Lessons from 6 Virtual Ansible Contributor Summits

FOSDEM 2022 - Conference Organisation devroom
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Ansible BU, Red Hat
$ whoami

- Software engineer in Nokia (9 years)
- Community Chief in Jolla (3 years)
- Community Architect in Red Hat (6 years)
- 3 continents, 40+ countries
- Orchestral timpanist/percussionist
- @cybette (Twitter, @mastodon.org.uk, :matrix.org, :ansible.im, Libera.Chat IRC)
Ansible Contributor Summit

● Full day working session especially for community contributors to interact with one another, as well as with Ansible development teams.
● https://github.com/ansible/community/wiki/Contributor-Summit

● More about Ansible if you are interested: https://docs.ansible.com/
Ansible Contributor Summits

2018 - 2021

- Ansible Contributor Summit 6 @ AnsibleFest 2018, Austin
- Ansible Contributor Summit 7 @ AnsibleFest 2019, Atlanta
- Ansible Contributor Summit 8 - Virtual (March 29, 2020) *
- Ansible Contributor Summit 9 - Virtual (July 6, 2020)
- Ansible Contributor Summit 10 - Virtual (October 12 & 15, 2020) @ AnsibleFest 2020
- Ansible Contributor Summit 2021.03 - Virtual (March 9, 2021)
- Ansible Contributor Summit 2021.06 - Virtual (June 8, 2021)
- Ansible Contributor Summit 2021.09 - Virtual (September 28 & October 1, 2021) @ AnsibleFest 2021

* was supposed to be held in-person in Gothenburg, Sweden
Frequency of Contrib Summits

Some fancy graph

Number of Contributor Summits each year

- 2018: 1
- 2019: 1
- 2020: 3
- 2021: 3
What it used to look like

Contributor Summit at AnsibleFest 2019 in Atlanta (tweet with gif)
What it looks like nowadays…

Virtual Contributor Summit in March 2020
## Format / main platforms

<table>
<thead>
<tr>
<th>Year</th>
<th>Physical/Virtual</th>
<th>Video</th>
<th>Chat</th>
<th>Notes/minutes</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Physical + online</td>
<td>Bluejeans</td>
<td>IRC</td>
<td>Etherpad</td>
</tr>
<tr>
<td>2019</td>
<td>Physical + online</td>
<td>Bluejeans</td>
<td>IRC</td>
<td>Etherpad</td>
</tr>
<tr>
<td>2020-1</td>
<td>Virtual</td>
<td>Bluejeans</td>
<td>IRC</td>
<td>Etherpad</td>
</tr>
<tr>
<td>2020-2</td>
<td>Virtual</td>
<td>Bluejeans</td>
<td>IRC</td>
<td>Etherpad</td>
</tr>
<tr>
<td>2020-3</td>
<td>Virtual</td>
<td>Bluejeans Primetime</td>
<td>IRC</td>
<td>Etherpad</td>
</tr>
<tr>
<td>2021-1</td>
<td>Virtual</td>
<td>Google Meet</td>
<td>IRC</td>
<td>HackMD</td>
</tr>
<tr>
<td>2021-2</td>
<td>Virtual</td>
<td>Google Meet</td>
<td>IRC (+ Matrix)</td>
<td>HackMD</td>
</tr>
<tr>
<td>2021-3</td>
<td>Virtual</td>
<td>Matrix + jitsi</td>
<td>IRC + Matrix</td>
<td>HackMD</td>
</tr>
</tbody>
</table>
Community feedback 1/2

