GDG
Wisdom

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This is a Google Developer Groups (GDG) created *living document* that is community-owned, multi-lingual, and publicly accessible. The latest version of this book can be found online at GitBook.

The goal is to **collect and curate knowledge that can help GDG organizers run and manage their community, events, activities and partnerships.**

It's not intended as a repository of technical content or Google product information, with the exception of tips and ideas for technical areas to cover by our activities.

Note: This is a public document. Please ensure that any content that you contribute to this book is in the public domain and that you have permission from any original authors or owners if content is being replicated from a different source.

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About GDG Wisdom?

What is GDG Wisdom?

GDG Wisdom is an initiative to collect, organize and share useful knowledge (best practices, tips, resources and references) for creating, organizing and growing the Google Developer Groups community. All content here is created and owned by the Google Developers Group Community and open to the whole world under Creative Commons licence (note: the exact CC license is yet to be determined).

What is its history?

GDG Wisdom was started by Daniel Franc and a group of GDG organizers at Google I/O in 2013. The intent was to develop a knowledge repository implemented as a static website that was maintained by a small core group of *Wisdom Keepers*. Contributors provided 'wisdom' through social media updates (e.g., G+) that were tagged to bring them to keepers' attention. Wisdom keepers then curated and converted that content into website updates. The approach placed an increasing burden on the wisdom keepers in maintaining relevance and attribution, and also denied contributors the instant satisfaction of seeing their updates in print.

At Google I/O 2014, Dan kicked off a conversation on revising the approach to address these challenges. A new group of Wisdom Keepers joined the effort and the decision was made to use GitHub as the content repository, under the management of a new GDG Wisdom Organization. This would allow anyone to contribute content by simply forking the relevant repository and sending us a pull request. It also allowed contributors to be directly identified in the GitHub dashboard for the project. Most importantly, it gave the curators (wisdom keepers) a better way to track relevance, and reduced effort in maintaining an merging updates.

In February 2015, Adriana Cerundulo took over the GDG Wisdom oversight after Dan Franc stepped away. She held a hangout to revisit the state of GDG Wisdom and set goals for its progress. During that conversation, a unanimous decision was made to use the GitBook content authoring and publishing platform to create the next revision of GDG Wisdom.

At the pre-Google I/O GDG Global Summit in 2015, Nitya Narasimhan presented the status report on GDG Wisdom to an audience of over 450 global GDG organizers, and held a "garage" session to get people familiar with GitBook. A decision was made to target a simple edition of the Wisdom GitBook for July 2015.

How does GitBook work?

GitBook provides both online editing tools and automated publishing of that content in four formats (web, PDF, ePub and mobi) making the content accessible across platforms. In addition, it provides integrated search and sharing (with social media sites like Twitter, Facebook and G+) on a per-page basis, making it uniquely suitable for soliciting and advertising content requests and responses.

GitBook allows authors to write their manuscripts in Markdown, and automatically generates both a responsive web page and multiple e-book formats (PDF, mobi, ePub) for convenient distribution and consumption of that content. GitBook content is backed by a GitHub repository, with webhooks that automatically trigger a rebuild of the book every time the associated GitHub repository is updated.

Who are the Wisdom Keepers?

GDG Wisdom is overseen by members of the GDG Task Force community who have direct commit rights to the GitHub project.

How can we contribute?

Types of Contributions

There are many ways to contribute but three key ones are:

- **Suggest Content.** Have you had questions that you wished you had answers to? Are there resources or references that you wish were made available to you in a central location? *Submit them!*
- **Author Content.** See a question that you can answer or are an expert on? *Answer it!* See an answer that you can improve, build upon, or provide an alternative perspective to? *Edit it!* See ways to organize content better, improve the writing style for clarity or simply make the reading experience easier? *Improve it!*
- **Review Content.** Have feedback on the accuracy, clarity or relevance of existing content? *Flag it* and tell us what you think.

The Contribution Process

The original How to contribute section is referenced here for historical reasons only. Going forward, we propose to handle all contributions via GitHub as follows.

Want to edit content along these lines? All you need is a GitHub account.

- Visit the GDG Wisdom GitBook and click "Edit This Page" on the corresponding page that you want to modify.
- You will be asked to log into your GitHub account to make edits.
- Commit the edits. (This will trigger a pull request to our repository)
- You're done. You will automatically be listed in our GDG Wisdom contributors Dashboard.

