

















































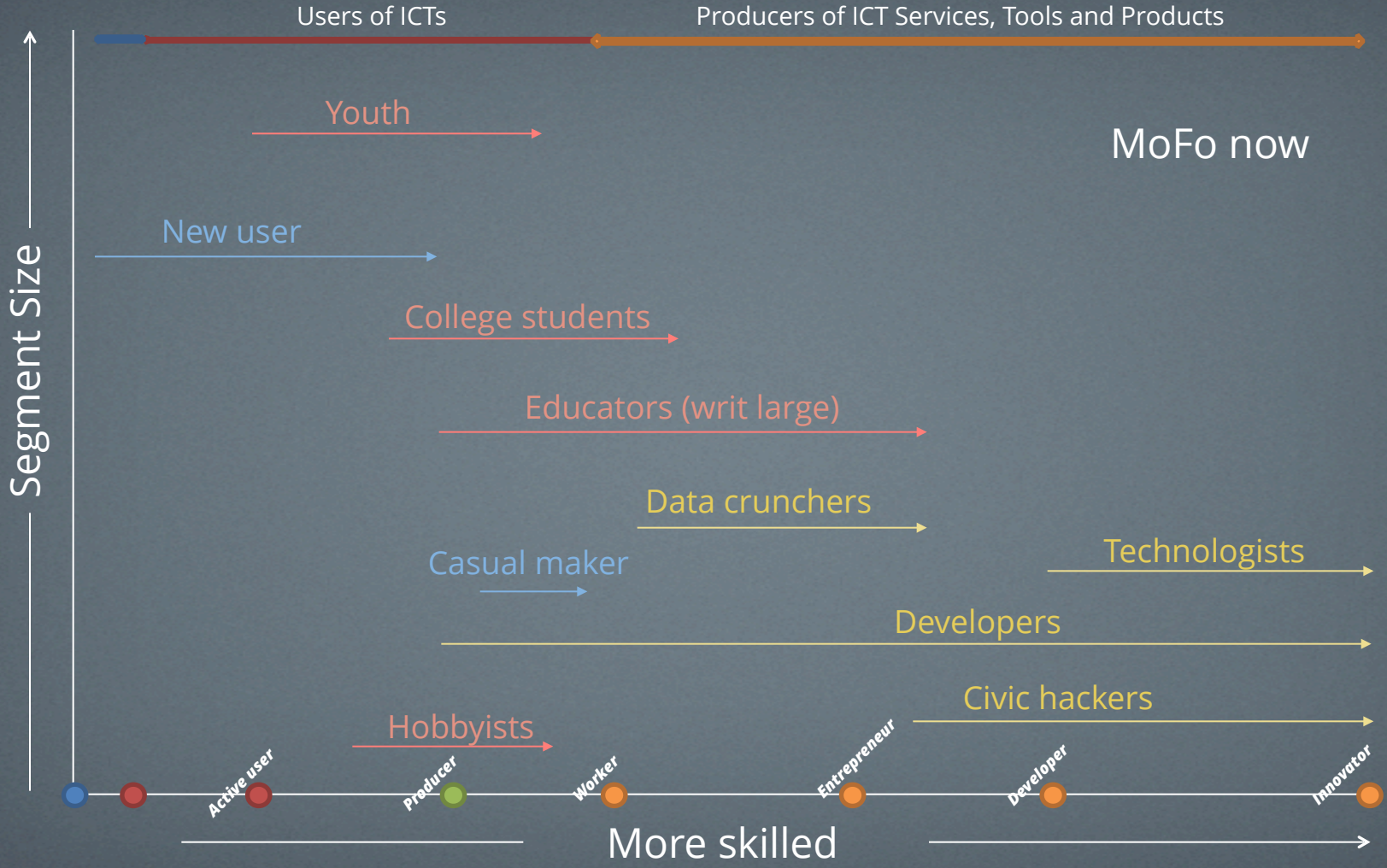


Who learns with Mozilla today?

