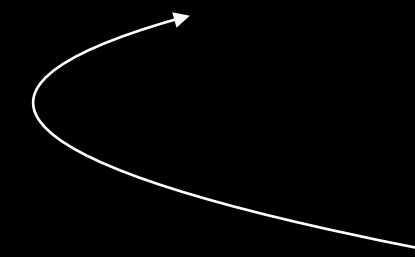


# Mozilla Academy strategic planning

## Q2 2015

## what we're doing in 2015

- 1) setting up the learning network in **500 cities**;
- 2) attaining **250,000 monthly active users** of the software;
- 3) crafting an ambitious learning and community strategy**



*Colloquially, "Mozilla Academy"*

*Let's have a first draft of this by end of Q2 & introduce at Whistler*

## Planning process for greater focus in 2016...

- programs and partners have a **shared vision**. We have **path to scale**.
  - efficient **allocation of partnership resources** across initiatives
    - we know we are **spending money on the right things**
    - we can justify donors' investments with **evidence of impact**
- we eliminate confusion about **what we advocate vs. what we deliver**

## what we know

- our goal is **universal web literacy**
- we're building a **radically open & participatory** learning program that will help you use the web to **improve your life**
- it will have a **unique pedagogy** and program **delivery framework**

## what we don't know

- the scope of the program; how to ensure a rational and **sustainable cost structure?**
- how to **attract donors** and justify their continued investment?
- how to move **beyond theory & advocacy**, to measurable impact?

## what we need in a learning & community strategy

- a simple, streamlined approach that **builds from the 2015 Learning Plan...**
- ...incorporates what we've learned about **emerging markets opportunities...**
- ...and **tees up participatory design** sessions, leading into **2016 Learning Plan**

(and be ready for Whistler)

## working proposal for Q2

- Mark chairs **9 meetings (~90 minutes) between now and Whistler:** progressive decision-making and documentation (but stay agile)
- Ben accountable for **study and preparation for each meeting;** managing research and partner inputs
- team will create **models & supporting analysis** as necessary. This will help us invite smart outside perspectives and show up clear & strong when asking for feedback.

## partner engagement in Q2/Q3

- continue to seek and close partnerships for immediate goals:  
(clubs KPI, cities KPI, Webmaker user KPI, new curriculum)
- slow other partnership conversations; signal to partners in need of alignment that we're undergoing strategy process
- High-value strategic partners sign MOU and invited to consult on process





# now to 2016



## “inception” team

**Mark** — leader of process and strategic decision-maker

**Ben** — accountable for implementation and documentation of process. During Q2, Ben will step back from fundraising, make this priority focus, and report to Mark

**Analyst, TBD** — we will contract a short term researcher to closely follow, gathering and synthesizing outside inputs (market data, case studies, models) as needed

**Dalberg (Corina & Robin)** — ensure that the MoFo Learning Plan is well integrated with Dalberg’s Mozilla-wide recommendations for emerging markets

**Others TBD** — will include significant consultation with MoFo VPs, directors, George Roter, others

*Strategic thinking* —

"to seek innovation and imagine new and very different futures that may lead the company to redefine its core strategies and even its industry."

*Strategic planning* —

"to realize and to support strategies developed through the strategic thinking process and to integrate these **back into the business.**"



**We'll know  
we've got it  
when:**



**mozilla**

— These people want to be a part of it  
and these people want to pay for it —



(and everyone can explain it)