



Community Building at Mozilla in 2013

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2013 In Context

Mozilla is at a transition point and the way volunteers get connected to the work of the mission needs to change.

In 2012, we did in depth **discovery** of how teams were approaching community building to understand what was working and what their needs were

In 2013, we plan to **integrate** the separate community building efforts and put together proven processes into a coherent plan

In 2014, we need to be ready to **turn up the dial** and build the community Mozilla needs to achieve our strategic objectives

Discovery in 2012

Talked with over 70 staff and volunteers to **understand** their needs and processes

Launched **pilot** efforts with Stewards from across the project including Support, Coding, Creative and Webdev

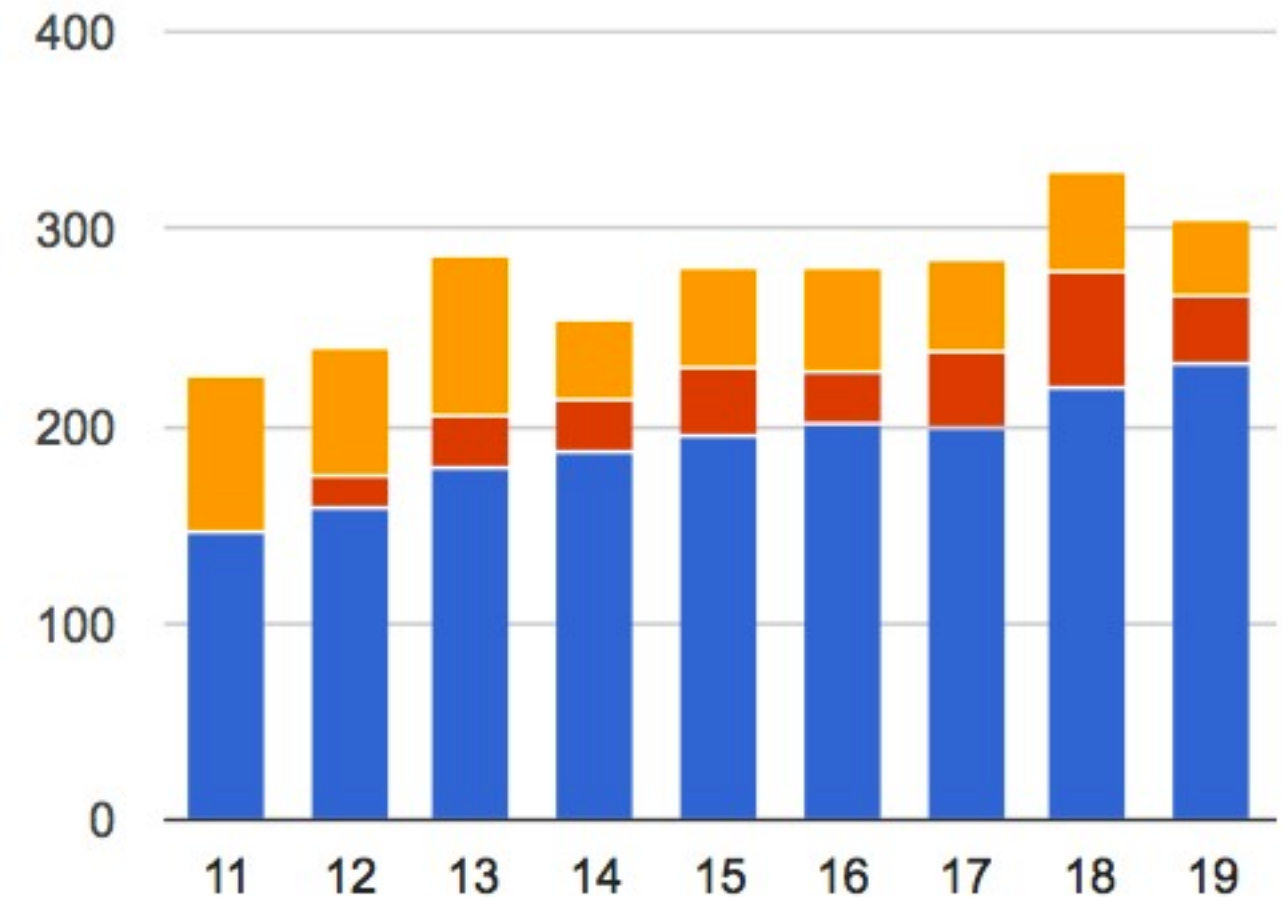
Validated findings and **collaborated** on plans at two Community Builder meetups



Community Building Pillars

Through our discovery process, we know that a **thoughtful, intentional and scalable** approach to community building at Mozilla consists of these pillars:

- Community Builders
- Contribution Pathways
- Systems and Data
- Education
- Recognition and Development
- Organizational Support



Community Builders

To get things done at Mozilla, there needs to be a driver. Teams need Community Builders to drive their volunteer participation efforts.

