developed, tested and adapted Web Literacy Basics curriculum with 40 volunteers in 24 cities.

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"Some of these activities were the most fun things I have done till now for teaching sessions."

Priyanka Nag, Developer in Pune, India

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Q1 Goals

Increase # of Hive cities

Q1 Target	2015 YTD	Notes
10	**11**	*Established on-ramps for new cities (Denver, Mombasa, Bangalore, Vancouver) with tools including "Hive Cookbook" documentation, interest forms and reporting templates.*

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"Having the Hive Mombasa Community added to the Hive Global website adds credibility as we approach potential members and sponsors."

Alifiyah Ganijee, Mombasa Tech / Hive Mombasa

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Q1 Goals

Retain volunteers recruited last year

Q1 Target	2015 YTD	Notes
4k	**2,486**	Q1 emphasis was on scraping and consolidating email data for these local leaders. Not all 10K contributors in 2014 opted-in for continued outreach. Better CRM / email comms will help retention going forward.

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Key Initiatives

Initiative	Status	Commentary
Mozilla Web Clubs		*Developed and field-tested first curriculum module in 24 cities. Made a plan to institute a new organizing model to recruit, support and develop club leaders.*
Hive		*Clarified criteria for becoming an official Hive Learning Community. Better documentation and on-ramps for new cities. Curated best-of curriculum for Clubs. Hired Director of City Strategy to support growth to 30 cities by EOY.*
teach.mozilla. org		*New online platform for teaching the Mozilla way. On track for April soft launch. Includes teaching activities, new Clubs curriculum and global map of emerging Clubs. Good relationship with product team. Key issues are login and domain.*

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Key Initiatives

Initiative	Status	Commentary
Badges & Credentialing	 	*Documented our strategy and technical requirements. Engineering assessment now underway. Q1 focus was on planning, not implementation; no badges issued.*
Maker Party	 	*Plan approved for two-week kick-off campaign (July 15-31). Focus this year is on year-long engagement and seeding Web Clubs in locales where there's heat.*
MozFest	 	*Scheduled for Nov 6 - 8 in London. Focus on training Regional Coordinators, capacity building for core community, and Hive Global Meet-Up. Defining strategic outcomes.*

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Landscape

- "Learning to code" and computer science are more mainstream

- Hands-on learning pedagogy gaining popularity

- "Cities of Learning" gaining traction and interest (US)

- Mobile Web currently defined as Facebook or Whatsapp in emerging markets

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Landscape: How we're different

- **We're teaching the mechanics, culture and citizenship of the web.** It's social, production-centered, open, locally relevant and reflective.

- **We're building a volunteer ecosystem and organizing model for leadership development.** Convening educators and activists who want to teach the next generation of web citizens.

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Community Sentiment

"I always thought I'd visit websites. Not make them! But now I can."

Middle school participant in PASE Explorers afterschool program (Hive NYC)

"I already run two tech programmes in Argentina. I do it outside of my job, and it can be tricky to find other committed volunteers with skills and staying power. I'd love help, resources and community to do it with."

Alvar Maciel, school teacher, Buenos Aires, Argentina

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Community Sentiment

"Our partnership with Hive makes us fresh, keeps us moving forward rather than doing the same old thing all the time."

Dr. Michelle Larson, President and CEO, Adler Planetarium (Hive Chicago)

"We had constant demand from our community members for web literacy classes, and we were finally able to create a great recipe with Web Clubs and curriculum."

Elio Qoshi, Super Mentor/Mozilla Rep, Albania

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Partnerships

National Network of Statewide Afterschool Networks: involved in early Web Clubs testing. Planning initial training for coordinators in up to 10 states

National Writing Project: also involved in Clubs testing. Next discussing how to recruit regional coordinators

Peace Corps: inviting 3+ field offices to test first curriculum module with their new volunteers

CoderDojo: working with local dojos to test curriculum in their existing clubs and share completed modules across their network.

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Funding Pipeline:

Recent Awards
- DML Trust Challenge/HASTAC
- Mott
- Irvine

Pipeline
- National Science Foundation
- MacArthur
- McConnell
- Institute of Museum & Library Services

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Q2 Goals

- Increase # of Mozilla Web Clubs to 200

- Increase # of Hive cities to 20

- Test and launch volunteer organizing model
(goal: up to 10 Regional Coordinators)

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Next Quarter: Key Initiatives

Initiative / Deliverable	Brief Description	Dependencies	Date
Mozilla Web Clubs	• Onboard ~10 volunteer Regional Coordinators to support 200 clubs • Develop, test and refine curriculum – including Privacy, Mobile and "Teach like Mozilla"	• Community organizing protocols • Resource allocation for curriculum development	*by mid-June*
Hive	• Match emerging Hives with Clubs volunteer roles • Develop more exemplars of existing Hive models, projects and impact • Finalize fundraising toolkit	• Funding • Possible design/dev resources *(for better integration with teach.moz.org)*	*by end of May*
teach.mozilla.org	• Build features that enable connections between community members • Add broadcasting elements for news/dynamic content	• Design and engineering resources • Engagement to drive traffic	*Late May*

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Next Quarter: Key Initiatives

Initiative / Deliverable	Brief Description	Dependencies	Date
Badges and credentialing	● Improve UX of badges workflows (for both issuing and applying) ● Determine initial badge offerings	● Design and development resources	April
Maker Party	● Comms planning and initial outreach to community and partners ● Curate the activity, resources and assets	● Engagement, design and development resources	June
MozFest	● Finalize strategy and develop narrative arc, tracks and program team ● Relaunch website to "Save the Date" ● Logistics planning, incl. hotels, budget, registration platforms	● Engagement, design and development resources ● Budget approval	by end of April

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Discussion Topics

Challenge: Hard to track sustained engagement. We rely on contributors to self-report their activity.
Request: How can we incentivize updates and reflection from community members? How do other orgs tackle this? How does this fit with Mozilla-wide CRM plans?

Challenge: Branding. We built the ground game in connection with Webmaker product. New Mozilla Learning / Clubs branding requires establishing different brands.
Request: How can we thoughtfully transition existing community to this new brand architecture?

Challenge: Quantifying impact. We're getting better at demonstrating quantity, and growth as a surrogate for impact -- but it isn't enough.
Request: How do we get better at measuring the relationships we're building to support the open web for teaching and learning?

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