

Growing Sustainable Contributions Through Ambassador Networks

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Intro/Agenda

- Ambassador Program Overview
- Case Studies
 - Indeed Open Source Program Office (OSPO)
 - Comcast Open Source Program Office (OSPO)

What is it?

The Open Source Ambassador Program is a working group made up of volunteers who represent our various (technology) offices. Ambassadors are open source champions and serve as the point of contact for all things open source inside the company.



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Ambassador Perks

- Career Development
 - Mentorship programs
 - Speaker training and opportunities
 - Cross-team collaboration and visibility
- Additional conference/training stipends
 - First dibs on conference passes and/or discounts to open source community events when available
- Networking opportunities
- Swag



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What can Ambassadors work on?

- Evangelizing open source
 - Speak at internal events
 - Answering questions related to open source
 - Explaining the benefits of using Open Source software
 - Connect the OSPO to teams using/contributing to open source
- Conducting policy reviews
- Approve use of open source licenses



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Case Study: Indeed

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indeed

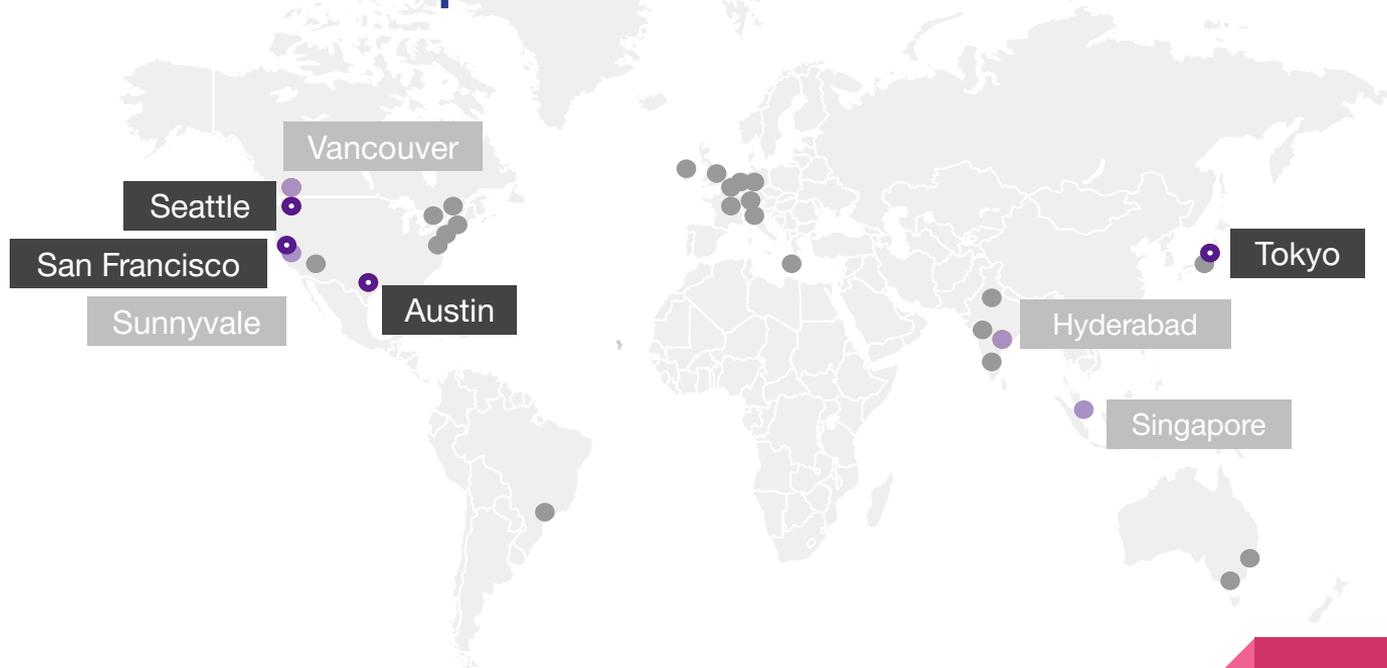
open source

Established: November 2017

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Indeed OSPO + Open Source Ambassadors



Ambassador Program

Program Goals:

- Grow the community of regular contributors
- Help Indeed employees grow their careers and adjacent skills
- Create opportunities for mentorship (lead ambassador) and skill growth (ambassador) every six months
- Highlight Indeed's open source work externally and increase brand presence
- Streamline and expand opportunities for evangelism and highlight those in global offices



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Open Source Ambassador^{Lite} Program

- Proof of Concept
 - Time boxed to three months
 - One focused goal: **Double all contributor metrics across the board from Q4 2018 to Q4 2019**
 - Limited budget
 - Drove Ambassador signups purely by WOM

Hacktoberfest Results

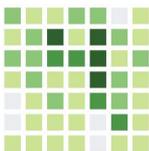
2018

114 Unique Views
Internal Wrap Up Blog

39 GitHub IDs Identified
35 Overall Participants
26 Recurring Participants

682 Contributions
159 Pull Requests

n/a



2019

1,167 Unique Views
Event Page | Internal Blogs

75 GitHub IDs Identified
106 Overall Participants
67 Recurring Participants

2,004 Contributions
329 Pull Requests

115 members
#hacktoberfest-2019

Budget Ask and Approvals

We preliminary results from the Ambassador^{Lite} Program when asking for budget.

