

Manifesto for Outreach Department Coordinator

Phil Walton

phil@softforge.co.uk

philip.walton@community.joomla.org

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Who am I?

My involvement in Joomla has been from the very beginning.

My clients have included Shell, NHS, UK Police, large organisations and international charities.

I have been running the London Joomla User Group for over a decade. One of the largest Joomla User Groups in the world and presenting monthly meetings.

My involvement with the CMS release team has been fun and educational, both as a member and the team lead. I identified a brilliant successor, Sigrid Gramlinger, who has made the role her own and taken it forward.

Then I moved to Google Summer of Code, GSoC, when that position became vacant and, with the help of Benjamin and Shivam, took on that role and with the help of the team managed to get a successful application and five slots for that year's GSoC. We have again secured a successful application and I am mentoring one of the participants.

World Conferences, Joomla Days and J&Beyond are events I have attended, sometimes as a speaker and sometimes as an attendee.

A member of production for the last seven years.

I then took on the Marketing DC role. I have become a regular contributor to the magazine, publishing articles that range from interviews with the release leads to a series of articles on how you can help support Joomla and now focusing on how we can market Joomla to a wider audience.

I started the Bugs&Fun@Home channel on Glip and several other IDE-related channels. Any channel I am involved in is a place for open and friendly conversation. I have no tolerance for any toxic behaviour.

This helps the channels to succeed.

The above is for those that do not know me and is from my last manifesto with updates.

The last five months

I have yet to finish a full term as I either join when someone drops out and so have the remainder before the election or, in the case of Outreach, it was required that the Events DC and I both step down so an election could take place.

Have I kept to my last manifesto?

Not fully, one thing I failed to do is find enough people to work in Social Media. This team needs a break, and I have asked a lot of people if they would be prepared to help out and still, not enough of the right mindset have come forward. To be part of that team, you need regular commitment, and the difficulty in finding replacements just goes to show how difficult a job it is and how much the team puts in.

Other things I have managed to do with regular articles on several themes in the magazine. I oversaw elections in Magazine, Events and Marketing and have been through the other teams and working groups talking to those involved, checking where they are, and for teams that have gone quiet, I have proposed closing them down until people are found who can do them.

The twice-monthly meetings on the other Tuesday to Production have worked well. Louise and Tom have both grasped that department and made it work so much better, with ideas and plans growing and developing.

What would I do with a whole term?

I would like to do a whole term to see several things implemented. I would like to document all the processes and timings involved in the release cycle from the point of view of marketing, magazine, events and Social media.

I would like to organise several Pizza Documents and Fun sessions, similar to Pizza Bugs and Fun but emphasising developers' documentation. The developers' documentation must be clear, with plenty of best practice examples. This work has already been started, but it's going to need a term to get it finished and a lot more hands-on from other volunteers.

I also want to implement the idea that all new features in Joomla will get documentation added before the PR is merged, which will help both those testing but also magazine to explain the background and use cases of the feature and documentation to run through the feature, so any issues and developer integrations are highlighted and explained.

I would also like to put some life into the Volunteer Engagement, finding ways to recruit more and ways to pair people up, so it's not such a daunting task to work on some of the CMS structure and needs.

I also need to plan for the Joomla real estate to all move to Joomla 4 and how that will look from a marketing and communications perspective.

I also need to revisit some of the help4, time4, and work4 themes as there is much still to push on those fronts, and our success in the last year at awards and polls has shown it can pay dividends.

That's a lot to try to achieve in a term, especially the documentation, and is only possible with the help of others to make it happen.

Yours sincerely,

Phil Walton.