Plan On a Page: Open Source Developer Community Program

Executive Sponsor: David Kim, VP Developer Platform

Project Lead: Samantha Reed, Head of Developer Community

Project Manager: Chris Martinez

Vendor / Agency Details: Common Room (community analytics), Orbit (community management), GitHub (platform)

Internal Creative Team(s): Developer Advocacy team, Community team

D/I/N:

- **Decide:** David Kim, Samantha Reed
- **Input:** Open Source Program Office, Developer Relations, Product Engineering, Legal
- **Notify:** Marketing, Corporate Communications, Product Management, Partner Engineering

G/R/L

Geography	Lead Name	Notes (Adopt/Adapt/Invent)
Global:	Samantha Reed	**Creates** community program framework, contribution guidelines, open source governance model, and global community initiatives. Global team maintains core open source projects (5 major repos), creates contributor onboarding resources, manages global community events (online), and develops ambassador program structure. Owns GitHub org strategy and community metrics dashboard.
Regional:	N/A	Not applicable - Open source communities are naturally global and self-organizing. Regional developer advocates participate in global community, but don't create regional versions.
Local:	Developer advocates in key cities	**Adopt** - Local developer advocates support global community by hosting local meetups, participating in global projects, and recruiting local contributors. They use global resources as-is and feed local insights back to global team. Local advocates organize community presence at local conferences. No local adaptation of open source code or community programs.

Marketing objectives: Support Developer Platform OKR: Grow active contributor community from 5,000 to 15,000 developers. Achieve 50K GitHub stars across flagship projects. Drive 30% of platform improvements from community contributions. Build thriving ecosystem of 200+ community-maintained extensions.

Project description: Comprehensive open source community program to grow, engage, and empower developer contributors. Includes open source projects, contribution incentives, community events,

ambassador program, and ecosystem development. Focus on building sustainable community that drives platform innovation and adoption.

Audience: Open source developers globally - individual contributors, maintainers, and passionate technologists. Range from students to senior engineers. They care about: solving interesting problems, career growth, recognition, learning from peers, giving back to community. Companies benefit from free tools, ability to customize, and avoiding vendor lock-in.

Key messages:

1. Build the future of developer tools with us - 15K developers contributing daily
2. Your code matters: 40% of our roadmap comes from community ideas
3. From first PR to core maintainer - we invest in your growth
4. Open source, open community, open future - join us

Investment: $850K (community platform: $200K, events: $300K, contributor rewards: $200K, swag/recognition: $100K, travel: $50K) + 12 FTEs (Developer Advocates, Community Managers)

Milestones | Key activities:

- January 10: Community strategy 2024 finalized
- February 1: New contributor onboarding experience launched
- February 15: Ambassador program applications open (target: 50 ambassadors)
- March 1: "First Contribution Month" campaign (gamification, prizes)
- March 20: Community governance model v2.0 published
- April 15: Quarterly community call #1 (virtual, open to all)
- May 1: Extension marketplace beta launch (community extensions)
- June 10: Community grants program announced ($500K fund)
- July 15: Quarterly community call #2
- August 1: Maintainer summit (in-person, 100 top contributors)
- September 15: Hacktoberfest preparation and partnerships
- October 1-31: Hacktoberfest participation (global contribution month)
- November 1: Community Innovation Awards announced
- December 10: Year-end community celebration (virtual), 2025 roadmap preview

Risks / Blockers:

- Contributor burnout (especially maintainers) - mitigation: maintainer support program, recognition, financial sponsorship
- Toxic community behavior - mitigation: strong code of conduct, moderation team, clear escalation process
- Security vulnerabilities in community contributions - mitigation: automated scanning, security review process
- Corporate contributor dominance crowding out individuals - mitigation: contributor diversity metrics, individual recognition
- Sustainability of community projects - mitigation: sponsor maintainers, LF/CNCF foundation consideration
- Legal/IP concerns with contributions - mitigation: CLA process, legal review, clear licensing

Activation Components:

- **Open Source Projects:** 5 flagship projects (actively maintained), 15+ supporting projects
- **GitHub Presence:** Well-documented repos, issue triage, PR reviews, roadmaps, discussions
- **Contributor Onboarding:** "Good first issue" labels, starter guides, mentorship matching
- **Ambassador Program:** 50 ambassadors globally, perks include swag, conference passes, early access
- **Community Events:** Quarterly online calls, monthly office hours, annual maintainer summit
- **Recognition Program:** Contributor of the month, yearly awards, public shoutouts, swag
- **Developer Grants:** $500K in grants for community projects and maintainers
- **Documentation:** Comprehensive contribution guides, architecture docs, API references
- **Community Forum:** Discourse-based forum for discussions (20K members target)
- **Social Channels:** Discord server (real-time), Twitter/X community account, Reddit presence
- **Extension Marketplace:** Platform for community-built extensions and integrations
- **Hackathons:** Quarterly virtual hackathons, annual in-person community hackathon

KPIs, Anticipated Impact & Measurement:

- **Active Contributors:** 15,000 active contributors (1+ contribution in past year), up from 5,000
- **GitHub Engagement:** 50K total stars across repos, 10K forks, 500 PRs/month
- **Community Size:** 100K community members (forum + Discord + newsletter)
- **Contribution Quality:** 30% of platform features/fixes from community contributions
- **Diversity:** 30% contributions from underrepresented groups (track and improve)
- **Extension Ecosystem:** 200+ community-maintained extensions in marketplace
- **Ambassador Program:** 50 active ambassadors, 200 community events organized by ambassadors
- **Maintainer Health:** <30 day average PR review time, 90% of issues triaged within 7 days
- **Grant Impact:** 50 community projects funded, $500K deployed effectively
- **Community Satisfaction:** 75+ NPS from contributor survey (quarterly)
- **Developer Adoption:** 100K developers using community-built extensions
- **Business Impact:** 25% of new platform users discover us through community projects