- Comprehensive ask that included:
 - Ambassador Kickoff Week for each class
 - OSPO history, 2020 (and beyond) program goals, career development/coaching, presentation workshops, networking
 - Additional developmental stipend for each Ambassador
 - Quarterly event stipend at each office

Lessons Learned

- Feedback from Ambassadors:
 - Appreciated structured, concise, and clear goals
 - Need more support from the OSPO for events
 - Want more opportunities to give feedback
 - Tie ambassador work directly to review cycle
- Secure full commitment from Ambassadors before program starts
 - Ensure they have set up 10% of their time for the program, with manager approval

Future Plans

- Roll out first Open Source Ambassador Week Kickoff
- Introduce the first official ambassador class widely at Indeed
 - Official wiki page as a standing resource
 - Global internal blog series to highlight our ambassadors

Case Study: Comcast



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Comcast Open Source Program Office

- Opened in 2017
- Processed 135 Open Source Contribution Requests in 2019, and 66 in 2016
- Support 9k+ technologists
- 198 repos on GitHub.com
- 6 person team
 - Executive Director, Software Engineer, 4 Program Managers

OSAP History

- Launched in late 2017 when the OSPO was a 3-person team
- Now a 6-person distributed team (Philadelphia, PA, Northern VA, Raleigh, NC)
- Wanted to scale across different technology offices
- Met with new teams each week to familiarize our team with the community
- Ambassadors were essential to helping us get the word out

OS Ambassador Programs We Modeled After

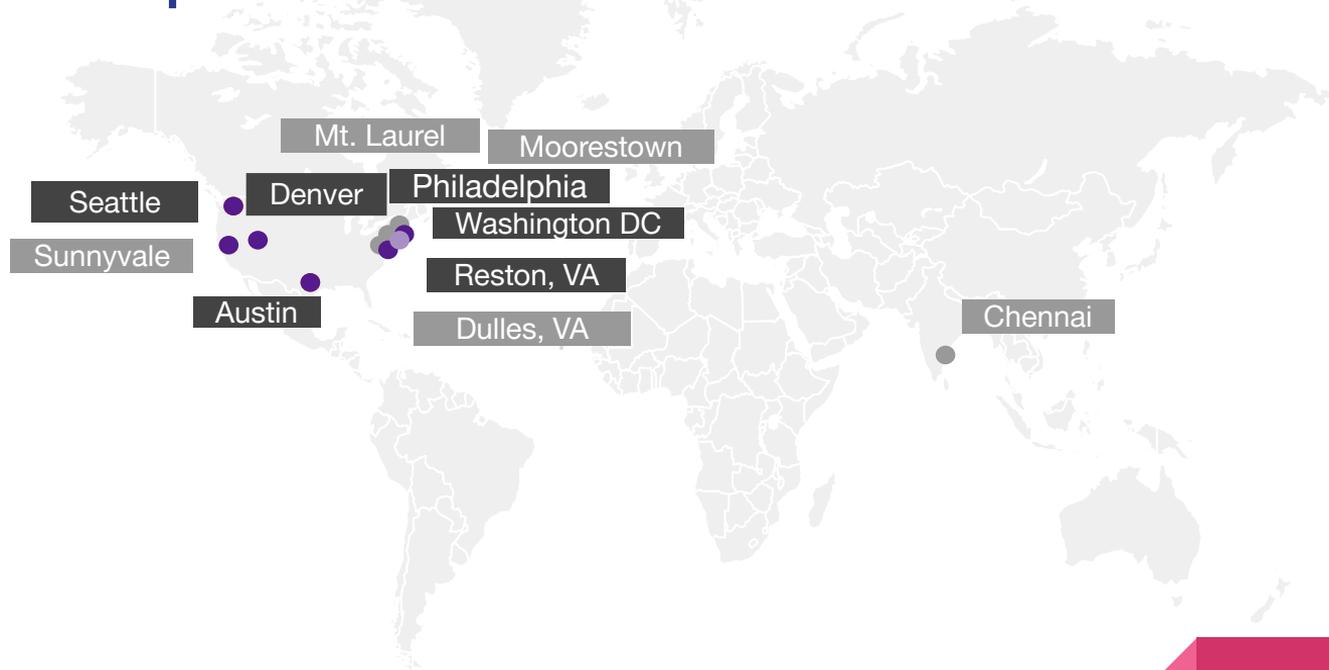
- Cloud Native Computing Foundation Ambassadors Program
- OpenStack Ambassadors Program
- Open Organization Ambassadors Program (Opensource.com)
- Cloud Foundry Ambassadors Program
- Fedora Ambassador Program
- Yocto Project Ambassador Program



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Comcast Open Source Ambassadors



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Ideal Ambassador

- Must have managerial approval prior to joining the program
- Complete and pass online learning assessment – 80% score required (Maximum 2 attempts)
- Open source advocate
- Experience as an open source contributor or committer to an existing open source project with a thriving community