Community Builders sit in specific teams and are embedded together on the Community Building team to leverage each other's efforts.



Contribution Pathways

Community Builders will manage contribution pathways for functional and regional areas as a way to identify, qualify and onboard new volunteers.

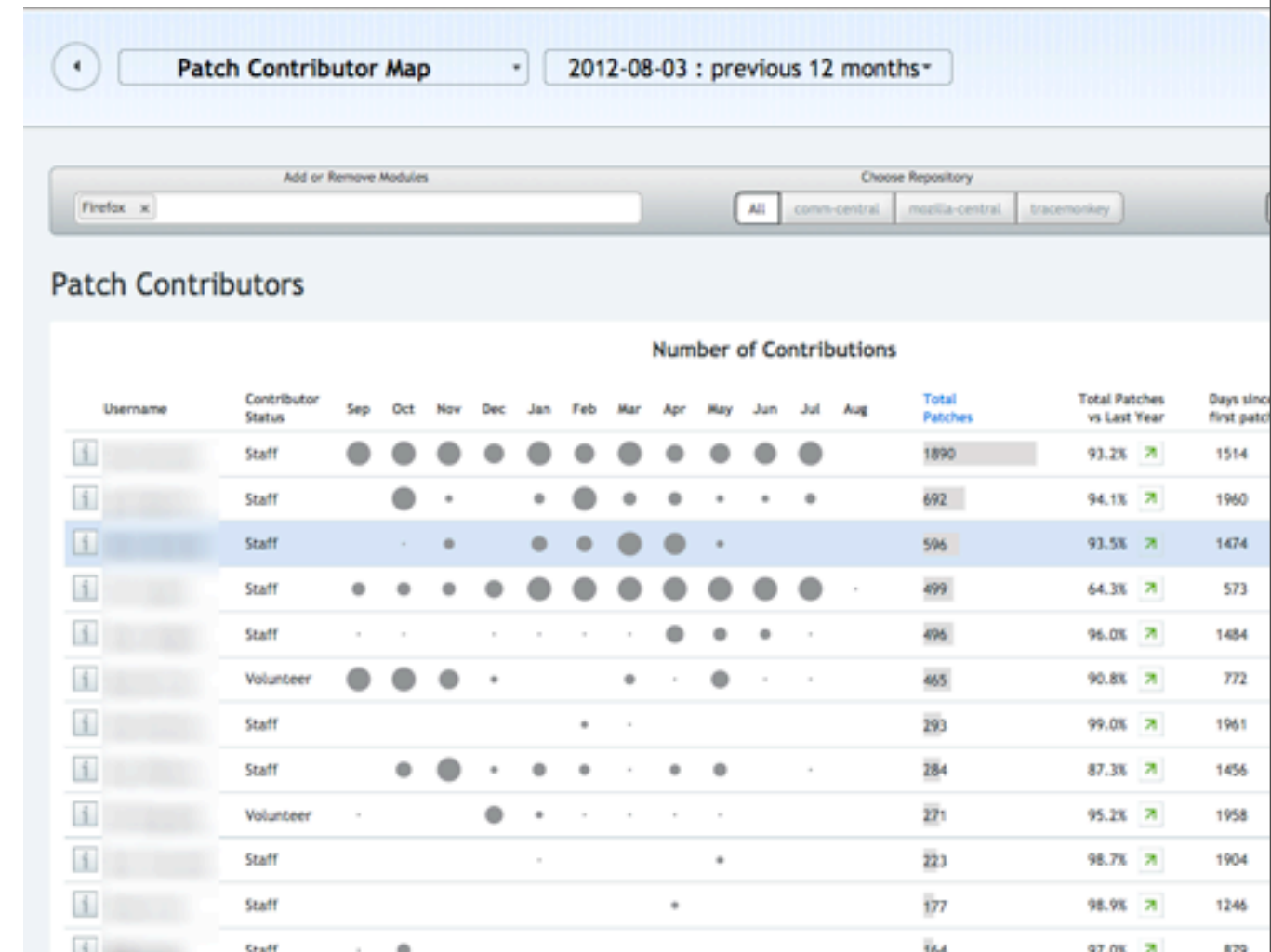
They will drive changes in teams to allow work to be spread across both paid and unpaid contributors and will ensure volunteers can find those opportunities.



Systems and Data

The size of the volunteer opportunity is huge and systems and data are needed to handle the volume and to scale up processes to the entire organization.

Visibility into the operations of pathways will also allow us to identify and remove roadblocks and test and verify improvements.



Education and Communications

We can no longer assume Mozillians have knowledge about community building and we need to capture and spread information about how volunteering works.

Community experts can consult with teams, people can gain experience in workshops and meetups can be held for people to share best practices.



