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MoFo 2020 Strategy

Program Design:

Proposals + Next Steps

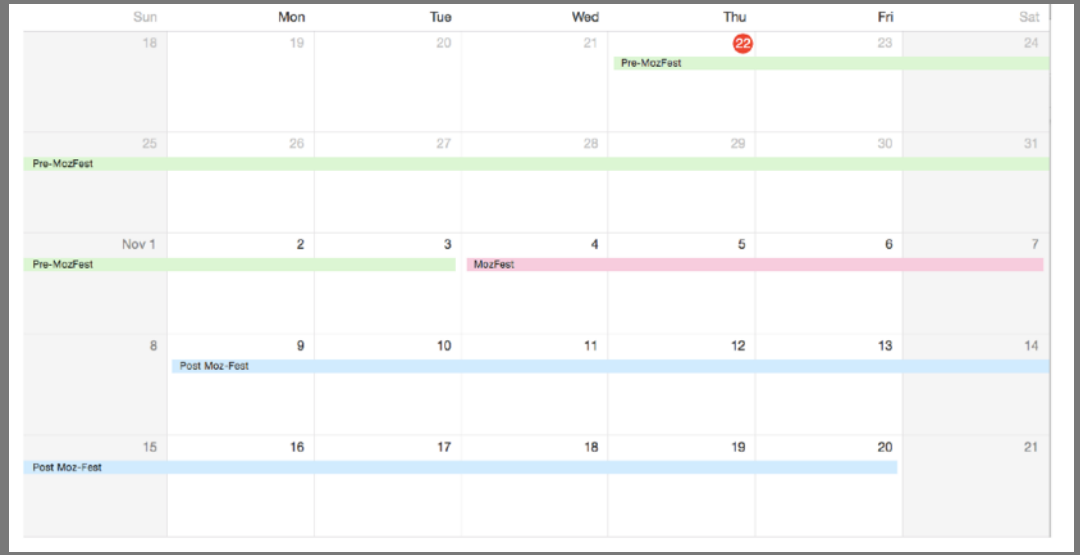
Oct 27, 2015

Phase 3 Planning: Where are we now?

Pre-MozFest deliverables:
1. Top-line Goals
2. H1 Initiatives
3. Dependencies

Ops decision Oct 22:
Do some light-weight Program Design *first*. To tee up smarter H1 goals & initiatives.

Key Questions:
Can we get all 4 of those deliverables done pre-MozFest?
Do we need to? What are the real external deadlines / dependencies?



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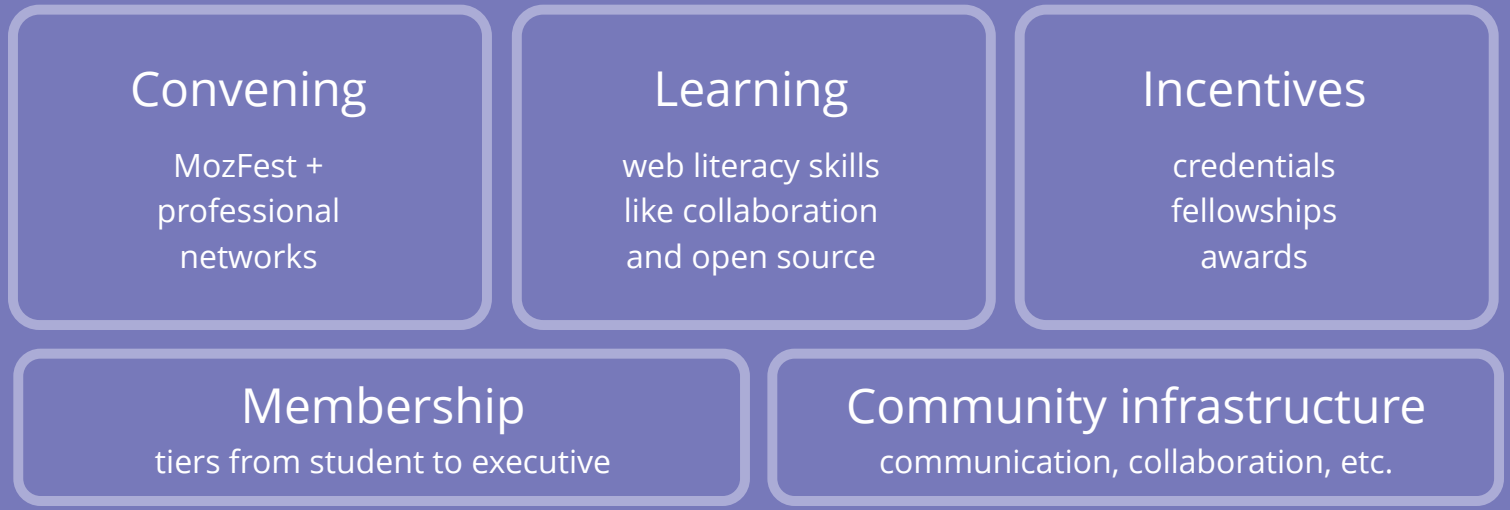
Program Design Framework: Leadership (Oct board slides)