Tasks

- Attendance to meetings (quarterly), open source day (biannual) participation
- Occasional policy reviews
- Opportunity to participate in OSPO quarterly education series
- Approve use of open source licenses within Comcast, according to our Use Guidelines
- Answer questions in Slack
- Blogs, news, conferences
- Amplify messaging

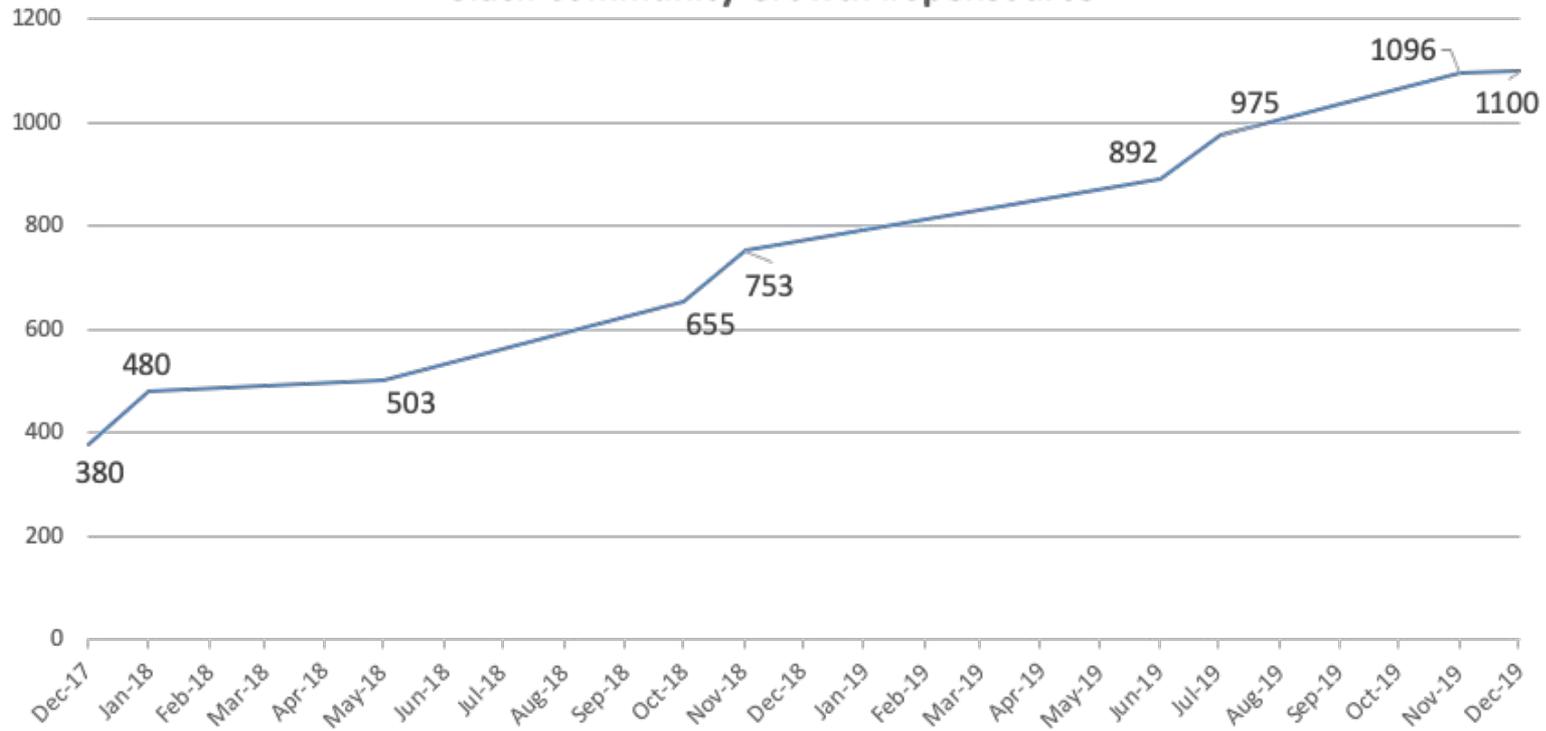
Time commitment (1-4 hours per month minimum)



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Slack Community Growth #opensource



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Lessons Learned

- Tighter prerequisites to enter the program
 - Added an online assessment with a passing score of 80% and above
 - Must have upstream open source contributions
- Schedule 2 ambassador calls instead of 1 to accommodate different time zones
- More swag
- Share expectations with ambassadors beforehand
- Provide training for ambassadors
- Give ambassadors more work to do

Future Plans

- Org-wide Ambassador Program being rolled out for 2020
 - Architecture Ambassadors
 - Cloud Ambassadors
 - Open Source Ambassadors
- Working on approvals and potential process for profile badges so we can easily identify ambassadors online
- More opportunities to showcase ambassadors and include them in OSPO events
- Mandatory attendance/check ins with the OSPO



Thank You!

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<http://bit.ly/JoinOSCMs>