



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

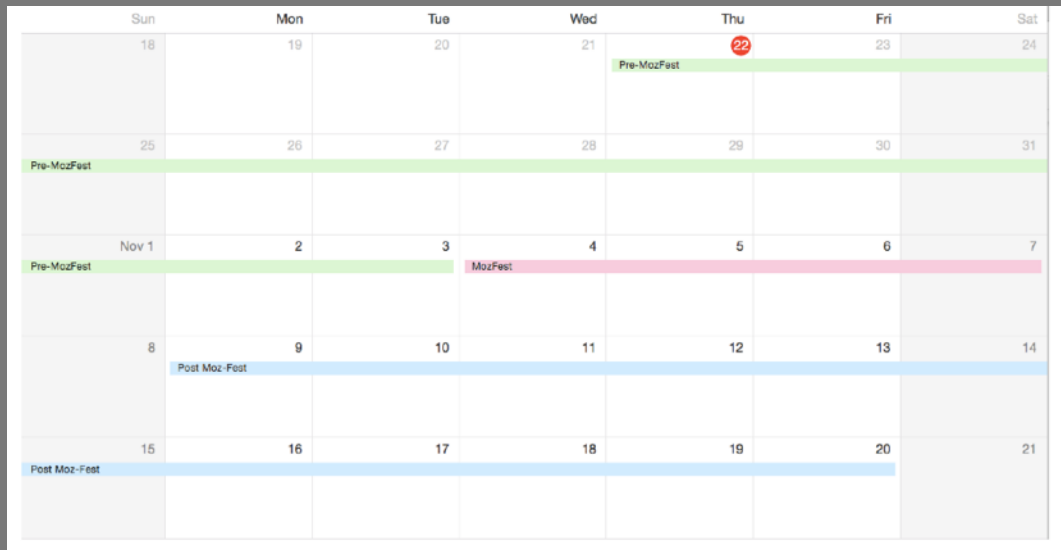
### Ops decision Oct 22:

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?



# Program Design Framework: Leadership

(Oct board slides)

## Convening

MozFest +  
professional  
networks

## Learning

web literacy skills  
like collaboration  
and open source

## Incentives

credentials  
fellowships  
awards

## Membership

tiers from student to executive

## Community infrastructure

communication, collaboration, etc.

# 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)



# Strawman Program Design w. Initiatives

## Leadership

### Convening

small medium large

(or: something else)

### Learning

curriculum literacy map?

### Incentives

credentials fellowships

awards

### Membership

young leaders emerging leaders professionals executives champions

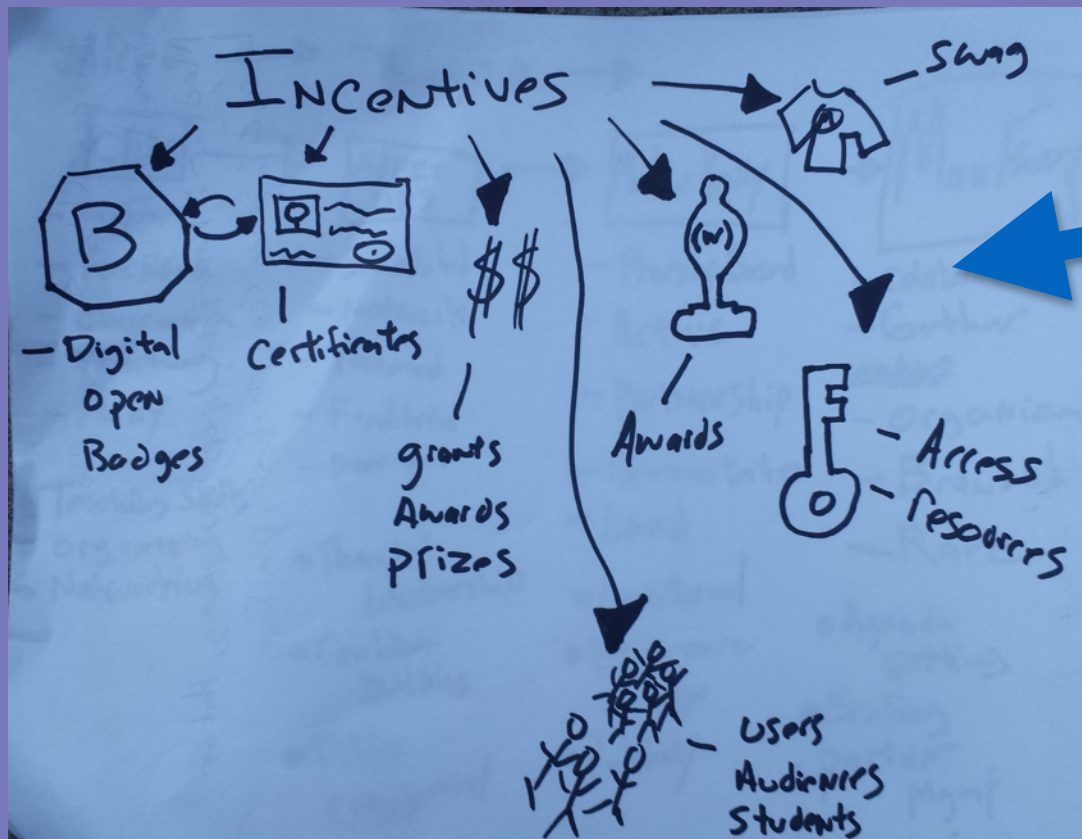
### Community infrastructure

web platform crm

### Networks / Sub-Networks

Hive ?

# Strawman Program Design w. Initiatives Leadership



Incentives

# Mozilla Advocacy Program Design

## Campaigns

hill 1

hill 2

hill 3

## Online

???

## Grassroots

join-initiative w.  
Clubs?

## Thought Leadership

SoW

MozFest  
(joint)

## Infrastructure

online platform

CRM

team-building / hiring





# MoFo 2020 Strategy



# Org Design

# Org Design Strawman

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## Advocacy

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and political campaigns  
focused on our 'hills'

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### World class infrastructure

online organizing platform and expert team

## MoFo

HR

Finance

Admin

Comms

Planning?

All Hands?

Legal?

## MoCo

Engagement

Participation Team

Policy

CRM?

?

?

## Key Takeaways / Next Steps

**Must-do:** ship high-level program design w. initiatives 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)