

Although named Philip, the vast majority of people call me Phil. I have coded, patented inventions, raised a lot of cats and enjoy a fairly physical life rowing, climbing, cycling, as well as some more unusual pastimes such as juggling, stilt walking and unicycling.

A coder since my school days in the 1970s, I have been with the project from the start, working with Mambo and then Joomla 1.0 for client projects. I came into the community when I formed the Joomla User Group London over 15 years ago.

The last two years, as Marketing DC and then Outreach DC, have been rewarding.

How and why I became Marketing/Outreach DC

Before the launch of Joomla 4 there was no serious candidate, and although Marketing is not my area of expertise, I felt I could bring teams together and hopefully heal some of the wounds that had resulted in the Marketing team dissolving months before the launch of Joomla 4.

Now with an excellent and growing marketing team under the leadership of Louise Hawkins and Tom van der Laan and other areas of the outreach department taking shape, the obvious success of the Magazine, which is totally down to Anja de Crom and Luca Marzo leading that section of outreach so well, I feel I can move away and let more naturally talented marketing people take over and grow it better and faster than I could do.

Why I want to become Vice President of Joomla

My time on the board has seen some changes and some challenges, first, under Robert Deutz, who has guided us through a lot of messy waters and now with the enthusiasm and energy of Crystal, who has taken it on with gusto.

Both of them I feel I could have supported, and hope to be able to support in the future.

Supporting the President is an important job, and I feel I have the experience, passion and desire required to be a real support for the President of Joomla. For this reason, I would like to run for Vice President

The role of the Vice President is clearly set out in OSM

<https://www.opensourcematters.org/organisation/directors/board-member-roles.html#vice-president>

The primary role is that of supporting the president and helping them to be as effective as possible.

This is a role I feel I can commit to, especially as my role in Outreach introduced me to so many of the marketing side of Joomla. I already had close contact with the Production side of Joomla. Regular contact with the community via the monthly Joomla London meetings, which I have hosted for the last 15 years, gives me a comprehensive platform of support and understanding to be able to help facilitate the changes and ideas the President has.

What else could I do as Vice President?

Supporting the President is the primary task of the Vice President, but as well as fulfilling the main role, I would also like to spend the term on some of the pain points Joomla has:

- Us and Them - divide between OSM and the Joomla Community
- Feedback - from the teams to members and the community
- Input - from the community to the teams
- Outside the community - pushing Brand Joomla into the wider audience
- Not enough volunteers - a wider pool of people is needed

Facilitating more open meetings between the board and its membership and opening up areas of discussion to avoid the “them and us” attitude that often seems to permeate the Joomla community is so important. If people feel they are not being listened to, then there has to be someone on the board who will listen and take their issues to the board and community.

Likewise, we need more accountability from some of our members for the project. Members, extension developers, all of us are sailing the good ship Joomla and any action that damages the project damages everyone.

Many of the outbursts on social media are driven by passion and well-meaning, but the result can be very damaging to the whole ecosystem. This affects the image of Joomla and, with it, the income and livelihood of everyone working with Joomla, including all (other) extension developers. We have and need more internal ways to sort issues. Still, if people decide that damaging the project via social media is the best way to deal with disagreements, there needs to be appropriate redress, to mitigate the damage done to the project by their actions.

It is a thorny issue to grasp, but I would, after years of trying to promote Joomla through the Joomla User Group London and spending a lot of time trying to help the marketing efforts of Joomla, like to see if we can be more effective in opening up the leadership but also dealing with the arguments and disagreements all organisations suffer from.

Future growth is possible

After seeing an upturn in the market share of Joomla over the last year, the first halt and reversal of our decline in a long time, I believe we can and will continue to build, further develop and market a truly world-class CMS that the Joomla community can be proud of offering to the world.

But it will take the whole community to achieve this in a long term and sustainable way. We all need to want the success and growth of Joomla to make it happen.

To grow the number of people willing to help and continue to make Joomla an even bigger success story, we need to tap into educational resources and grow our pool of volunteers. To do this, we need to create educational tutorials and expand the resources on our community and foundation sites, giving to the broader world and hooking into that talent, nurturing and encouraging their success to grow Joomla's success.

To this end, I would like to contribute further to the project and the community with the skills and resources I have as Joomla's Vice President.