You can find a viualisation of the process here.

Contribution Conversations

Have questions or comments? Want to propose new topics? Simply hop into our Gitter chatroom and talk to us, or you can connect to us on GitHub (post an Issue) or G+ (post a message). Join the GDG Wisdom GitHub Organization and then hop into the Gitter chat room below.

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GDG Chapters

What is GDG?

Google Developer Groups (GDGs) are for developers who are interested in Google's developer technology; everything from the Android, App Engine, and Google Chrome platforms, to product APIs like the Maps API, YouTube API and Google Calendar API.

A GDG can take many forms -- from just a few people getting together to watch our latest video, to large gatherings with demos and tech talks, to events like code sprints and hackathons. However, at the core, GDGs are focused on developers and technical content, and the core audience should be developers.

A GDG is

- A place to learn about Google Technologies and Tools for developers.
- A place to see what local companies and developers are doing with these technologies
- Focused on developers and educational technical content
- Open to the public with a public membership
- A place to meet cool and smart people in tech :)

A GDG is NOT...

- Run by a corporation
- A place to hear a very salesy pitch at any time
- Focused on end users or consumer content
- A closed group

Where can I learn more about GDG?

Visit the GDG page on Google Developers website. If you have any questions, visit the support page. You can also follow our Youtube channel.

How do I start or join a GDG?

Visit the directory to see if there's a local meetup in your area. Feel free to contact the organizers to find out more. If there's no chapter near you, consider starting one!

What are the benefits of joining a GDG ?

The GDG is an initiative formed out of passion and goodwill. There are no direct monetary or material benefits, except the occasional Google merchandise. However, the long-term benefits are many.

- Learn about interesting technologies.
- Connect with other developers in the region.
- Offers a platform to discuss and share, through talks, seminars, etc.

- Be recognised in the developer community.
- Mentorship opportunities from senior developers in the community.
- Network with Google's speakers during events.
- Does not consume much time.

What are the benefits of organizing a GDG?

If you love internet technologies and enjoy exploring them with others, you'll love being involved in a chapter or even being its founder. You'll be able to bring together great speakers and like-minded audience and do things together that YOU personally like to do, but on a larger scale and with your direct influence on what that will be. While you could of course do this yourself anytime, the association with GDG brings you personally closer to the Google world, helps you in promoting and running your events and will let you get inspiration from more than 500 other GDG organizers around the world. You will also learn a lot yourself - from organizing and leading people, through running events to growing your technical knowledge. The GDG leadership position isn't paid, but it lets you get a lot of other benefits. And it looks darn good on résumés, too.

Incubating

This section covers collective wisdom related to the topic of starting a new chapter.

Where do I start?

1. Visit the GDG Directory and see if there's already a local meetup in your area.
2. If there is, talk to the organizers there to learn more about how you can contribute.
3. If there isn't an existing chapter, then consider starting one by reading the guidelines here.
4. Ready to start a chapter? Fill out the application form and wait to hear back on the approval of your request.
5. Approved? Congratulations!! Check the GDG Directory to verify the chapter listing. It will probably be marked with a 🟡 to indicate its *incubating* status.

What are the Pre-Requisites?

- Make sure you've checked the directory and see that no other chapters are in your area. If there is one, contact the organizer and join in the fun.
- Please also read the Community Guidelines before proceeding.

What are Organizers' Responsibilities?

Leaders (chapter leaders, project organizers, country coordinators, etc.) are by far the key people in communities, who influence everything - other organizers, culture, activities. Leaders and organizers are capable technical, people-wise and organization wise. An organizer is responsible for:

- Networking with people
- Marketing of activties
- Event production
- Inspiring people to do stuff
- Leading people to make a decision
- Offering things to do. Be prepared that a percentage of them (will be so high or low as is your understanding of the community) won't be done by anyone.

What if I own a Company?

We have to be careful about organizers seeing their GDG activity as a way to help their own businesses. GDG is not a selling/marketing vehicle for any company. Not for Google (we are passionate about Google tech and we talk about Google, but not in order to sell it, but in order to educate people in it - and connect & inspire). But not for our own companies either!

So the organizers should not put the banners/logos of their own companies on events unless their company has a status of a partner to the event or to the chapter. Mostly, partners provide stuff - catering, room, money, swags. If the organizer's company provides that, fine. If not, their logo shouldn't be there. If the organizer says - "but I'm providing my time!" then it's not the way it works. Their time is their GDG time, whatever work they do under GDG, they do it for their chapters.

