



Most people who encounter Joomla in their lives do so for two simple reasons:

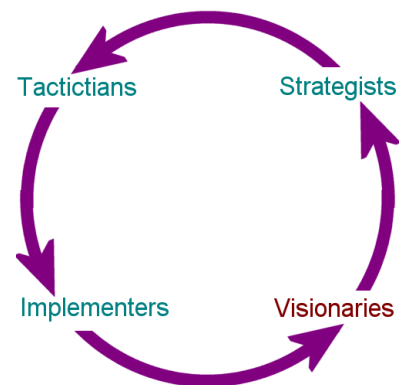
- (1) they have a need to build a website efficiently and cost-effectively;
- (2) they want to have confidence in knowing that, however they go about building a website, they will be able to keep things running smoothly and securely.

What attracts people to Joomla!? Some people discover Joomla! because they search the internet for Content Management Systems; some people discover Joomla! by accident when they're searching for software to promote their business; other people hear—by word-of-mouth—that Joomla! is good for their business.

Ultimately, after using Joomla! for some time, people discover that Joomla! is not just a product with a community of people behind it; people identify with Joomla as a community. The community is Joomla's greatest asset and strength.

Open Source Matters exists both as the servant of and leader for the community. As a leader, OSM has stewardship of the assets and resources entrusted to its care. The primary role of OSM therefore is to care for the community: to nurture the community, to build trust within the community, and to leave things better than they were before.

OSM's leadership needs a variety of skills: visionary leaders, strategic planners, tactical organisers, and implementers whose activities carry on in a never-ending cycle of continuous improvement. It is only by having this requisite variety of skills that things will be left better than they were before.



There are challenges, opportunities and risks for the community.

Challenges

OSM's mission and vision, underpinned by a set of core value beliefs¹, are ambitious and broad in scope. The core values—freedom, equality, collaboration, usability and transparency—have, as their common theme, building and maintaining trust between the OSM board and the Joomla! community-at-large. I see this matter of trust as the main challenge facing OSM board.

The pivotal point of interaction between the Joomla! community and OSM takes place on the Joomla! forum. This is not only a place where Joomlaers interact with one another to discuss and solve technical problems with Joomla!, it is also where Joomlaers provide feedback about where the Joomla! project is heading. A key challenge is therefore to find ways to re-energise the Joomla! forum—reinvigorate its sense of purpose and enthusiasm for it—to assist the Joomla community and, through it, the Joomla! project.

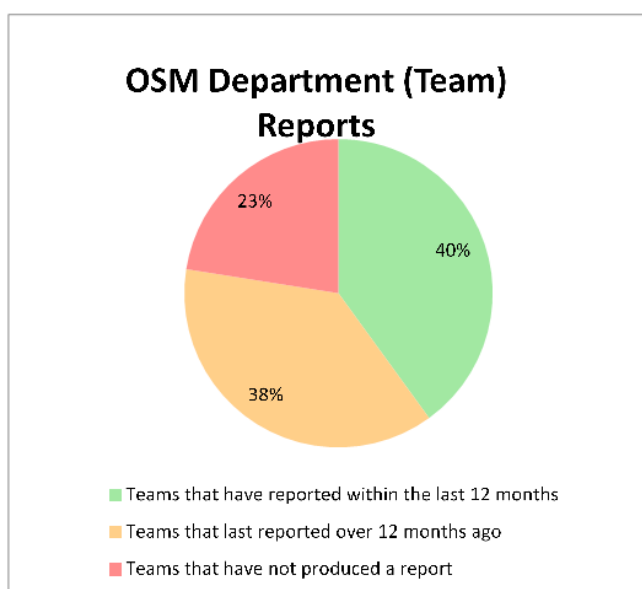
The Joomla! forum is, of course, not the only means for community involvement but it is likely to be the first point of contact that people will have with others in the community. OSM board should be a pathway between the forum and other facilities it manages to strengthen the ties that unite the community in undertaking OSM's mission.

OSM is a business. Its success as a business is not measured merely by looking at the bottom line of a financial spreadsheet or by how many times software has been downloaded. Its success is also measured by community engagement with OSM's mission, vision and core values.

