



Patrick Jackson

Events Department Coordinator

G'Day from Australia

For those who I've not met in person or virtually over my 15 years using Joomla!, I'm Patrick Jackson. I've been a Joomla! user since it was Mambo, one of the coordinators of the [Australian Joomla User Groups](#), founder of the Melbourne Joomla User Group in 2008, a recent addition to the [JCM](#) team as a staff writer, 'room monitor' assisting on [Bugs & Fun @ Home](#) since my name was placed in the BFH channel earlier this year, and candidate nominating for the position of **Events Department Coordinator**.

After a recent interaction with a Developer Relations Meetup in Australia, I've realised that the title I see myself using to describe how I work with Joomla is as a **Joomla Advocate**, working to promote Joomla the same way [Developer Advocates work with developers](#).

With 2020 being the year no one predicted, I've become more involved in the project again after a [hiatus](#), and in turn have found a mixture of enthusiasm and frustration at times with the Joomla project through various interactions.

Nominating for the position of Events Department Coordinator I see as an avenue to establish the Joomla Advocate concept and, if you'll have me, I am looking forward to being able to work with the Events Department's teams to capture the enthusiasm of Joomla users and establish and implement events and activities in the community to try and relieve some of the frustrations being felt.

Community

Though small internally, the Events Department's team has the opportunity to be the amplifier powering direct engagement with Joomla Users globally. Through over 160 registered User Groups and typically 15 - 20 Joomla!Day events around the world each year, thousands of Joomla users are currently networking locally with each other.

As Event DC the following tasks would be among those I would be anticipate working with Team Leaders & other departments to deliver:

Current Official Teams

- [Events Team](#)

- Review the processes JoomlaDays need to register events
- Update the JoomlaDay planning resources
- Assemble more resources for JoomlaDays to access
- Look to create a plan to deliver virtual events globally for Joomla on special topics such as feature demonstrations, getting involved in documentation, translations, patch testing etc
- Create a network of presenters and a library of presentations as an evergreen resource.
- [User Groups Team](#)
 - Develop more resources for JUGs similar to the ones mentioned for Events above
 - Encourage networking and collaboration between JUGs
 - Work with JUGs to locally disseminate information from other teams to the wider Joomla audience
 - Improve methods of communicating with JUGs

Working Groups

- [Pizza Bugs & Fun Working Group](#)
 - Look at how the event is structured and how the project can better support the event
 - Engage other departments to provide content to the group to enable participants to have planned activities to select from to complete during the event
- [Global Events Fund Working Group](#)
 - Recruit some members to this working group to complete its formation and establish its functionality
- [Joomla! World Conference Team](#)
 - Look at what the revised future is for JWC
 - Investigate opportunities for global virtual conferences

Accountability

As Department Coordinator, I will be communicating frequently with department teams to ensure they are functioning properly, are accountable through reporting and goals, and deliver results and communicate about their activities clearly and regularly.

Throughout my recent reintroduction to Joomla at the global level, work needs to also be done at the department level in relation to recruitment, on-boarding, volunteer engagement, retention and succession planning, for which I would be liaising heavily with the [Volunteer Engagement Team](#).

Collaboration

The Events team are in a position to work as the facilitators of various outreach and engagement programs for the Joomla Project. By collaborating and liaising closely with other departments, the potential is there for a range of new events to be developed.

Examples may include:

- Running learning events related to contributing to the Joomla Project: how to use CrowdIn for translation, write documentation in Joomla Docs, or get familiar with GitHub and Patch Testing in Joomla
- Create pre recorded content JUGs can use to run local meetings and workshops
- Create a series of internal events or workshops to let members familiarise themselves with other aspects of the project
- Collaborating with other organisations outside of Joomla to deliver relevant content or participate in programs that benefit Joomla as well as the external organisation.

Grass Roots

Though providing better resources to JUGs and JoomlaDays, the Event Department can set goals to measure the increase in reach to the grass roots Joomla user base.

Joomla has a number of teams already developing content and resources for which the Events department can:

- Work with the [Education Outreach Working Group](#) to run events relating to their programs
- Work with the [Certification Team](#) to create events for Certification Alumni
- Facilitate Education outreach Events to introduce Joomla to other organisations
- Investigate opportunities to expand Summer of Code to include other similar programs
- Engage with groups such as MLH.io, or organisations associated with opensourcediversity.com to increase Joomla awareness

My Joomla Story

Back in the early days when CMS were emerging, I checked out as many as I could before finding one called Mambo, and finding it the easiest to get my head around. Shortly after, the project forked and a thing called Joomla! emerged.

Since then I've made it my niche, building my web design business up from a handful of static html sites to now being involved in building, hosting or consulting on over 200 Joomla sites since 2007.

Having helped found the Melbourne Joomla User Group in 2008, I've been actively part of the Joomla Australia community, contributing to JUGs & attending every JoomlaDay in Australia except for two over the years.

10 years ago Andrew Eddie, one of the Joomla founders from Australia, approached me to enquire about my interest in nominating for the OSM Board as a Community Member. At that time I had to decline the offer with the recent arrival of twins who were 4 months old at that time.

After participating in the Update Working Group for the release of 3.3 in 2015, a number of employment projects have filled the years in between, and I've been able to resurface in 2020 to look at ways to contribute to the Joomla project following career and family tweaks taking place this year.

In addition to becoming a Joomla Community Magazine Staff Writer, I've been providing support to the Bugs & Fun @ Home events running during isolation, where I've been honing my development knowledge, learning skills relating to Joomla Patch Testing, how to use GitHub, contributing to translations and documentation, and looking forward to the upcoming release of Joomla 4 as a result.

<https://volunteers.joomla.org/joomlers/213-patrick-jackson>

My Personal Profile

Graduating with a B Commerce (Business Information Systems) from the University Of Wollongong in Australia in 1998, my web design path started shortly after, and since selecting Mambo in 2004 then moving to Joomla in 2005 rarely a day goes by without a URL containing /administrator/ appearing on my screen.

The career trajectory has focussed until recently on providing websites, hosting, design and technical services targeting the events industry. A highlight in recent years has been a series of special projects involving developing an accreditation system in Joomla used to provide secure identification to over 6000 staff across 8 different Australian WWI commemorative services in 4 countries. It's been a privilege to have the opportunity to be part of hallmark events of international significance during that time.

The pitch to my wife Samantha is that the ROI of applying for the Events Department Coordinator is that it improves my overall business proposition, as opposed to some of my other hobbies - geocaching and scouting - in the past which have not. Now that my twins, Rhys & Stephanie, are 10 (going on 21 at times) there's more time available to contribute to the project again.

Currently my Melbourne based Joomla consultancy, KPS, is repositioning to specialise in managed Joomla hosting and support, as well as delivering services to small businesses to assist them optimising their online and virtual profiles.

Feel free to follow me, or reach out to talk Joomla: <https://kps.fyi/pj>

In light of the new normal we'll see once the world recovers from COVID-19, I'm excited to see what contribution I can make - I hope that part of it now involves becoming the Joomla Events Department Coordinator.

Thank you for your consideration.

Patrick Jackson