It may sound harsh and you'll have to find your own wording to communicate that to new organizers, but it helps prevent some possibly big issues in the future, such as:

- GDG events turned into semi-marketing events for one company (this would decrease trust in the whole GDG movement)
- other companies in the industry seeing GDG as a marketing tool for one company and perhaps even actively working against GDG then (that's the least thing we want to do)

- Google being falsely accused of favoring one company over the rest (by "letting" them do GDG).

We also have to make sure that GDG organizer's groups is open for ANY company in the country, even competitors to your own company, provided that the potential organizers from the competing companies fulfill all the organizer and chapter requirements and are active.

On the other side - you can always say in full integrity that the business of the GDG manager WILL be helped by the GDG manager having a stronger personal brand, better networking, better access to Google and better understanding of Google technologies; notwithstanding improved management and communication skills.

What if I still have questions on this topic?

If you have a question that is not answered in this section, please consider *submitting an Issue here* and tagging it with the provided label *'chapters'* to bring it to our attention.

Organizing

How to engage members as co-organizers?

Sharing work helps to keep organizing fun and the success of the combined effort rewards your co-organizers.

Members that you like to work with can be potential co-organizers. Organize an informal meeting to explain the whole structure of GDGs! Explain who is the global contact at Google, who is the regional contact at Google.

Together prepare a list of possible locations for events, possible sponsors.

Make a plan for the next two or three events and work the co-organizers through the steps for organizing an event.

Check list

- Give access to the registration service for events (meetup.com/eventbrite/google form)
- Add members as managers to G+ chapter page and add link to the members profile in the link section
- Promote members to managers in the G+ chapter community or Facebook group (if exists)
- Give access to documents at Google drive, etc. about previous events
- Give access to other social media

Process of organizing an event

The process of doing an event and get it online online

1. find speakers, create Google moderator where people can suggest a talk/topic

2. find venue

3. create event at https://developers.google.com/events/createevent

4. create G+ event, create image for it

5. Create another event (for ticketing) (optional)

    i. meetup event

    ii. xing event

    iii. facebook event

    iv. eventbrite event

    v. Google Form (with automatic response mail via script)

6. Marketing the event

    i. twitter, g+ post, g+ page post, g+ community, facebook post, email list

    ii. website

    iii. 3rd party mailing list/calendars

    iv. put posters up at public places, universities,

7. Monitor member list at

    i. meetup event (many gdg uses it)

    ii. eventbrite

    iii. G+ event (if small)

8. After the event publish content,feedback, reviews, ..

Tools

Open Source tools at Github by GDG[x]

- GDG Android app at Google Play (Frisbee)
- Chapter website based on G+ stream, GDG hub (Boomerang)
- Event website for Devfest (Zeppelin)

Chapter as an Entity

Some sponsors might ask for an entity to sponsor your work. Depending on your country there are different requirements and possibilities. Discuss with your chapters nearby or other user groups in your country.

Usually the easiest way to get sponsors involved is by asking them for goods and services (instead of money) like food, t-shirts, room, wifi.
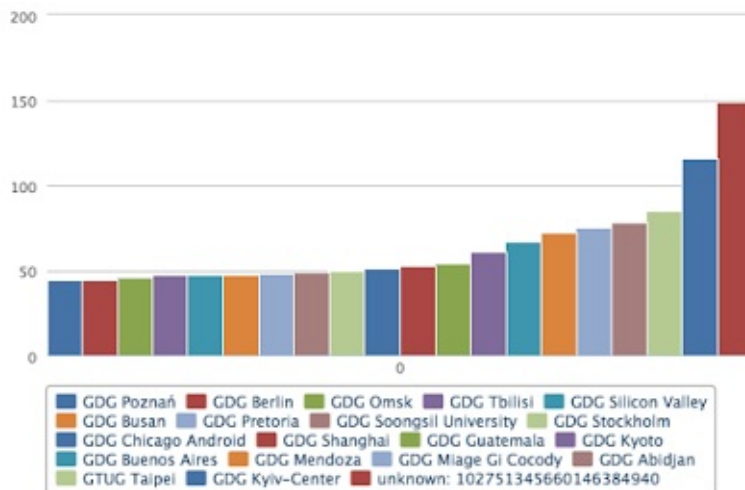
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Promoting

Create your chapter's logo

You can create the classic chevron type logo by using this generator http://gdg-generator.appspot.com/.