- Because there was no [in-person] room conversation I felt like everyone had a level playing field when it came to communicating.
- Sadly bluejeans does not seem to be very stable in terms of sound quality
- Stop using IRC! As much as I appreciate that there’s still people using it, this doesn’t help to integrate contributors very often.
- You lose face-to-face conversation [referring to Bluejeans Primetime]
- Too many text communication channels (etherpad, irc, bluejeans)
- It would be great to consider hosting such events on a FOSS platform
- Chatting in two different places (Google Chat and IRC) was annoying.
- Have you considered using jitsi platform instead of google meet?
● Not having to use Google [Meet] would be great, I’m looking forward to use Matrix/Jitsi instead
● Partly felt disjointed between video content, irc chats, and website [HackMD], but good to drive people to the IRC
● Registering for matrix and using it was easy - it had very little learning curve.
● The lack of folks on the video call - only presenters.
● Learning how to sign up and work with matrix/element was a bit of a learning curve.
● Minor issues with the video conference app [Jitsi - audio problems]
● Physical meet-ups are always more exciting. [!!]
Q: To those who were not aware of the event, where would you look?

<table>
<thead>
<tr>
<th>Year</th>
<th>Top response</th>
<th># responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>2020-2</td>
<td>Reddit</td>
<td>15 (out of 31)</td>
</tr>
<tr>
<td>2020-3</td>
<td>Twitter</td>
<td>5 (out of 13)</td>
</tr>
<tr>
<td>2021-1</td>
<td>Tie between Twitter, Reddit, and Mailing list</td>
<td>3 each (out of 13)</td>
</tr>
<tr>
<td>2021-2</td>
<td>Mailing list</td>
<td>5 (out of 12)</td>
</tr>
<tr>
<td>2021-3</td>
<td>Ansible website / blog</td>
<td>5 (out of 9)</td>
</tr>
</tbody>
</table>
Event Marketing 2/2

Affiliate links (Eventbrite registration)

<table>
<thead>
<tr>
<th>Link Name</th>
<th>March 2021</th>
<th>June 2021</th>
<th>September 2021</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Visits</td>
<td>Tickets Sold</td>
<td>Visits</td>
</tr>
<tr>
<td>github</td>
<td>18</td>
<td>6</td>
<td>10</td>
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<tr>
<td>twitter</td>
<td>147</td>
<td>11</td>
<td>134</td>
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<td>bullhorn</td>
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<td>3</td>
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<td>redhat</td>
<td>22</td>
<td>10</td>
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</tr>
<tr>
<td>reddit</td>
<td>94</td>
<td>10</td>
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<tr>
<td>irc</td>
<td>16</td>
<td>4</td>
<td>16</td>
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<td>mlst</td>
<td>34</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>hackmd</td>
<td>45</td>
<td>15</td>
<td>41</td>
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<tr>
<td>matrix</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>meetup</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>404</strong></td>
<td><strong>74</strong></td>
<td><strong>313</strong></td>
</tr>
</tbody>
</table>
Survey responses 1/5

Event survey responses (July 2020)

Overall view of the Contributor Summit

Would you recommend attending to another Ansible user? (NPS)

How does our event compare to other virtual meetups?

Would you recommend attending to another Ansible user? (NPS)

How does our event compare to other virtual meetups?

Percentage

Responses

Response 1 2 3 4 5

15

19
Survey responses 2/5

Event survey responses (October 2020)
Survey responses 3/5

Event survey responses (March 2021)
Survey responses 4/5

Event survey responses (July 2021)

- How does our event compare to other virtual meetups?
- Would you recommend attending to another Ansible user? (NPS)
Survey responses 5/5

Event survey responses (October 2021)
Communication with Community

- Early and often
- Reach out to different channels
- Have a main source (usually a website) that you can always point to
- Ansible Community/Developer newsletter: The Bullhorn
  - Details & past issues: [https://github.com/ansible/community/wiki/News#the-bullhorn](https://github.com/ansible/community/wiki/News#the-bullhorn)
  - Going from fortnightly to weekly
Lessons learnt…

- There is no perfect tool/platform
- Find something that works for your community and type of events
- Prioritize accessibility, minimize confusion
- Keep things simple (as much as possible), keep the focus on contributors (or your target audience)
- Balance the needs of long-time contributors with new contributors
- Communicate, get feedback, iterate and improve, rinse, repeat
Thank you

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youtube.com/user/RedHatVideos   twitter.com/RedHat