



DEV PROGRESS

Freedom and Loathing on the Campaign Trail '16

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What was it like?

It's like Crew Racing...



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What was it like?

**...while keeping the
fellowship secret and
safe from the internet
hate machine**



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The Four Quarters of DevProgress



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Q0: DevProgress?

First ever FOSS community for a Presidential Campaign or National Political Party in the United States

"We are volunteers using our skills and expertise to create tech tools to help elect Hillary Clinton and other Democratic and progressive candidates. We are coders, designers, leaders, writers, mentors, and researchers. Each project we work on focuses on an app, service, data resource, or other technology to advance the cause."

HfA/DNC provided staff (me) to establish and support the Community Architecture, and be the Narrow Bridge between campaign leadership and contributors.



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Q1: CommArch & Legal



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Q1: CommArch & Legal

Code of Conduct

Based on 18F's, an amalgamation of best practices from places like the Geek Feminism Wiki

Contributor Agreement

Heavily Influenced by Fedora Contributors Agreement. Took the standard volunteer agreement, which included non-disclosure, and confidentiality clauses. Special note about removing the anti-defamation clauses, and securing author ownership.

Acceptable Licenses

Previously bastardized MIT. Now Permissive AND Copyleft, including the AGPL and GPLv3



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Q1: CommArch & Legal

Code of Conduct

<https://github.com/devprogress/code-of-conduct>

Acceptable Licenses

<https://github.com/devprogress/acceptable-licenses>

Contributor Agreement

<https://github.com/devprogress/contributor-agreement>

Landing Page & FAQ

<https://DevProgress.us/FAQ>



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Q2: Growth & Asks



Membership

9 original members before June, grew to 180+ between June and July

180 grew to 350+ between Aug and Sept, to over 500 by Nov

36% female membership, 75%+ female organizers

Onboarding Pipeline

Website -> Web Form -> Calendaring -> Video Conferencing ->

Digital Signature -> Slack + GitHub invitations

~8 Intake Volunteers have onboarded over 500 interviewees



Campaign Asks

HfA and the DNC can make DIRECT asks of the community to build tools, content, or microsites. So far, our members have delivered:

12+ quizzes to the Official Mobile App

5 Microsites for Artists, including an unbranded site in less than 24 hours

4 typefaces for the Video Team at HQ and in the States

2 tools and libraries for Analytics and IT



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<https://DevProgress.us/Projects>



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Q3: Hackathons & Community



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Q3: Hackathons

Hackathon Schedule

SFO Hackathon #1: Civic Solutions Startup Weekend, 9/23-9/25 @ 1776.vc

SFO Hackathon #2: DevProgress VP Debate Night, 10/08-10/09 @ SFO HFA HQ

NYC Hackathon #3: DevProgress Final Debate, @ [NYC General Assembly](#)



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Q3: Community Ideas

Challenges

Register More Voters

Improve Early Voter Turnout

Improve Voter Turnout

Recruit more Volunteers

Collect More Donations

Amplify Our Messaging

Metrics

- # of Email lists signups
- # of Phone number signups
- # of Voter Registration Confirmations?
- # of Shares/Likes/+1/Retweets
- # of Phone Callers Recruited
- # of Phone Calls Made
- # of Canvassers Volunteering
- # of Doors Knocked on
- # of Donations Pledged
- # of Quizzes Added
- # of Talking Points Added
- # of Ad Screenshots Reported
- # of HfA Issues/Bugs reported
- # of QA volunteers pledged to HfA
- # of Donation Parties Hosted
- # of Donation Party Attendees registered
- # of visits/Impressions (weak metric)



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Q4: Execution & Support



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Q4: Execution & Support

Traditional Campaign Volunteering

GOTV Canvassing

Phone Banking

Recruiting for Canvassing

and Phonebanks

Non-traditional Campaign Volunteering

GOTV Election Day Transportation

Drive The Vote - <http://drive.vote>

GOTV Volunteering Transportation

Hill Rides

GOTV Housing

HillaryBNB - <http://hillarybnb.com>

Recruiting

HRC-Events -

<http://DevProgress.us/hrc-events>

Voter Information

Candidate Bot

I Like Hillary, But...



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Questions for ME

Website	<u>https://DevProgress.us</u>
GitHub Org	<u>http://github.com/DevProgress</u>
Projects	<u>https://DevProgress.us/Projects</u>
Asks Form	<u>https://goo.gl/JhXbmH</u>



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Challenges



Campaign Finance & Disclosure

Staffer names showed up on DarkNet doxlists, among other nasty places...

Simple expenditures booking a hackathon venue could require filing forms with the FEC, and be subject to campaign contribution limits.

Now that I've been on the "Other Side," I can recognize these similar "Radical Transparency" issues we see in FOSS communities and projects manifest in politics also!



Partisan v. Apolitical v. Antipolitical

Tech communities and contributors are hostile to partisan orgs because “engineering” is about efficiency or meritocracy.

Employees are afraid to “out” themselves, and face reprisal or censure in future jobs. Some campaign staffers didn’t even update their own professional networks.



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Challenges: Partisanship

Campaign Cycles & Cycle Poverty

Even profitable technology consultancies and practices go into “hibernation” during the off-seasons. Each campaign retools and rebuilds for every cycle. DevProgress was created to help address continuity, but this problem is endemic to organizing.

Calendars were sectioned into 15 minute blocks. Some people didn't even have time to tell me how volunteers could help...



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Upstream Success Models



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USM: Non-tech Engagement

Artists for HRC & Cat Mazza

hillaryclinton.com/artist/mazza



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USM: Logistics

{Bernie,HRC,March}BnB

<http://www.marchbnb.com/>



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USM: Transport

Nomad2016 & Drive.Vote

<http://drive.vote>



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Convection of Political Movements & Leadership

<https://sheshouldrun.org>

<https://indivisible.org>

<https://flippable.org>

<http://actionrising.com>



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Free Software & Digital Rights Leadership Orgs

Join the FSF: <https://fsf.org>

Join the EFF: <https://EFF.org>

Support the SFC: <https://sfconservancy.org>

Support the ACLU: <https://aclu.org>



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Thank You Libreplanet <3

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<https://github.com/decause/decks/libreplanet-falotct>



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