Analyzing

Have you ever wondered if you've completed all your GDG attendance metrics? There's an app for that! :)

This is a chart of GDG chapters with GDG events with no Attendance numbers.

This may be caused by the fact that the event is old (precedes the participant count metric in dev site) OR the organizer(s) simply missed typing it in.

Here's a sheet that makes it easy to input the attendance metrics. See https://j.mp/gdgattendance

The instructions are simple, go to https://j.mp/gdgattendance look for your group, wherever it says MISSING-participantsCount click on the link and add the appropriate counts.

This report can be re-generated every day if it is useful. Let me know.

An example is: I find my group (e.g., New York) then I click on the link.

![example1] (https://lh3.googleusercontent.com/-3r6qcvB9clw/VW0qe-P-NlI/AAAAAAABksw/gWylBPM6oKw/s1600/Screen%2BShot%2B2015-06-01%2Bat%2B11.59.54%2BPM.png)

After clicking I am taken to the google dev site metrics page for that event:

![example2] (https://lh3.googleusercontent.com/-x2MVVmTKv5k/VW0rIEDjBxI/AAAAAAABks4/MsQUbtFrgLo/s1600/Screen%2BShot%2B2015-06-02%2Bat%2B12.02.23%2BAM.png)

I enter the values and click "update"

For those that like to run queries, the data is in bigquery here: https://bigquery.cloud.google.com/table/personal-real-estate:gdg.attendance

For those that like to visualize the data, fork the project here: http://demo.redash.io/queries/303 and here: http://demo.redash.io/queries/303#384
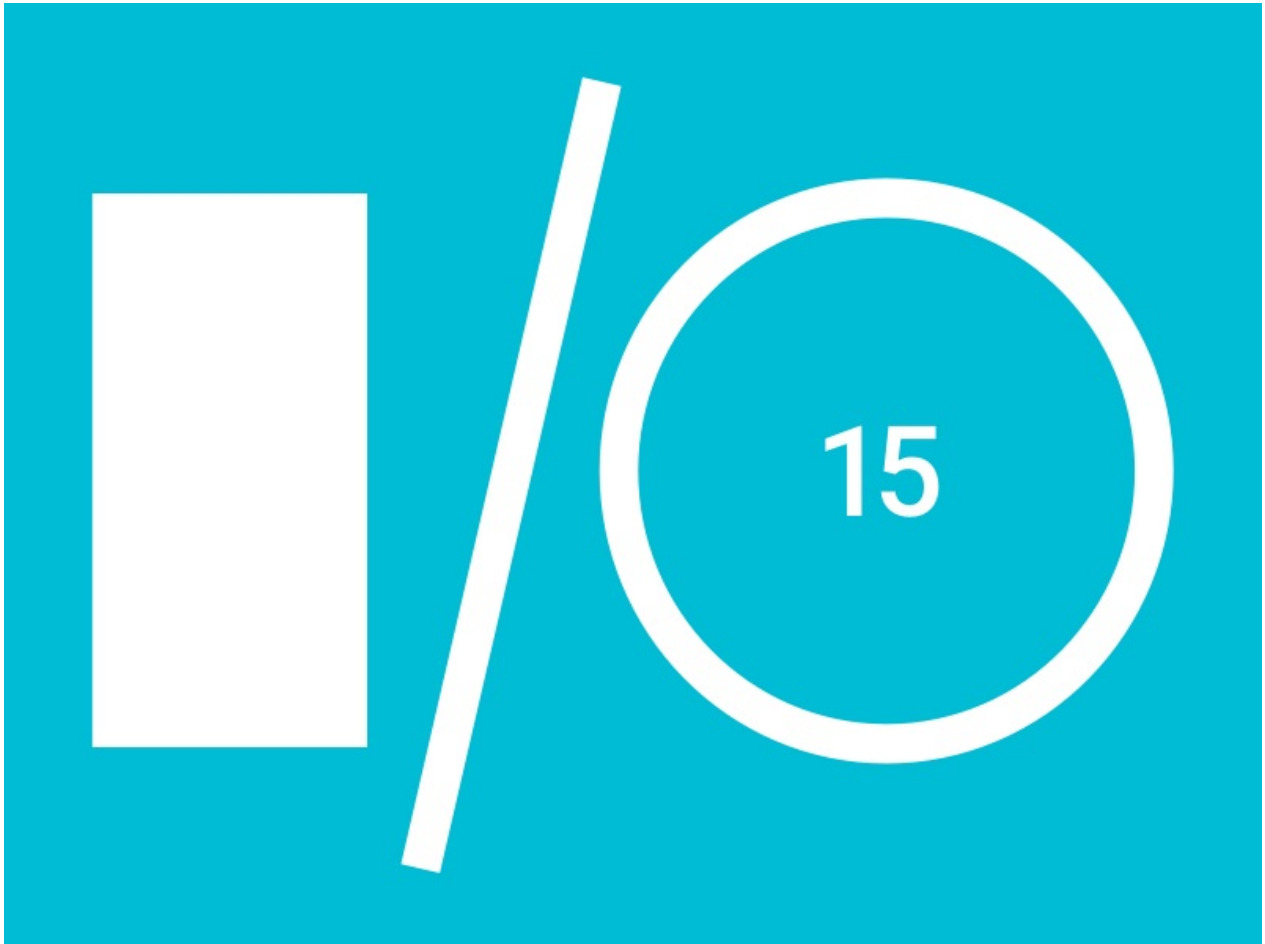
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Mentoring

