



Free, Libre and OSS

And you!

PSA

Be careful with trampolines



DAMIEN MCKENNA

Community Lead

Tenth most active contributor to Drupal, maintainer of Metatag, Panelizer, etc, member of Drupal security team; architect, developer & collaborator on some interesting D5, D6, D7 and D8 projects, contrib process mentor & advocate.

- @DamienMcKenna
- drupal.org/u/damienmckenna



DAMIEN MCKENNA

Community Lead

Tenth most active contributor to Drupal, maintainer of Metatag, Panelizer, etc, member of Drupal security team; architect, developer & collaborator on some interesting D5, D6, D7 and D8 projects, contrib process mentor & advocate.

- @DamienMcKenna
- drupal.org/u/damienmckenna



Mediacurrent helps organizations **build highly impactful**, elegantly designed Drupal websites that achieve the **strategic results they need**.

- Single-source provider
- Specializing in **Drupal since 2007**
- Headquartered in **Atlanta, GA**
- Team of **60+ Drupal Experts** including development, design and strategy
- Clients include: Large Enterprise and **high-profile global brands**



1	Disclaimer
2	Four goals
3	Contrib Committee
4	More information

1 Disclaimer



Highspeed presentation rewrite

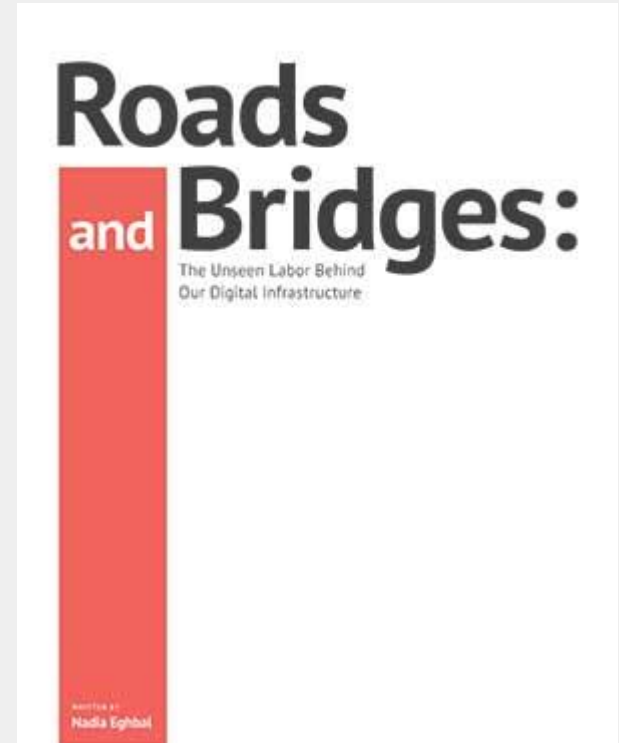
- Presentation rewritten at last minute
- Might be a little .. ruff



Why was it rewritten?

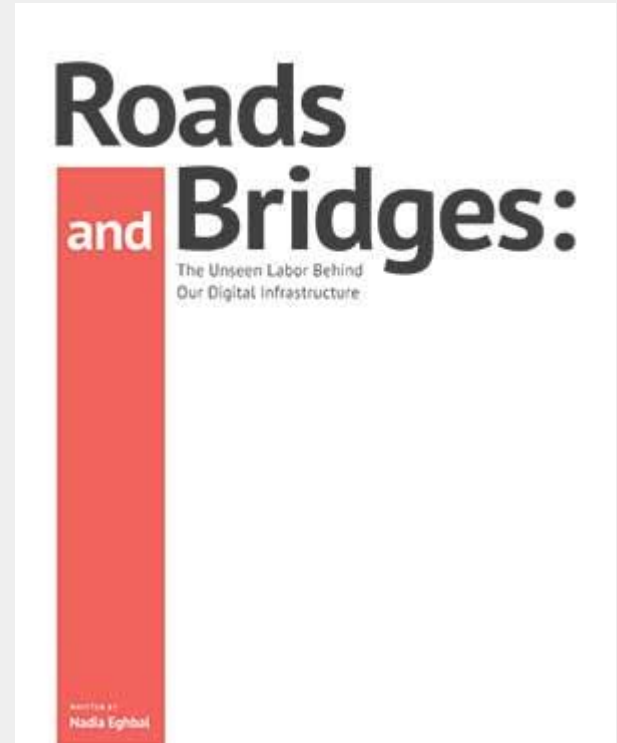
New study from Ford Foundation

- “Roads and Bridges: The Unseen Labor Behind Our Digital Infrastructure”
- Written by Nadia Eghbal (@nayafia)
- 143 pages!
- <http://www.fordfoundation.org/library/reports-and-studies/roads-and-bridges-the-unseen-labor-behind-our-digital-infrastructure/>