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Program Design Framework: Advocacy (Oct board slides)

Campaigns

rolling set of educational and political campaigns focused on our ‘hills’

Online

mass digital mobilization tied back to our campaigns

Grassroots

local groups aligned with Mozilla campaigns, including ‘clubs’

World class infrastructure

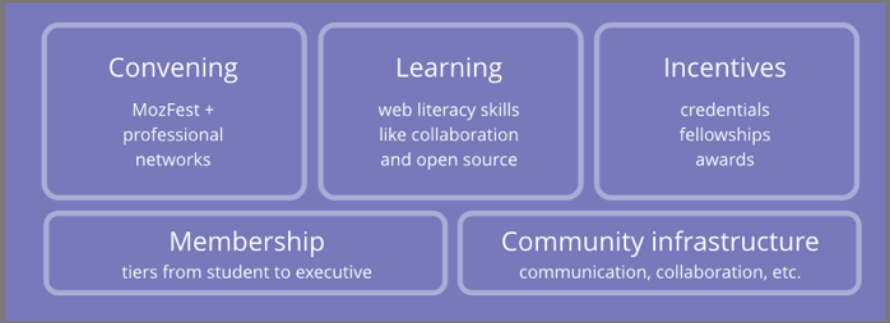
online organizing platform and expert team

Proposals

- Use these as frameworks for Program Design
- Flesh out initiatives in each of these boxes
- Use that to tee up 2016 goals + H1 initiatives

Plus:

- Add: “Networks / Sub-Networks” to MLN
- Pick a *core* element / focus for MLN (e.g., convening)



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Strawman Program Design w. Initatives

Leadership

Convening

small | medium | large

(or: something else)

Learning

curriculum | literacy map?