Placeholder for maintaining information about Mentors and mentoring responsibilities.

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GDG Events

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Google I/O Extended 2015

Join the organizers G+ community for organizers to connect to other organizers.

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Women TechMakers

Women Techmakers is Google's brand and global program for women in technology. It aims at providing visibility, community, and resources for women in technology to drive innovation and participation in the field.

Kicked off in 2012 as a once-per-year event the night before I/O by then VP of Google[x] Megan Smith, Women Techmakers is now led by Women in Technology Advocate Natalie Villalobos and a global team of Googlers who are passionate about empowering women in technology.

WTM, as its generally referred to, aspires to create a space for women making epic things happen in the tech space to meet, discuss, and collaborate.

- **Moonshot Monday** - Uses the hashtag `#MoonshotMonday` to share how someone is exhibiting Moonshot Thinking
- **Tech Tip Tuesday** - Uses the hashtag `#TechTipTuesday` to share how women can get more involved in technology fields
- **Women Wednesday** - Uses the hashtag `#WomenWednesday` to celebrate women in STEM
- **FemSTEMHistory Friday** - Uses the hashtag `#FemSTEMHistory` to celebrate historical women who participated in a STEM field

From 2014 to present, Women Techmakers is continually launching global scalable initiatives and piloting new programs to support and empower women in the industry.

It showcases the work and passions of women in the technology industry by providing a platform to celebrate their talents and spotlight role models.

WTM provides opportunities to develop industry needed skillsets, aid career development, and support women to become industry leaders in all phases of their careers apart from creating a supportive global community in which women can connect, be inspired, and encourage each other to realize their passions

Learn more about WTM at g.co/WomenTechmakers.

Android Study Jam

ItsHackademic

GDG Wisdom 2015

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GDG Dev Fest

GDG DevFests are large, community-run events that can offer speaker sessions across multiple product areas, all-day hack-a-thons, code labs, and more.

Generally, the official DevFest Season runs from *September 01st* through *November 30th* as of the year 2015.

Each GDG DevFest is inspired by and uniquely tailored to the needs of the developer community that hosts it. While no two events aspired to be exactly alike, each GDG DevFest , at its core, is powered by a shared belief that when developers come together to exchange ideas, amazing things can happen.

The invitation to host a GDG DevFest extends to active GDG chapters. GDG DevFests can be organized year round and are community run events.

Therefore, these events take the form desired by the community with minimal guidelines. In order to ensure these events are bigger than regular GDG meetups though, there are a few recommendations:

- Duration of the event should be at least 5 hours
- Ideally more than 1 track if organizing a speaker session based event
- Hackathon - Ideally somewhere between 24-48 hours

Find a GDG DevFest near you or install the GDG App from the Google Play Store and join the fun !

DevFest   21

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People

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Google Developer Experts (GDEs)

Who are Google Developer Experts?

Google Experts are a global network of experienced product strategists, designers, developers and marketing professionals actively supporting developers, startups and companies changing the world through web and mobile applications. (Source: Google Developers)

How do GDEs fit into the GDG community?