	New User	Youth	Hobbyists	Casual Maker	Educators	College Students	Developers	Data Crunchers	Technologists	Civic Hackers
Mozilla Fellows										
MDN										
Hive Networks										
Mozilla Clubs										
Webmaker										

(sourced from representation on program materials)



Where is Mozilla?

Where is Mozilla?



Spaces

Communities

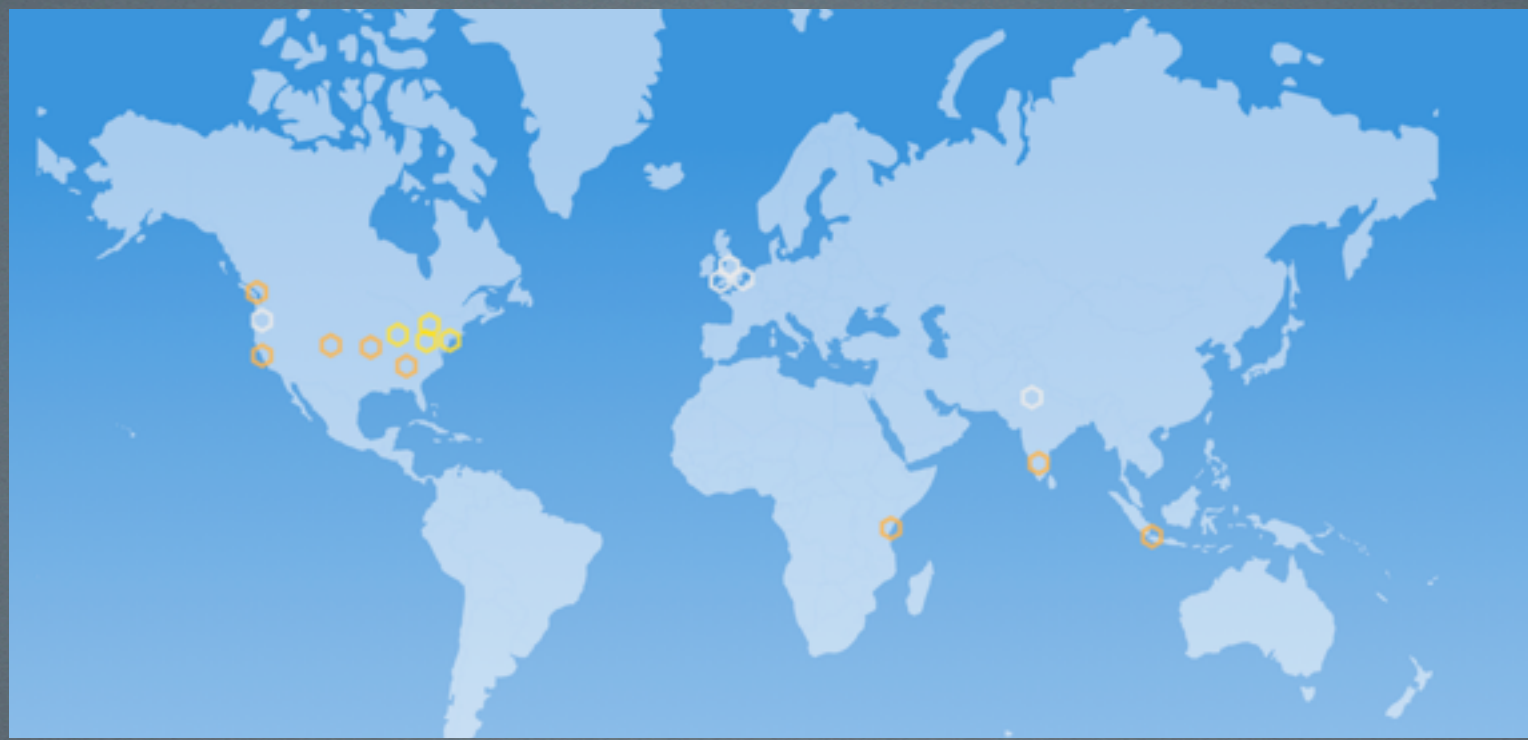
Where is Mozilla?