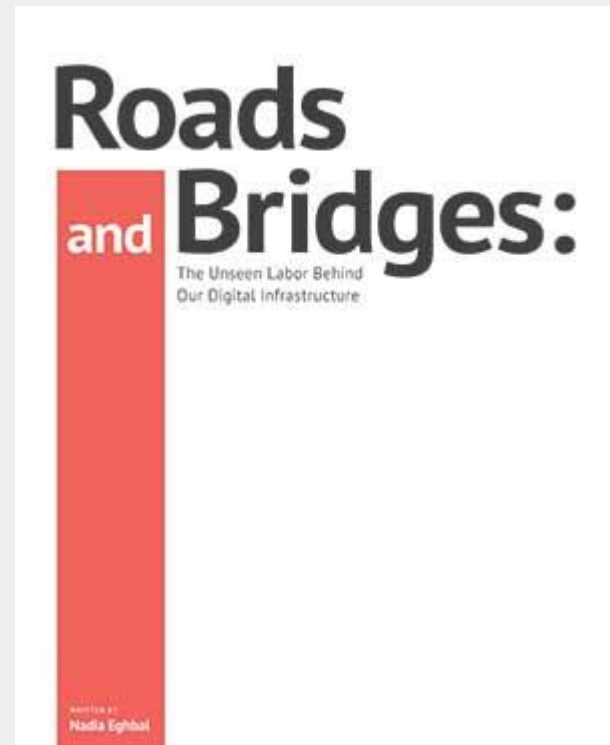
New study from Ford Foundation

- “[...] there were valuable software tools that couldn’t be supported by commercial models, and that they lacked any form of institutional support.”
 - - Nadia Eghbal



New study from Ford Foundation

- FLOSS everywhere
- History
- Challenges
- Sustainability
- Opportunities



My presentation from 2015

- Same topic
- More detail
- <https://nerdsummit.org/nerdsummit-2015/sessions/open-source-not-just-free-software>



2 Four Goals of Business



Employer Goal 1: Maintain infrastructure

- Business stability

Employer Goal 2: Improve productivity

- Motivated staff = better work
- Better work = better income
- How to motivate staff?

Employee Goal 1: Work satisfaction

- Reason to come to work
- Make a difference in the world

Employee Goal 2: Self-determination

- Control your destiny

Motivation

- Dan Pink TED talk
- (July 2009)



- http://www.ted.com/talks/dan_pink_on_motivation

Primary intrinsic motivators

- Autonomy
- Mastery
- Purpose

Intrinsic motivators: Autonomy

- Benefit to employer:
 - Might discover new opportunities
- Benefit to employee:
 - Keeps work interesting

Intrinsic motivators: Mastery

- Benefit to employer:
 - Employees get more skilled, better work
- Benefit to employee:
 - Become more skilled

Intrinsic motivators: Purpose

- Benefit to employer:
 - Infrastructure improves
- Benefit to employee:
 - Job satisfaction

Autonomy motivator = “internal” time

- Google’s “20% time”
- Atlassian’s “20% time”
- Mediacurrent’s 10%(-ish) internal time

Open Source

- Autonomy
 - Scratch own itch
- Mastery
 - Improve skills over time
- Purpose
 - Everyone benefits

Open Source as Investment

- Invest
 - In staffing
 - In infrastructure

Investment 10%

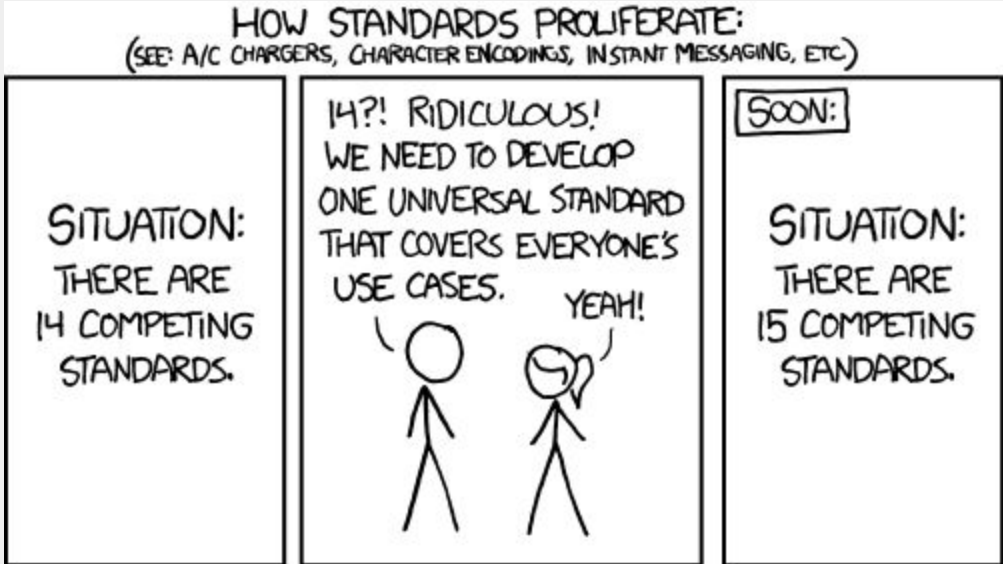
- 10% of staff time
- 40 hour week = 4 hours
 - Friday afternoon
- Let staff scratch their own itches