Experts are a great resource for Google Developer events, both as speakers and as sources for content (e.g., codelabs, talks) for use in GDG Events. Some relevant resources:

1. GDE GitHub Page for code examples
2. GDE on Medium for articles

How can I become a GDE?

You can join (the program) by being referred to the program by a Google employee or partners authorized by the Google Developers team, and have to fulfill the qualifying criteria listed (on thos site). If you are interested in joining us, make sure you reach out to your local Google contact and/or active Expert during events or gatherings to discuss your eligibility. (Source: Google Developers)

What are some events, roles and responsibilities that GDEs take on?

[Stub to be filled in by a GDE]

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GDG Organizers

Mentors

Who is a Mentor?

GDG Mentors are individual Organizers selected by other GDG organizers assisting GDG's and Google to have happier, better supported and active GDG's; by helping their communication and collaboration.

The duration is of a mentor is 10-12 months.

It first piloted in Google Business Groups , then in African GDG's. The program is not available worldwide in an updated format for countires which want to do it.

What does it take to be a mentor?

What do mentors do?

1. Help the community build and maintain shared resources like slides/code repositories.
2. Maintain communication channels like Google+ communities, circles, regular Hangouts, share info about events.
3. Reach out to incubating chapters to offer help.
4. Do other things that will make the life of the GDGs in the regions easier and more fun! They are *enablers*.
5. Help in reducing chapter mortality by frequent engagement of his/her country chapters.

How do I become a Mentor?

Once the Mentor Role is available in your region GDG Organizers in your region will nominate and vote for you.

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Community

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GDG Activities

Partners

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Resources

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Resources

Other chapters have also curated lists of resources:

GDG North America

Coding For Kids

This section is for capturing resources, curriculum and ideas for teaching programming to kids aged 3-12 years or so. We hope to collect information around *tools*, *curriculum*, *events* and *projects* that the GDG community can use, to promote early CS education.

Tools

These are some of the tools you can use to run a programming or coding lab.

- Scratch from MIT
- Lego WeDo
- Lego Mindstorms
- Tynker
- Makey Makey
- MIT App Inventor

Resources

These are some resources that you can refer to for help/advice.

- Made With Code
- Code.org
- Google For Education

You can also work with the following organizations to start coding clubs in your area. Some of these organizations may be specific to a region, or supported by local institutions. Check with the site for more information.

- CS First
- Coder Dojo

Curriculum

This section will document curriculum resources for coding with kids. Curriculum refers to a progressive series of projects or lessons that can be used to iteratively build a child's expertise on a topic.

- Scratch Curriculum from Harvard
- Scratch Curriculum from CS-First

Events

These are links to events that are held on a regular basis, with a specific focus on coding for kids

- Scratch Day - hands on activities and competition with Scratch projects
- Hour Of Code - a co-ordinated jumpstart for teaching coding to schools or small communities

People

Use this section to identify people who are currently exploring ideas in this space, or working on projects/events. The idea is to find experts to provide guidance

- Azzurra Ragone (@azzurra)

Presentations

Links to speaker decks for technical talks on coding for kids. These are good resources for jumpstarting conversations in your GDG community, and can give you ideas for small/easy projects for hands-on exercises.

- TBD

Projects

Use this section to reference any projects built by GDG community members, that is relevant to this topic. Open source projects (with links to a GitHub repo or Google Drive documentation) are *particularly* appreciated.

- TBD

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Projects & Apps

Stories

GDG Brussels: VHackAndroid and a trip to Las Vegas. In 2013, for the 5th year of Android public annoucments, GDG Brussels organized a hackathon. And it happened that the winner was taken by Sony to present the result at CES in Las Vegas.

Other

We could add some links to other developer communities like JUG.

Contributors

This is our Contributors Hall of Fame. Anyone who has contributed to the content, curation or collection of GDG wisdom gets a mention.

Ideally, we want contributors to be on GitHub, and provide their contributions via GitHub issues, pull requests or direct commits to this repository. In such cases, the contributor's name will be linked to their GitHub profile for convenience.

Contributor	Contribution Details
Nitya Narasimhan / nitya	global maintainer
Friedger Müffke / friedger	global maintainer
Yannick Lemin / theyann	link to tools

You can see them all - including bots - on Github

History

The main contributors to the previous GDG Wisdom site were Stefan Hoth, Akil Head, Bhupal Sapkota, Uttam Tripathi, Dan Franc and Paulo Fernandes. For more contributors see the full list of contributors.