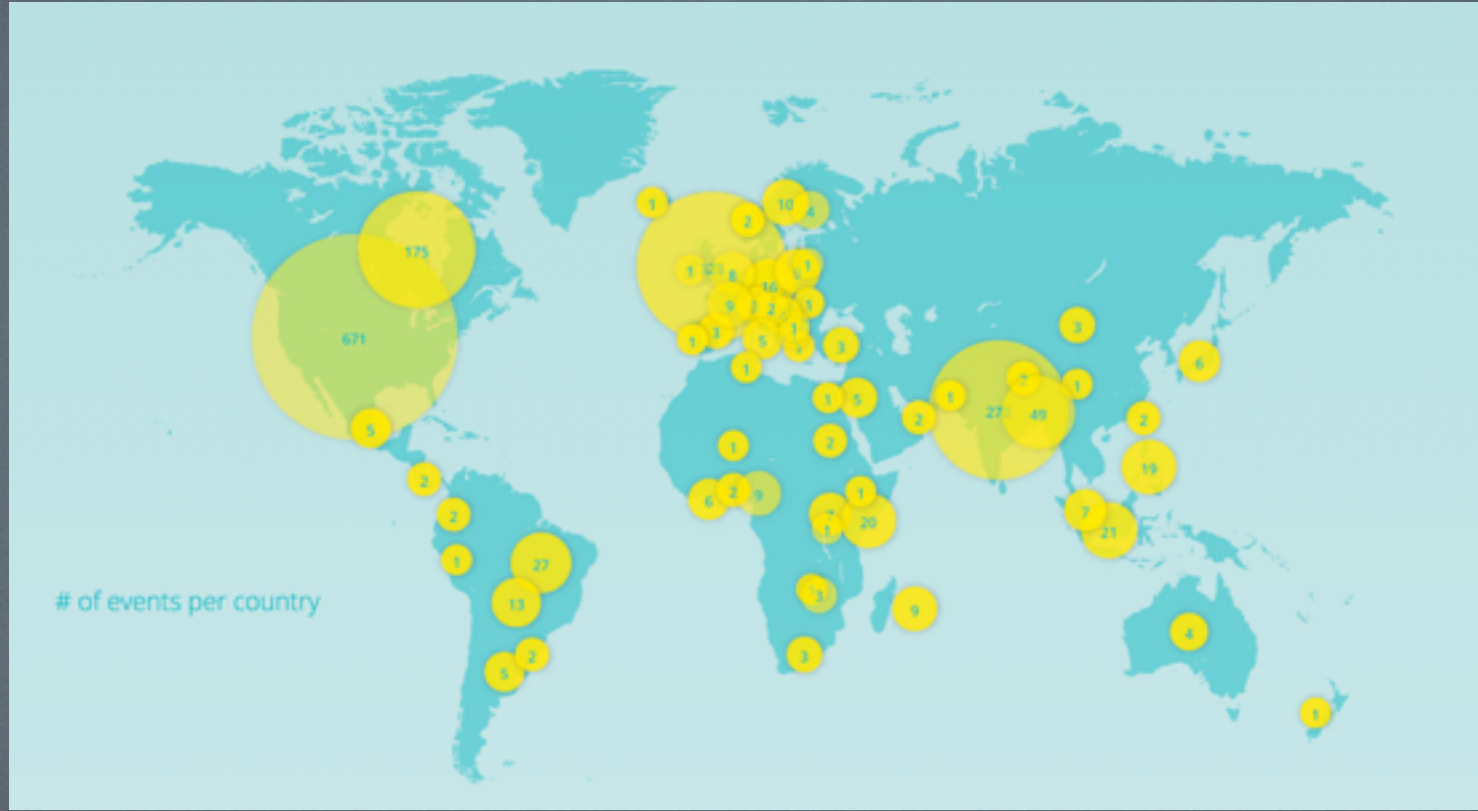
Spaces

Communities

Registered communities



Hives

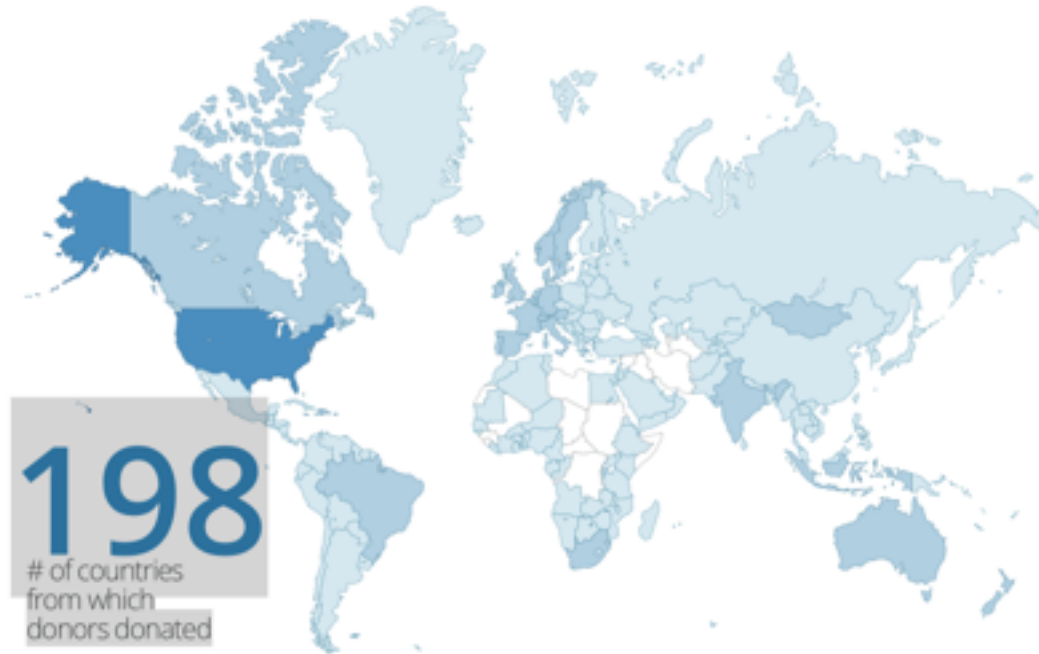


Maker Party events 2014

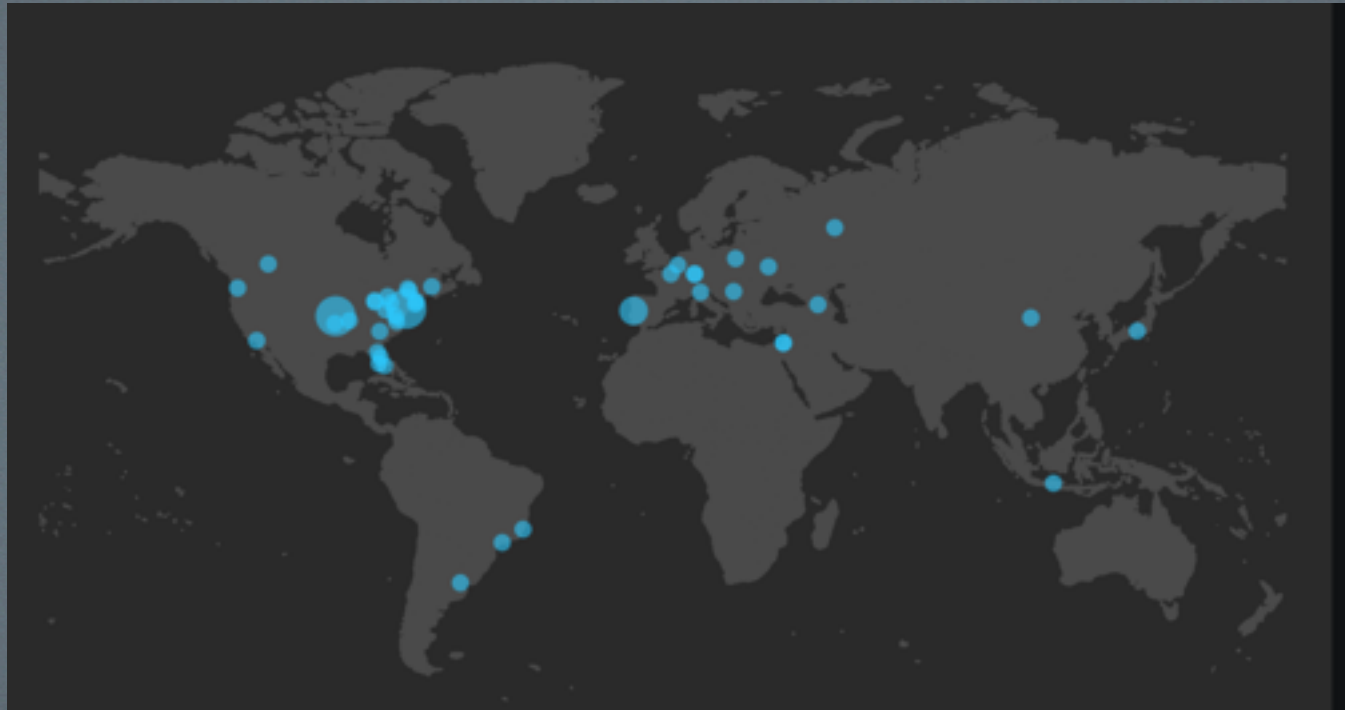


MoCo community investment (old)

Year End Campaign



Donations by country



Webmaker traffic (old)

Thought-starters on community capacities

(note: these are more traditional Mozilla communities vs. Hive or communities with professional educators)

(1)

Set of community members for whom learning/web literacy is the North Star of Mozilla

- younger
- less technical (but still technical)
- more effective community builders
- newer to Mozilla—most energy, most creative

(2)

Very small # of community members with high capacity to lead learning + no cultural pressure to be great at this skill

- most learning activities are probably lead with medium to low quality
- few people who could be trainers of teachers
- getting better at teaching/facilitating not presently a clear path in Mozilla or something broadly valued

(3)

Most communities don't have a great way to align/direct resources

- we're very new at collective organizing
- still a staff catalyzing/focus energy and continuous investment is needed
- testing new mechanisms like "certifications" through our communities will probably be tough

Plans for investing in communities

(note: these are rough plans)

(1)

**Invest in our communities
understanding and aligned with
Mozilla goals/strategies**

- through direct coaching
- through meetups

(2)

**Invest in a core set of leadership
and organizing skills**

- planning for impact
- basic facilitation
- basic human centered design

(3)