3 Contrib Committee



Old way: NIH - Not Invited Here syndrome

- Only trust our ..
 - CMS
 - JavaScript frameworks
 - Processes
 - Standards
 - Languages
 - Operating systems...?



<https://xkcd.com/927/>

Old way: NIH project

- Use OSS code
- Hack changes
- Avoid APIs

Old way: Technical Debt breeding ground

- Updates?
- Security fixes?
- Train new staff
 - Replacements?

New way: Contrib(ute) First

- Work with existing..
 - Code
 - Processes
 - Standards
- Avoid needless duplication

How to Contrib(ute) First!

- Seek to improve, not replace
- Look for existing solutions
- Make improvements

Contrib First process

- Does it meet requirements?
 - Yes: Great! Use it.
 - Almost: Use it, contribute to make it better!
 - Partly: Can it be extended? If yes, see above.
 - No: Keep looking.

Contrib First process

- Community interaction first
- Upload patches / pull requests sooner

Why? Collaboration!

- Work together
- Improve things together
- Fix things together
- Reduce technical debt

Mediacurrent Contrib Committee

- Started: January 2015
- Track progress
- ***Great for PR***
- Drupal ecosystem advances



Mediacurrent Contrib Committee successes

- Increased internal focus on Contrib First
- Increased Drupal contrib development
 - Metatag, Panelizer, Fieldable Panels Panes, Decoupled Blocks, Instagram Social Feed, etc.
- 18 monthly blog post reports
- Increased sales

PR on Drupal.org Marketplace

- <https://www.drupal.org/drupal-services>
- Company listings
- Sorted by # of commits

Contrib Committee goals

- Track progress
- Promote our existing work
- Promote “Contrib First”
- Train & mentor
- Encourage others

Start your own Contrib Committee

- Promote “Contrib First”
- Track progress
- Promote your work
- Encourage others
- Train & mentor

Open Source Software = Democratic Software

- As everyone contributes..
 - Everyone benefits
- Contributing helps steer the ship

Contributions = not just code

- Code
- Designs
- UX research
- Documentation
- Project management
- DevOps
- Training



Other forms of contributions

- Event planning
- Daycare at events
- Fundraising
- Marketing

4 More information



Additional reading / viewing #1

- “Roads and Bridges: The Unseen Labor Behind Our Digital Infrastructure” – Nadia Eghbal
 - <http://www.fordfoundation.org/library/reports-and-studies/roads-and-bridges-the-unseen-labor-behind-our-digital-infrastructure/>
- “Open Source is Not Just Free Software” – Damien McKenna
 - <https://nerdsummit.org/nerdsummit-2015/sessions/open-source-not-just-free-software>

Additional reading / viewing #2

- “The Puzzle of Motivation” - Dan Pink
 - http://www.ted.com/talks/dan_pink_on_motivation
- “A tale of two developers” - Angie Byron
 - <http://webchick.net/embrace-the-chaos>

Additional reading / viewing #3

- “Codes of Conduct 101 - FAQ” - Ashe Dryden
 - <http://www.ashedryden.com/blog/codes-of-conduct-101-faq>
- “The Ethics of Unpaid Labor and the OSS Community” - Ashe Dryden
 - <https://www.ashedryden.com/blog/the-ethics-of-unpaid-labor-and-the-oss-community>
- Model View Culture
 - <https://modelviewculture.com/>

Summary

- Contrib First
- Invest 10%
- Promote contributions
- Read more
 - esp Nadia's report

If you depend upon Open Source
Open Source depends upon you

Questions?

Thank you!



@Mediacurrent



slideshare.net/mediacurrent



Mediacurrent.com