Incentives

credentials | fellowships | awards

Membership

young leaders | emerging leaders | profess-ionals | execu-tives | champions

Community infrastructure

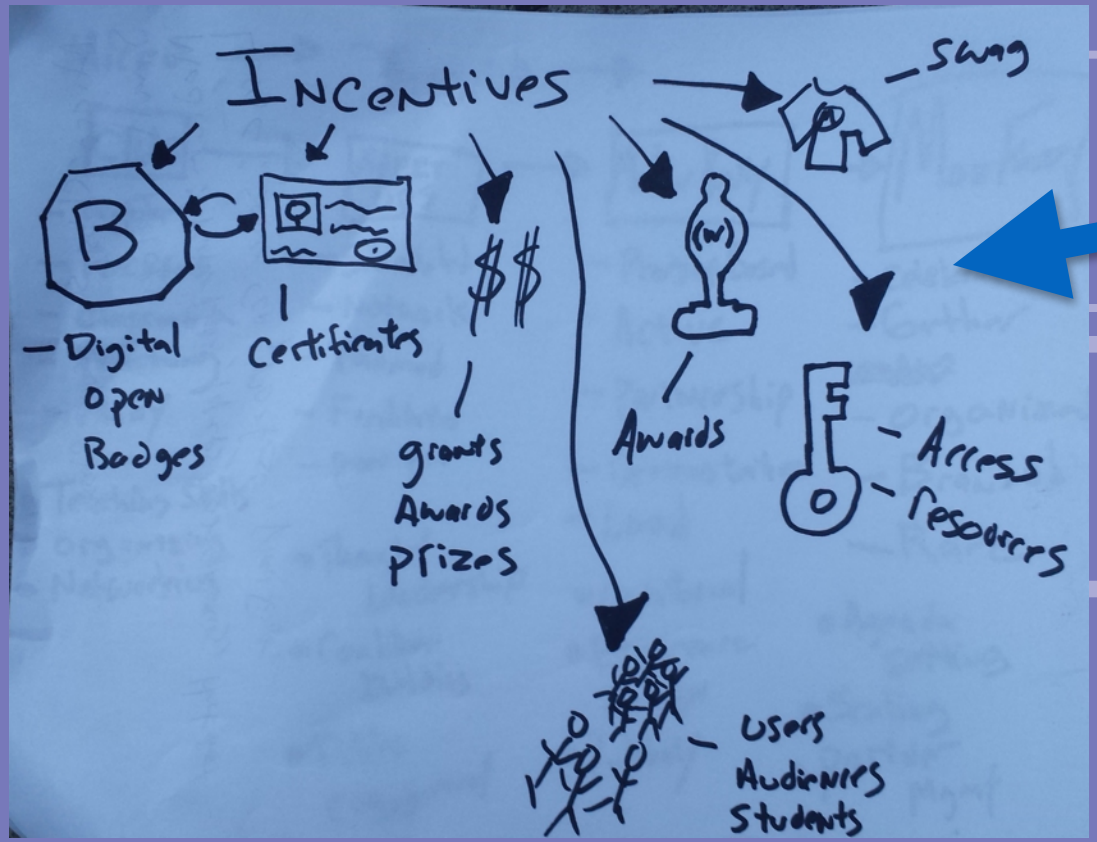
web platform | crm

Networks / Sub-Networks

Hive | ?

Strawman Program Design w. Initatives

Leadership



Incentives

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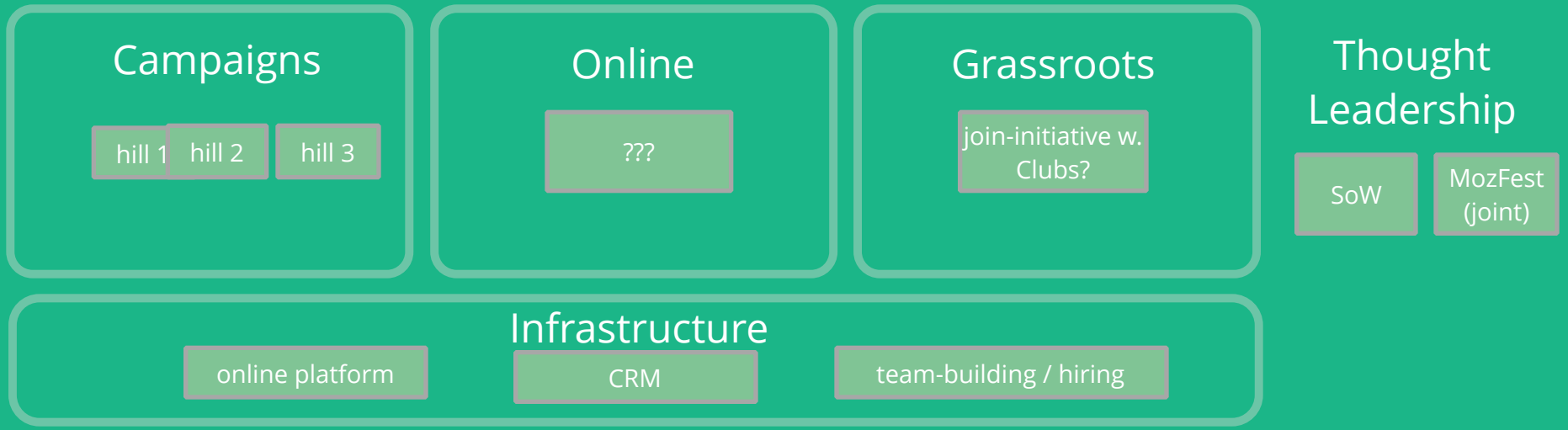
Mozilla Advocacy
Program Design