OSM board recently passed a resolution² requesting that the volunteer-run teams² regularly report on their activities: targets, key performance indicators, risk management strategies, etc. Although the resolution was non-binding, particularly for those teams that do not serve in any official capacity, I believe it is in the interests

of the community as a whole to see what these teams do, what activities they're currently undertaking, and what steps they're taking to achieve their mission. The challenge is to ensure that teams fulfil make an undertaking to fulfil those needs. The following table and chart shows the response to OSM board's resolution:

OSM Department (Team) Reports						
Department name	Number of teams in Department	Number of unofficial teams	Number of teams currently "in formation"	Teams that have reported within the last 12 months	Teams that last reported over 12 months ago	Teams that have not produced a report
Production	13	0	2	7	3	3
Legal & Financial	6	3	0	1	4	1
Marketing & Communication	4	1	0	2	1	1
Events	5	1	2	0	3	2
Operations	8	1	1	4	4	0
Programs	4	2	0	2	0	2
Totals	40	8	5	16	15	9
Totals as percentages	100%	20%	13%	40%	38%	23%



There is a challenge for OSM to assist departments and teams with best-practice business planning methodologies, to maximise OSM's potential, mitigate foreseeable risks and gain the community's confidence.

Opportunities

The Forum for the Future is currently conducting research that aims to solve many of the policy problems faced by OSM, not just to advance any theoretical debate. FftF's objective is to bring knowledge and policy making together by informing and, if possible, influencing the policy process. FftF is providing some of the groundwork for OSM to get a long-term policy focus.

Other opportunities also exist to leverage the work of a few teams that appear to have been working in isolation from one another. OSM should find pathways to connect these teams, reduce redundant or non-productive effort, in a bid to improve inter-team co-operation.

Further opportunities also exist to offset several of OSM's revenue losing activities through direct financial contributions from the community. This is not to say that there would be plans to impose schemes like this; it is only to say that OSM board should canvass all available options open to it. One example that has been canvassed in various discussions would involve a small fee for people to use the Joomla! forum; this would immediately result in reducing forum spam, and reducing forum moderator effort to remove forum spam, and

boost the community's confidence in the forum as a trustworthy place for tackling issues of concern to the community.

Risks

The main risk for OSM is that the community will disengage from the Joomla! project. This disengagement will be inevitable if OSM—the board, its departments and teams—fail to deliver their promises. These risks are mitigated if OSM's key values— freedom, equality, trust, collaboration, usability and transparency—are applied diligently in all activities at board, department and team level

I believe that it is important for OSM board meetings to represent the views of the community-at-large. It is imperative for the officers of OSM (President, Vice-President, Secretary and Treasurer) to exercise their duties for the community's benefit without also being encumbered by competitive conflicts that may arise among the department heads from time to time. My role, if elected as Vice-President, will be to act impartially, fearlessly and tirelessly, without prejudice to OSM's mission, vision and key values.

The key issues are that there are need for problems to be identified and solved before we can attempt to meet the challenges ahead. The risk of community disengagement is real but, with a willingness to carry through a range of practical improvements, the risk can be turned around.

Experience

- A career in IT spanning over 40 years, nearly all of that working in various Australian Government departments and agencies. For the last 15 years of that time, a keen interest in developing intranet sites (and this naturally evolved into the Internet space).
- Systems analysis and design, programming, testing, project management, customer relationship management, knowledge management.
- Retired from the workforce in January 2007; adopted Joomla! as a hobbyist/enthusiast.
- Served on executive committees of trade unions, community sporting associations, the *Kunena* project.
- For more than 10 years, a regular contributor at the Joomla! forum; also contributed to Joomla! documentation, community magazine, *GitHub* discussions, etc.
- If not helping people with Joomla!, talks to people about Joomla! and writes about Joomla!

Sources

¹ <https://www.joomla.org/about-joomla/the-project/mission-vision-and-values.html>

² [#2019/079](#) —Require quarterly reporting of progress made and plans for next quarter from all DC's and Officers (22 August 2019).