

**OpenNews**  
Program Review  
March 24, 2015

# Agenda

- 1. Goals & Priorities for 2015**
- 2. Key Initiatives** + their current state
- 3. Community Sentiment:** What are we hearing?
- 4. Partnerships**
- 5. Landscape:** Looking outward. What's happening in the space?
- 6. Next quarter:** Goals + Key initiatives.
- 7. Key questions**

# 2015 Goals & Priorities

## 2015 Growth goals build on 2014 success

- **Knight-Mozilla Fellowship applicants:** 175 high-quality applicants, a 33% increase from 2014 (on a target of 500 total applications in 2015, up from 419 in 2014).
- **Source readership:** 350K annual users (doubling our 2014 numbers).
- **SRCCON attendance:** 225 (up from 175—initially 125—in 2014).
- **Coral Project:** Staffed, launched and coding.
- **Community connection:** Will sponsor or organize at least 15 events where people can build connections and write, document, or discuss journalism code.
- **People touched by code we helped create or open source:** 1 million (a new metric).

# 2015 Goals & Priorities

## Cross-initiative priorities: improvements & inclusion

- **Diversity and inclusion**
  - Building on inclusion work with our fellowships and SRCCON, we'll bring that attention to all programs and deepen our efforts
- **Non-elite news organizations**
  - We are making a concerted effort to work with newsrooms that are smaller, outside of major media centers, and less connected to our community
- **Telling our story**
  - We've learned a lot over our four years as a program and will share our lessons and insights
- **Improved internal systems, documentation, and evaluation**
  - Our team doubled in size last year and took on new challenges. We're improving our internal structure to find efficiencies and help us meet our other priorities

# Key Initiatives

## **Knight-Mozilla Fellowships**

our flagship fellowship program, in its fifth year in 2016

- **2016 Fellowship Partner** search opens April 1, closes April 24
  - Five partner orgs + Coral Project
- **2016 Fellows search** opens June 10, closes August 21
  - Extensive outreach work over the course of the summer
- **2016 Fellows announced** at MozFest

# Key Initiatives

## SRCCON

our summer conference for newsroom coders

- **June 25 & 26 in Minneapolis MN**
- **Completely rebuilt/redesigned website**
  - Launched Feb 20, 2015
- **Open call for session proposals**
  - Opened March 18, closes April 10
- **Tickets on sale April 29**
  - Close three minutes later

# Key Initiatives

## Source

our community hub for technology & interactive design in journalism

- **Editorial restructure/refresh in first half of 2015** to suit evolving needs of the news-code community and integrate Source more fully with other OpenNews programs
- **Assistant editor search Q1 2015** to build out editorial capacity, increase event coverage, and open up space for new initiatives (podcast, new series, etc.)
- **New series, formats, and theme weeks scheduled for 2015** to boost participation and readership

# Key Initiatives

## Coral Project

a new collaboration between Mozilla, the New York Times, and the Washington Post

- **OpenNews plays the leadership role among the partners**
- **Extensive legal work in Q1 2015**
- **Project lead search Q1 2015**
- **All hiring complete by end of Q2**
- **Extensive work underway Q2 and onward**



# Key Initiatives

## Code Convenings

an event series dedicated to last-mile work in open sourcing  
newsroom code

- **Three convenings in 2015**
  - April
  - Late summer
  - Fall
- **Emphasis on inclusion in convenings**
- **6-12 projects open-sourced**

# Key Initiatives

## Events (Hack Days and External Events)

we participate and assist dozens of international events

- **Reevalute event sponsorship parameters in Q2**
  - responsively adapting to trends
- **Define criteria for external event participation**
  - make participation more strategic and less reactive
- **Use event participation as a way of engaging fellowship alumni**
  - a growing community we can rely on

# Key Initiatives

## MozFest

our participation in the Foundation's creative whirlwind of a festival

- **Consider how to better involve European journalism community**
  - A longtime goal, this sets up a potential P1 priority for international work in 2016
- **Evaluate integration with fellowship program and our other flagship events**
  - We've already seen a session go SRCCON -> MozFest -> NICAR. How do we build on that?
- **Refine plans to be more strategic and targeted**
  - We're planning to experiment with schedule density, integration, and ways to help attendees experience other tracks