Recognition and Development

Recognizing volunteers for their contributions will deepen and extend relationships and will help us develop casual contributors into core contributors.

Recognition can be an item like a badge or can be a recognition of potential by helping volunteers develop through mentoring and training.



Organizational Support

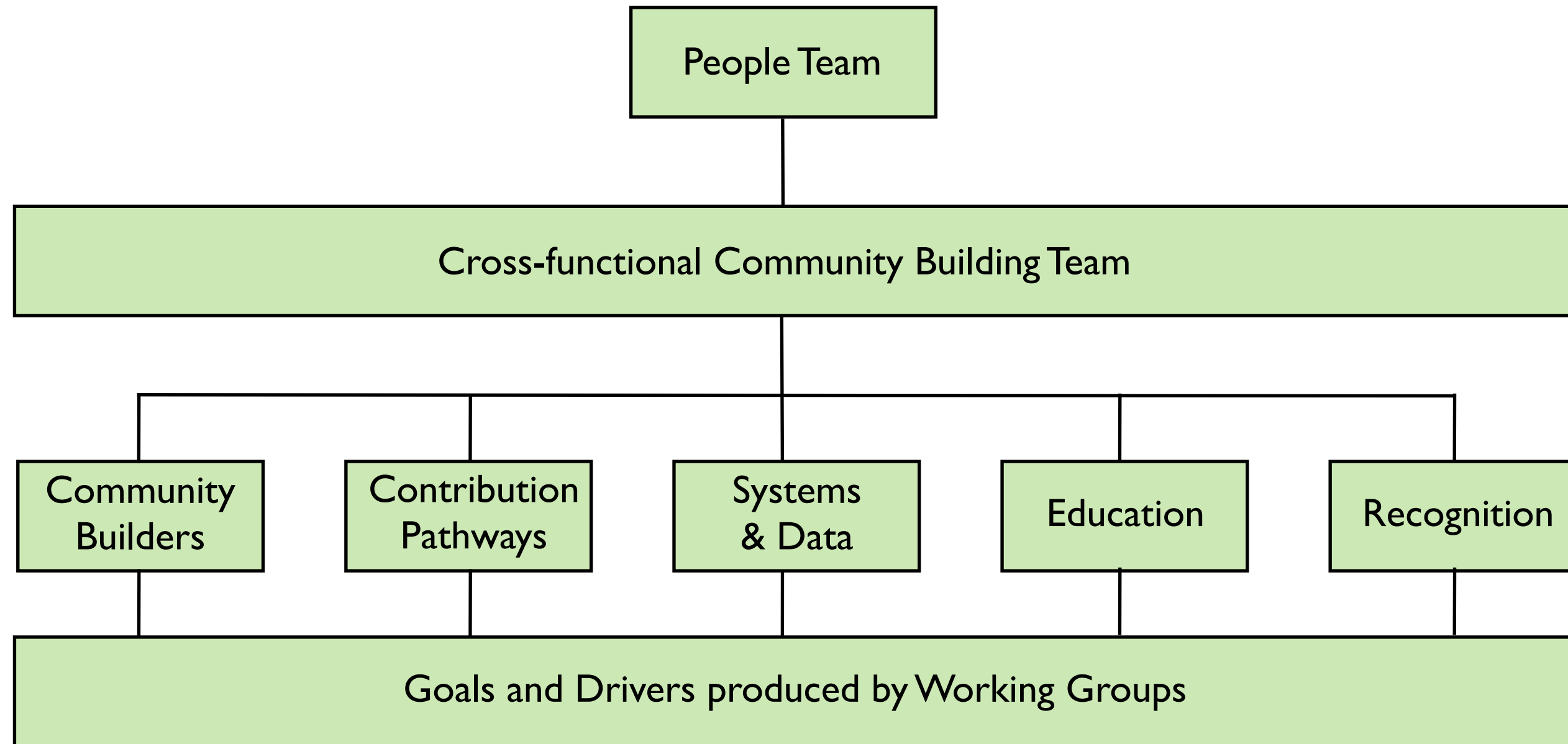
The organization needs to support community building and can do this by establishing accountability for community growth in the workforce planning process.

There also needs to be a voice for community building and volunteers at the Steering Committee and Director levels.

Capacity Analysis for 2013 Planning

Functional Area	Capacity	Resources	Paths
Accessibility	L		
Addons	H		
Automation	L		
BD	L		
Coding	H		
Communications	M		
Creative	L		
Documentation	M		
Engineering PM	L		
Evangelism	M		
Legal	L		
L10n	M		
Marketing	M		
Metrics	L		
People	L		
Policy	L		
QA	M		

Community Building Structure



Ready To Go In 2014

By building on these pillars and integrating community building efforts across the project, we will be ready to turn up the dial and build the community Mozilla needs in 2014