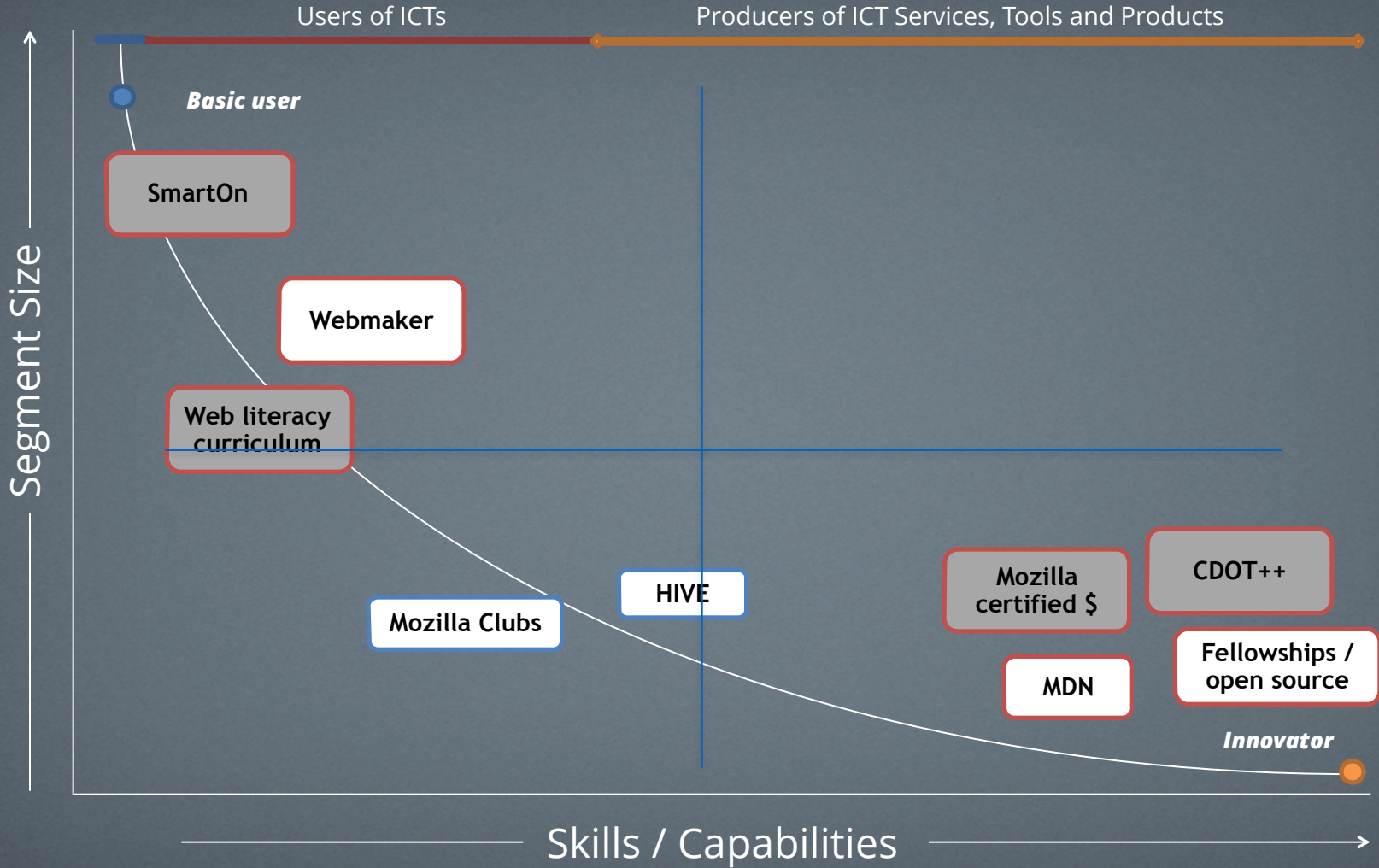
**Sort out relationship between
ground-game organizing
structures and supports**

