



Community Building at Mozilla in 2013

March 2013 - David Boswell

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

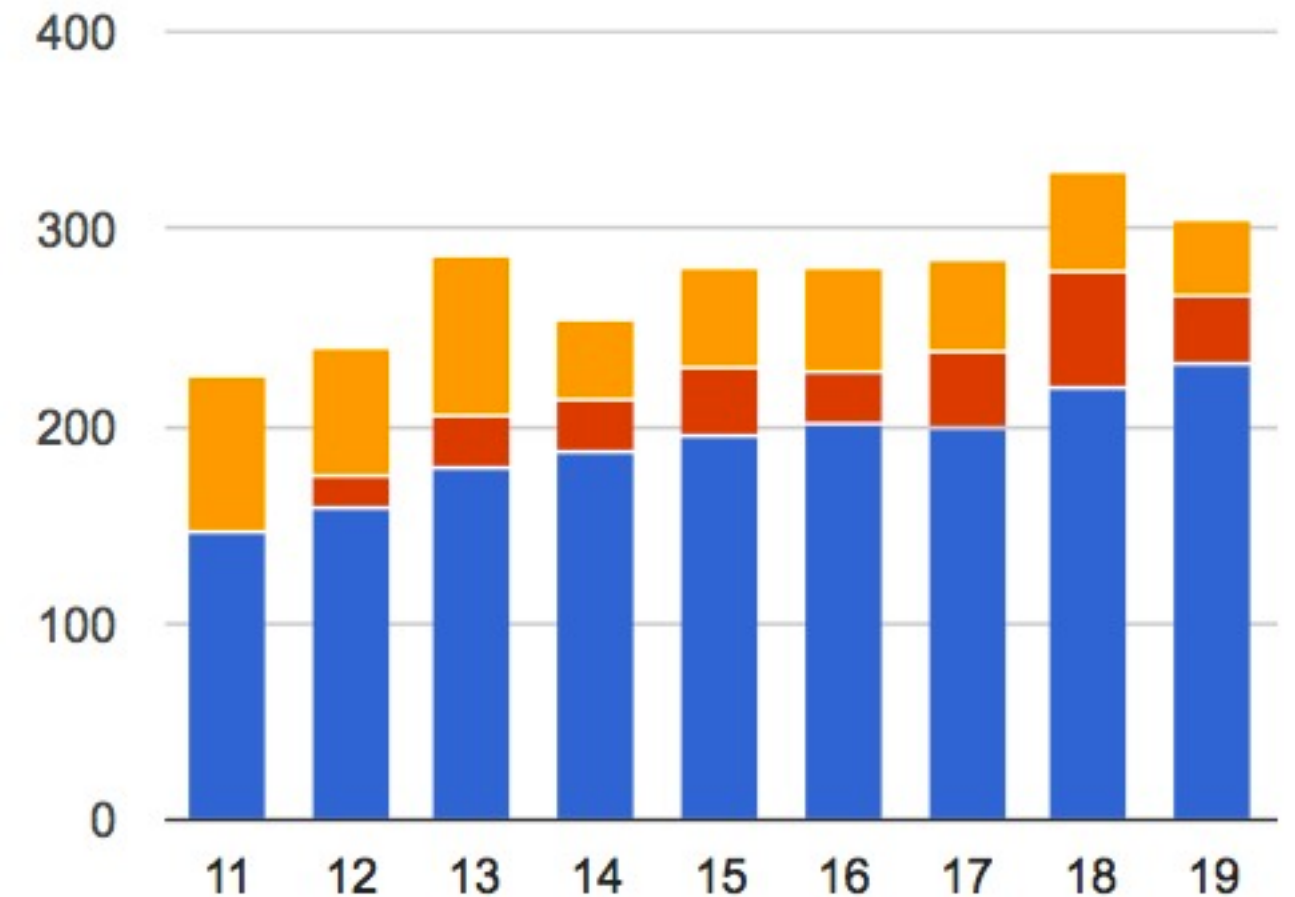
Validated findings and **collaborated** on plans at two Community Builder meetups



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 Funnels
- Systems and Data
- Education
- Recognition and Development
- Organizational Support



Toronto Meetup

We are here to

Eliminate duplication of effort and focus limited resources on the highest priority community building needs

Shape our role and how we work to create a model for how Mozilla needs to be doing community building



What We'll Build

Plans that will help you **succeed** throughout the rest of the year

Models that other teams can use to get going with community building

Group of **teammates** you can work with on projects that will help all of us



What We'll Deliver

By integrating community building efforts and putting together proven processes, we will give Mozilla the ability to turn up the dial and build the community we need in 2014