# Key Initiatives

## Community Calls

our biweekly touchpoint with tech practitioners in and around newsrooms

- **Continue to evolve and refine**
  - our oldest community program, still vital
- **Build better pathways from the call to other OpenNews programs**
- **Experiment with recording and other non-synchronous presentation**

# Community Sentiment

## What we're hearing

- **More collaboration and ways to connect**
  - our growing fellowship community of current and former fellows values and seeks out opportunities to work together
- **Modeling practices of inclusion**
  - participants in SRCCON repeatedly mentioned how it was the “most \_\_\_\_” conference they had been to: thoughtful, intentional, welcoming, humane
- **Time away from the daily grind**
  - both SRCCON and code convenings gave people space outside of the daily news cycle to think and build

# Partnerships

## Partners are an extension of community

- **Funding partner: Knight Foundation**
  - continues to be very happy with the core work we do
- **SRCCON sponsorship partners**
  - \$15,000 in sponsorship our pilot year, \$25,000 expected in 2015
- **Fellowship partners**
  - this year we're stepping up our efforts to involve the newsrooms that host our fellows
- **Community partners**
  - We partner with many different organizations throughout our community; from Source to Code Convenings, partners are vital

# Landscape

## What we're noticing

- **A changing motivation for hack days**
  - Strengthening relationships instead of trying to build sustainable products
- **A continued focus on online privacy**
  - Newsroom developers have become leaders in the opsec community
- **An emerging focus on machine learning**
  - Growing popularity at journalism conferences like this year's NICAR and SRCCON
- **More news organizations making remote work an option**
  - Some teams are entirely distributed, and even local organizations are hiring remote
- **Collaboration becoming common**
  - We aren't working alone at the intersection of journalism and code

# Q1 2015: Status

ON DECK

## **Knight-Mozilla Fellowship applicants**

- application process launches in Q2

GO!

## **Source readership**

- hiring complete, editorial ramp-up able to start

GO!

## **SRCCON attendance**

- all systems go for another sellout

SLOW

## **Coral Project**

- Legal hurdles mostly over but continue to move slower than hoped

GO!

## **Community connection**

- Sponsored 2 events, signed on for 4 others

ON DECK

## **People touched by code we helped create or open source**

- First Code Convening of 2015 happens in Q2

mozilla



# Q2 2015: Goals

- **Select five 2016 Fellowship partners**
- **Strengthen 2015 Fellows' connections with their news organizations, OpenNews staff, and alumni**
- **Increase frequency of Source publishing**
- **Increase SRCCON attendance by 50 people**
- **Hire leads for Coral Project and officially launch the project**
- **Hold first Code Convening of the year**

# Q2 2015: Initiatives

- **SRCCON:** create schedule, sell tickets, organize event details, host SRCCON 2015 on June 25+26 in Minneapolis, MN.
- **Source:** Onboard Editorial Assistant hired and ramp up publishing.
- **Fellowships**
  - Run the 2016 fellowship partnership application process, interview applicants, and select news organizations to host fellows in 2016.
  - Launch 2016 fellowship application process.
  - Hold regular check-ins with 2015 fellows and fellowship hosts.
- **Coral Project:** launched with two lead positions in place as well as two 2015 Knight-Mozilla fellows.
- **Code Convening:** First code convening of 2015, held

# Key Questions

We're interested to hear your feedback

- How can we better share the specialized subject knowledge (about fellowships, events, publishing for community, and more) we're accruing with teams across Mozilla?
- What are some strategies that you've used to recruit experienced (senior-level) engineering talent from groups underrepresented in technology?
- How do you collaborate with other organizations in a way that doesn't create new programs or add to already-full plates?
- How do you stay connected with an international community without burning people out on travel? Have you found good ways to empower non-staff to represent you at events?