

Mozilla Foundation Staff Meeting

# 2015 Planning

November 2014

# Timing

1. Since MozFest: team leads started planning.
2. Next two weeks: strawman plans w/ team input.
3. Portland: dig into detail, figure out next year.
4. Then: start some new work, run fast in January.

**Structure**

# Mozilla Planning

## Vision - Long Term

values / beliefs / purpose / brand promise

## Focus - 3 Years

big picture KPIs / main product and program areas

## Activities - 1 Year

team KPIs / key initiatives / etc.

# Plan Elements

Product and program groups

FF / FxOS / Cloud / Content / Learning

Support orgs

Engagement / ops / community / etc.

Strategic and community initiatives

Policy / IoT / news / science / etc.

# MoFo Plans

Product and program groups

FF / FxOS / Cloud / Content / **Learning**

Support orgs

**Engagement** / **ops** / IT / HR / etc.

Strategic and community initiatives

**Policy** / IoT / **news** / **science** / etc.

# Vision and Focus

(Mozilla-wide draft by Chris / Mark / Mitchell)

# Purpose

We champion the Web by:

1. Building great products to help people take control and explore the full potential of their online lives;
2. Empowering people with technology and know-how to shape the future of the Web for the public good.



## **We measure success by**

The number of long-term relationships we build and people we reach — tied to our brand promise and mission — through our products, services and programs.

## Relevant three year targets

750M monthly active users, 50% on mobile.

We have empowered our community  
with tools and know-how.

We deliver Mozilla values through all of our products  
and programs across all major platforms and devices.

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and **programs** across all major platforms and devices.

**‘Mozilla Learning’**

People look to us as the know-how  
and people dev side of Mozilla.

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Opportunity: set our sights high!  
Imagine a global, community-based  
learning institution.

We can build that.

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Opportunity: set our sights high.  
Building a global, community-based  
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# 'Mozilla Learning'

Goal  
Empower  
people —  
by offering  
skills dev



Step 1

**start with  
web  
literacy**



Goal  
**Build**  
leaders,  
everywhere



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# 'Mozilla Learning'

Webmaker

Maker Party

Hive

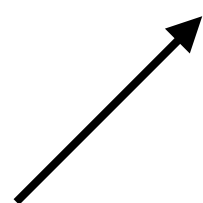
Communities (eg. news)

ReMos

Fellows

Step 2

**build on our assets**



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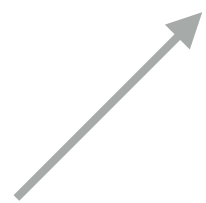
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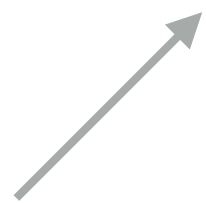
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# ‘Mozilla Learning’

Mozilla helps people **learn how to read, write and participate** in the digital world. We do this through Webmaker, Hive and all our work.

Mozilla also helps people **grow as leaders and mentors** who help others make the web better.

**Practically, in 2015 ...**

## Webmaker+ as first step

1. Clubs + Hives: grow our *local* mentor networks.
2. Product: first class making + learning platform w/ mentoring.
3. Message: tie skills to independence.  
Knowledge = empowerment.

## **Also: design long term strategy**

1. Develop clear learning / leadership plan.
2. Clearly define what we mean by 'fellow' etc.
3. Expand beyond fellows to leadership development across Mozilla community.



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