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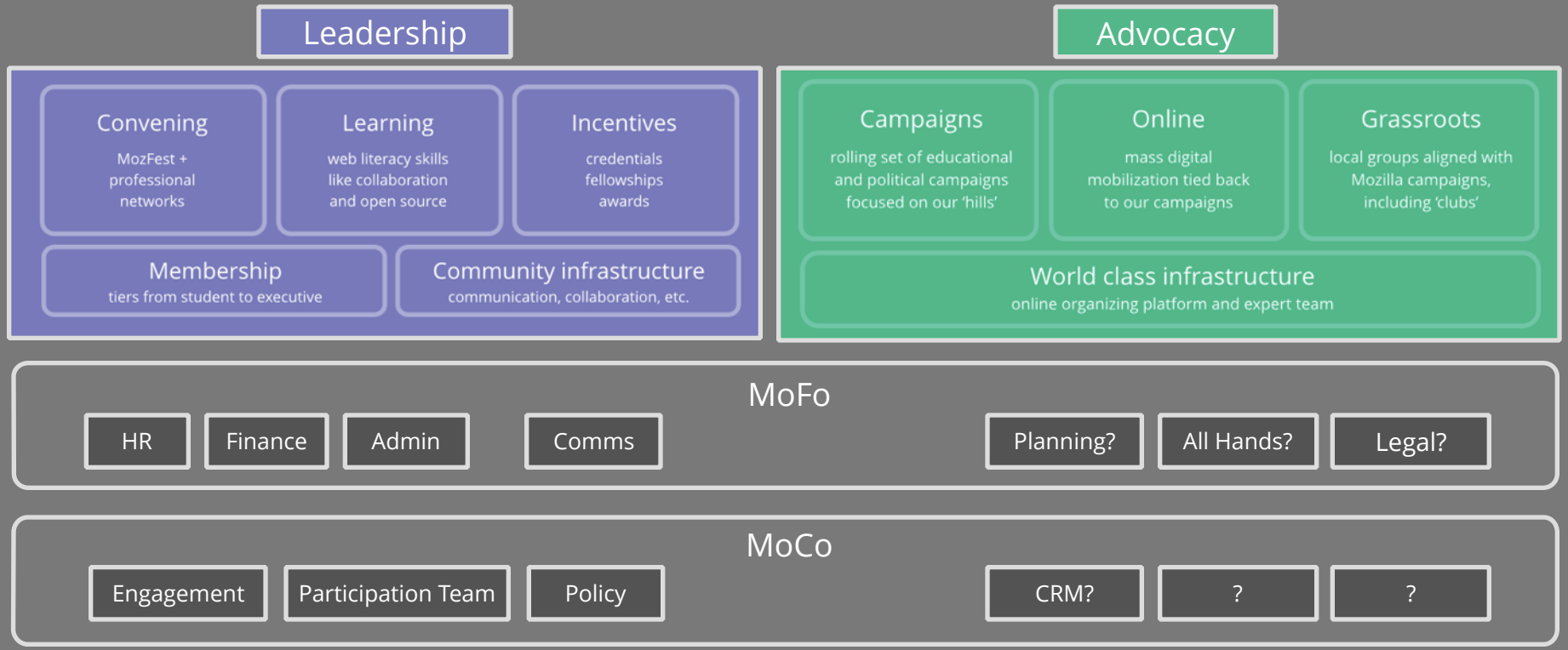
MoFo 2020 Strategy

Org Design

Org Design Strawman



Key Takeaways / Next Steps

Must-do: ship high-level program design w. initiatves by: Fri Oct 30 (?)
Question: what's the best process to get us there?
Then: push for 2016 top-line goals by Tues Oct 3 Ops mtg (?)
Prioritize: dependencies w. Participation, Engagement, Policy
Need: realpolitik understanding of the MoCo planning dependencies / external deadlines. (Esp: Oct 30, Nov 6, Nov 13 milestones)