

Manifesto for Outreach Department Coordinator

Phil Walton

phil@softforge.co.uk

philip.walton@community.joomla.org

March 20th 2022

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 running 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 managed to get a successful application and five slots for last year's GSoC with the help of the team. We have again just secured a successful application.

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 six years.

Since taking 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

I started the Bugs&Fun@Home channel on Glip as well as 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, which was written six months ago.

The last six months

Six months have been a continuation of a very steep learning curve to get up to speed with both the Marketing and Communications department but also OSM.

When I joined it was as a stop-gap to get material out for the release of J4.0 So we had material and articles.

The last six months have been more strategic, working with members of the production department to bring about a plan for the future releases of Joomla. The six-month release cycle brings trust and certainty about the future of the product and this has made a template for future releases.

The double release lead also feeds into the stability that marketing can use.

I started a new active marketing channel in Glip and over the six months, it has grown from almost no activity and 2 members to 17. They are just starting to work together.

Have I kept to my last manifesto?

My first term was the end of a cycle and my second has been cut short by 6 months in order to allow the OSM structural changes to take place.

I would like a whole term to work through the changes. In the previous manifestos, I did plan several things.

The Joomla4All campaign has resulted in monthly articles as well as a lot of meetings and planning.

I also pledged to attend all meetings of OSM and as many other departments as I possibly could. This I have done with 100% attendance of OSM and all of the Production apart from one which I could only partially join, magazine and now marketing has been added to the list.

Now there is a core marketing team I have forward planned the J4.1, 4.2 and 4.3 release documents needed.

One thing I have failed at is to step back and coordinate rather than do the releases. This of course can only happen as people come forward who are willing to regularly and reliably deal with all that's needed to make a successful release, hence producing timelines and documents with the help of the CMS release team. These are now in place.

What's the plan with marketing?

I would like to move from doing to teaching and planning. From fire fighting to forward-thinking, tactics to strategy. Pulling more and more people in to take on the various roles and responsibilities.

Objectives and Opportunities

The magazine team are a joy to work with as are the Social media team. The Social media team want to change from their current workload and work in other areas of marketing so the first objective is to find replacements, take the current knowledge of the team and make sure its documented to help teach and train others and then look at the changes in social media over the last few years and take this as an opportunity to move into new areas, look at practices and how they have changed.

We need more articles that reach out to a wider, none joomla community. Some are already planned for the magazine. Search intent researched articles using the tools available to allow us to use our strong domain authority to gain more market share. I have done an analysis of our past and present performance and it's clear we have a lot we can learn from our "competitors"

I encouraged the community to get behind the CMS critics awards. We made it into 3 categories and the results will be out any day. We are in the lead on the FOSS awards and it is only by getting behind such multi CMS opportunities that we can leverage our community to shout externally about our product.

It's not just Marketing

The marketing of Joomla4 provides many opportunities to highlight why Joomla is the CMS of choice for vast numbers of users and position it as an open-source CMS of choice.

We had the:

Joomla4All campaign

Then the

xxxxx4Joomla with Help4Joomla, Work4Joomla and Time4Joomla

The landing page colours were preset many years ago, but with our emphasis on accessibility, we need to look at the choices made and come up with a solid colour scheme to last all the way through J4. It needs to be rolled out across the Joomla websites to tie them in as they all move to Joomla4. Its a lot of work and will need a team to coordinate and accomplish this.

Part of my year was securing an extended sponsorship with Scalahosting. They are going to do several joint webinars with Joomla as well as add an installer (finished, in testing) and push Joomla as a reliable, secure and powerful product across their customers and advertising. This needs to be extended to other partners and sponsors so we can increase our exposure to a much wider audience.

Events need to be tied into marketing in the same way as we have worked with the magazine department. Both our own events and finding ambassadors at other events where Joomla should be represented.

Events will become more and more in person and as they come back to physical events. We need to get marketing material and educational material for such events.

This all needs high-level coordination.

We also need to integrate more Pizza Bugs and Fun sessions into the year. They need to grow from just testing, docs and writing patches to tooling up and upskilling sessions for the community. Too often we rely on highly talented community members without a clear succession of skills and knowledge. When they leave areas they have worked on those areas stop. If we can provide clear educational resources to upskill and educate members then we will ensure a lot more competent volunteers to help the project.

It's in the Job title, Department Coordinator!

It is a post that's designed for networking and coordinating with others. It is only with others in the community that I will succeed in this post. So far, I have enjoyed an amicable and cooperative relationship with the teams.

I have enjoyed working in Marketing.

Outreach is this on steroids needing to oversee, guide, feedback and encourage across the board. From GSoC through events and education, magazine and marketing to bring a coherent and forceful message which is much more outward-facing than we are at the moment.

I hope a full term will allow this to happen and when I leave the post there will be a clear and defined structure in place which stops people from falling away from the project and supports them to move between departments.

It would be an honour as well as a lot of work to take on the new Outreach post and I believe that with the help of key members of the community I can achieve what is needed to push Joomla back to a product with a growing market share.

Yours sincerely,

Phil Walton.