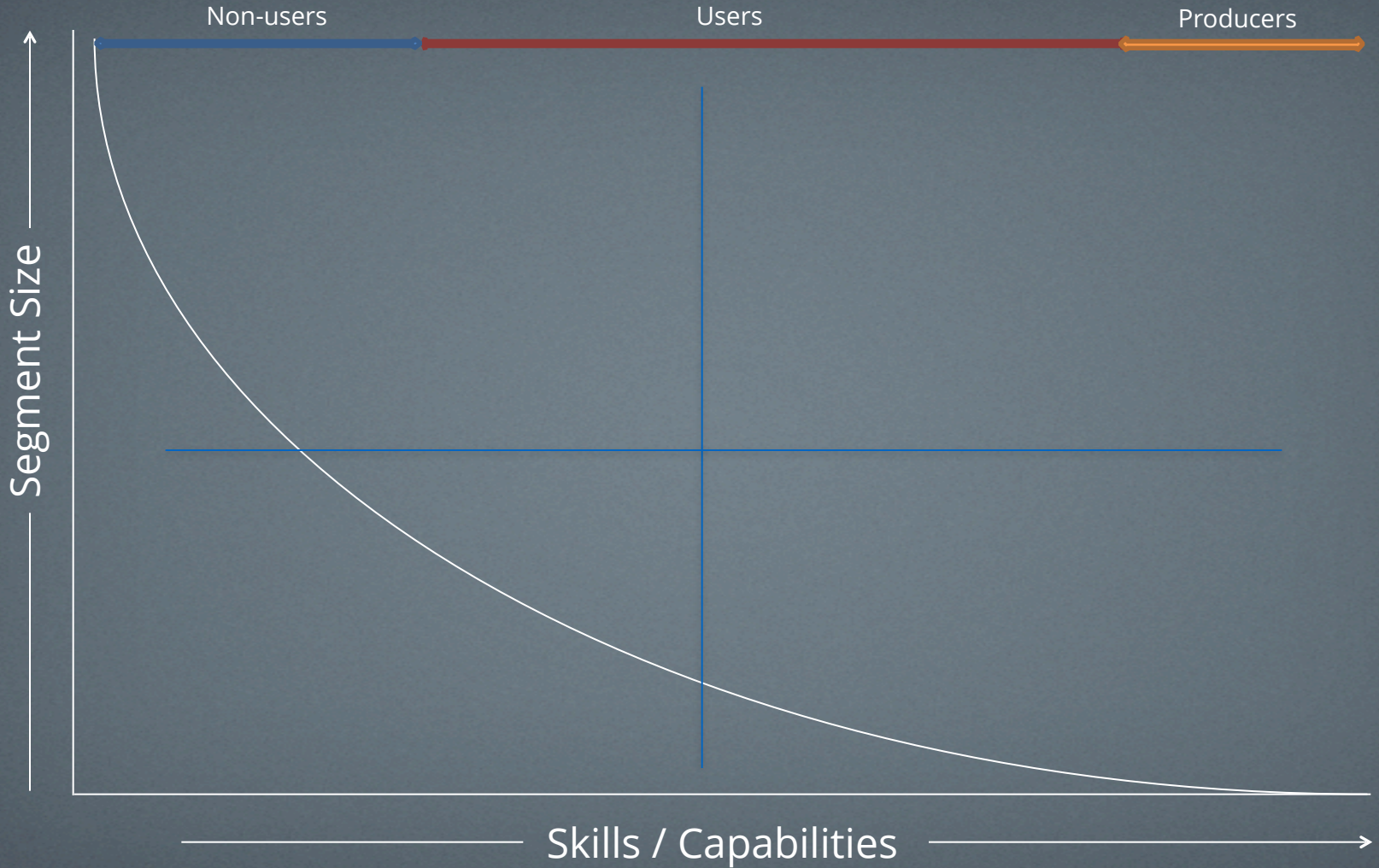
- Reps, Regional communities, clubs, FSAs
- lots of interesting tensions
- unclear on exactly how this will work out

Are we making Mozillans educators?

Or making educators Mozillians?

Both? Neither?





Non-users

Users

Producers

Segment Size

Skills / Capabilities

ways of thinking (not conclusive)

Many

We create frameworks and catalyze other institutions who are teaching at massive scale

Few

Our people directly deliver "best of class" programs (at movement scale)

We cultivate leaders who innovate and renew movement

Intro

Mastery

Mission:

Keep the internet an open, public resource.

What we do:

Increase # people who know how to read, write, participate.

We do it by:

Creating frameworks and catalyzing others to teach these skills at massive scale.

You would have to believe: that creating frameworks and catalyzing others is a smart way to increase the number of people reading, writing and participating, and therefore keep the internet open.

Mission:

Keep the internet an open, public resource.

What we do:

Increase # people who know how to read, write, participate.

We do it by:

Directly delivering “best of class” programs at scale.

You would have to believe: that directly delivering programs at movement scale is a smart way to increase # of people reading, writing, and participating — and therefore keep the internet open

Mission:

Keep the internet an open, public resource.

What we do:

Increase # people who know how to read, write, participate.

We do it by:

Cultivating leaders who innovate and renew the movement.



You would have to believe: that cultivating leaders who innovate and renew the movement is a smart way to increase # of people reading, writing, and participating — and therefore keep the internet open