Connecting Vision to Action in a Community Project

LinuxCon NA 2015 — Seattle, WA

Presented by
Matthew Miller
Fedora Project Leader

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much sysadmin

very Fedora

so linux

lol mattdm

nice distro

Wow

such university

many red hat
Today’s plan

1. What? Why?
2. The Logic Model
3. Examples in Fedora
4. Questions?
The Fedora Project's mission is to lead the advancement of free and open source software and content as a collaborative community.

Vision —

The Fedora Project creates a world where:

- free culture is welcoming and widespread,
- collaboration is commonplace, and
- people control their content and devices.
Ambassadors
Design
Documentation
EPEL
Infrastructure
Internationalization
Localization
Marketing
Magazine
Package Maintainers
Quality Assurance
Websites
free culture is welcoming and widespread, collaboration is commonplace, and people control their content and devices.
A program logic model

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Things we can affect directly

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Out of our direct control

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<----- planning flows right to left --------<

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**Things we can affect directly**

| The specific change in the vision; our world due to long term effect of those outputs | The specific Mission and change in the mission; our resources long term effect of those outputs |

Out of our direct control

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The desired long-term effect.

Vision, and fulfilment of mission.
Specific, measurable change.

Connecting to impact – we should be able to say “because of this, we Know that the world is closer to the vision...”
The direct results of our activities.

Something tangible. Or, you know, the digital equivalent.

These are things which need to exist for our outcomes to be realized.
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The stuff that we do should go towards The outputs we want.

But, often they don't! That should cause some reflection.
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Time, money, code, hardware —
the stuff that there’s never enough of.
Questions?
BASE DESIGN AS RPM-OSTREE WITH SERVER, CLOUD, AND WORKSTATION AS OVERLAYS; SUBCOMPONENTS PROVIDED VIA CONTAINER TECHNOLOGIES
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- Which Fedora Activity Days get priority?
- Budget for speakers to go to conferences
- What swag should we produce?
- When and where should we call for volunteers?
More questions?
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Wow
Today's plan

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2. The Logic Model
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4. Questions?

So, here's the schedule:

* Are you in the right room?
  – that is, what problem am I talking about

* presenting the logic model (a framework / tool to help cope with this)

* some examples from Fedora

* questions
If you don't know where you're going, how do you know when you've gotten there?

Why:

- Idealistic goals, but mundane daily activities
- How do you show contributors that their contributions make a difference?
- How do you show outside entities that their support is valuable?
- So, two questions:
  - Are the things you are doing really supporting your goals?
  - Are there things you aren't doing that are necessary?

Next slides: Fedora examples
Here's a secret slide, with dinosaurs!
The Fedora Project's mission is to lead the advancement of free and open source software and content as a collaborative community.

Vision —

The Fedora Project creates a world where:

- free culture is welcoming and widespread,
- collaboration is commonplace, and
- people control their content and devices.

Here's what we say we're doing
Here's some stuff we do

(Could add that these are only some of the major groups; the whole web is ... astounding.)

Words words words! Let me diagram this for you...
This incredible image by Matthew Miller, CC BY-SA 4.0 (https://creativecommons.org/licenses/by-sa/4.0/)
And now we start the ASCII art portion of the talk…

This is the W.K. Kellogg Foundation – yes, the breakfast cereal guy. (charitable trust worth something like 7 billion dollars). They don't – usually – give their money to open source, but the concepts apply

Logic model shows how your organization does work. There are lots of possible logic models, and they don't all have to fit the framework, but this is a basic one which provides a good starting point

And what's the basic thing? Activities expected to change something, and how that links to the intended results

A road map for stakeholders
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Key points: right side, we can't control – but planning flows from that direction
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On this side, the stuff we **do**, broken down in a way that will totally make sense later.

The things here should result in the things on the last slide happening
For Fedora, the things I showed. Free and open source wins!

Another example: fair trade store: people all over the world have economic opportunities
Specific, measurable change.
Connecting to impact – we should be able to say “because of this, we know that the world is closer to the vision...”

“23% more people using open source”

Or, for a fair trade store: some number of jobs for women in Egypt, Sri Lanka, Cambodia... / reduced poverty/increased democracy in the target country by whatever measurement

Metrics are important here – these don't have to be focused on numbers, but it helps.
Like, in Fedora, we produce a Linux distribution — now in Workstation, Cloud, and Server.

But we have other outputs, like documentation, software others can use for their projects, open source infrastructure, etc.

For the fair trade store, this might be stores opened, agreements with worker cooperatives, etc.

Each of these should connect to **reason** on the outcomes side. We do a new website not just to give the web team something to do, but because having that is a prerequisite to an outcome we're hoping for.
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This seems like the easy one. The stuff that we do should go towards the outputs we want. But, often they don't! That should cause some reflection.

But, often they don't! That should cause some reflection. Is it important for the mission, but not connected by the plan we have? Maybe an output is missing – or even further to the right. If not, maybe this doesn't belong here. (It might be some new project of its own!)

In open source – *what about telling people what to do?* - no “command and control” – but people still want direction, and they want to know that their work is:

* helpful
* aligned with the rest of the community
* endorsed/official
* going to get results
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Time, money, code, hardware —
the stuff that there's never enough of.

Again, in a volunteer project, you may not be assigning these — but that makes it even more important!

Sometimes called “inputs”
This isn't the end of the talk. But it seemed like a good place to pause for questions.
Okay, so... here's where I admit that we don't actually have a filled-out logic model for all of fedora.

Binette228
https://commons.wikimedia.org/wiki/File:Mandelbrot_set_image.png
Describe the fedora objectives
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**12 months:**
- Fedora 20% more popular as desktop OS for developers
- Fedora Server SIG mailing list traffic -100 messages per week
- 3 new features for Fedora Cloud proposed by new contributors

**24 months:**
- User-generated blog posts and howtos featuring Fedora are up
More true confessions… Sad story – metrics are weak

Stack Exchange developer survey: 1.3%
Selection of talks for Flock to Fedora
Which Fedora Activity Days get priority?
Budget for speakers to go to conferences
What swag should we produce?
When and where should we call for volunteers?

Notes on other ways to connect in objectives without necessarily using the whole model
More questions?