



KubeCon



CloudNativeCon

Europe 2022

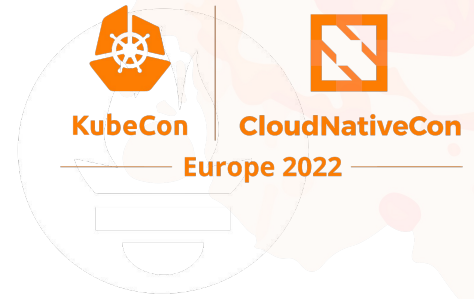
You're a Community Manager? But What Do You REALLY Do?!

Nanci Lancaster, VMware

Karen Chu, Microsoft Azure



Introductions



Nanci Lancaster

Senior OSS Community Manager

VMware

@Microwavables



Karen Chu

Senior OSS Community PM

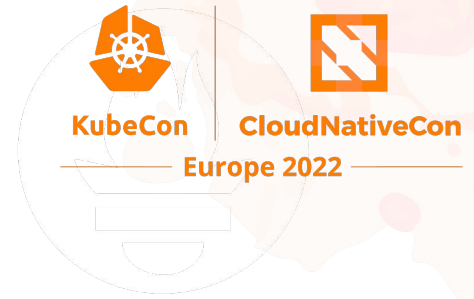
Microsoft Azure

@karenhchu

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What we'll be covering

- **Maintainer and Contributor Experience**
- **Events**
- **Social Media // Communications**
- **Project Health**



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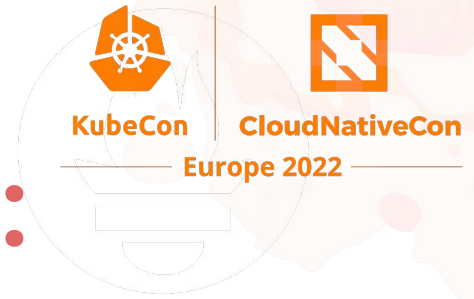
Maintainer and Contributor Experience



Maintainer and Contributor Experience:

// MAINTENANCE OF OPEN SOURCE CULTURE

- Provide consistent support/guidance/experience in working in open source
 - Code of Conduct
 - Contributing guides/docs
 - Member health
 - Contributor summits



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Maintainer and Contributor Experience:

// CODE OF CONDUCT

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- A policy that shares a project's rules of engagement that community members are expected to follow while interacting with the project
- **Role of community manager:**
 - Upkeep of documentation
 - Incident management
 - Enforcement
 - Maintenance of culture

Maintainer and Contributor Experience:

// CONTRIBUTING GUIDES/DOCS

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- Project documentation that shares how contributors can expect to engage with the project
- **Role of community manager:**
 - Maintaining contributing doc
 - Maintaining contributor ladder
 - Maintaining reviewing Doc



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Maintainer and Contributor Experience:

// CONTRIBUTING GUIDES/DOCS

 VMware Tanzu
Community Edition

HomeCommunityBlogResourcesPackages

Documentation

edge

Search

Introduction

Getting Started

Install & Upgrade

Reference

Packages

Administration

Guides

Support

Designs

Contribute

Tanzu Community Edition

First of all, thank you for investing your time in contributing to Tanzu Community Edition. These guidelines will help you get started. Please note that we require a [Contributor License Agreement](#) signed in order to accept most contributions.

Building from source

This section describes how to build Tanzu Community Edition from source. Build and test is driven by our [Makefile](#). Commands meant to be used directly by developers feature help text. You can see this by running

```
make help
```

Fetch the source

```
git clone https://github.com/vmware-tanzu/community-edition
```

Building the CLI and all plugins from source

27 Lines (14 sloc) | 2.13 KB

<>RawBlame

How to Contribute

We'd love to accept your patches and contributions to this project. Please review the following guidelines you'll need to follow in order to make a contribution.

Communication

We prefer communicating asynchronously through GitHub issues and the [#carvel Slack channel](#). In order to be inclusive to the community, if a conversation related to an issue happens outside of these channels, we appreciate summarizing the conversation's context and adding it to an issue.

Propose a Change

Pull requests are welcome for all changes. When adding new functionality, we encourage including test coverage. If significant effort will be involved, we suggest beginning by submitting an issue so any high level feedback can be addressed early.

Please submit feature requests and bug reports by using GitHub issues.


Before submitting an issue, please search through open ones to ensure others have not submitted something similar. If a similar issue exists, please add any additional information as a comment.

Issues Lifecycle

Maintainer and Contributor Experience:


// CONTRIBUTING GUIDES/DOCS













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 **cncf / project-template** Public template Edit Pins

<> Code Issues 2 Pull requests 2 Actions Projects Security Insights

main 2 branches 0 tags Go to file Add file <> Code Use this template

 **carolynvs** Merge pull request #21 from carolynvs/reviewing-template-final d606e35 on Apr 8 36 commits

 .github	Define additional labels	2 months ago
 CODE_OF_CONDUCT.md	Add a code of conduct	2 years ago
 CONTRIBUTING.md	Add CONTRIBUTING.md template	2 years ago
 CONTRIBUTOR_LADDER.md	Move contributor ladder from drafts to live (#11)	12 months ago
 GOVERNANCE-elections.md	Addressing feedback from dims on Jan 12:	2 months ago
 GOVERNANCE-maintainer.md	Addressing feedback from dims on Jan 12:	2 months ago
 GOVERNANCE-subprojects.md	Addressing feedback from dims on Jan 12:	2 months ago
 GOVERNANCE.md	Fix link to leadership selection	11 months ago
 LICENSE	Initial commit	2 years ago
 README-template.md	split the readme into 2 files. README.md is the readme for this templ...	2 months ago
 README.md	split the readme into 2 files. README.md is the readme for this templ...	2 months ago
 REVIEWING.md	Use the doc title instead of filename in the header	2 months ago



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TAG Contributor Strategy

Creating a cross-project community of maintainers to connect, exchange ideas, and support each other!

- Maintainer's Circle
- Templates, how-to guides, and other resources
- Guidance on engaging with contributors

👉 Learn about the TAG and how to participate here
cncf.io/contributor-strategy

Maintainer and Contributor Experience:

// COMMUNITY MEMBER HEALTH

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- Efforts in keeping community members supported and appreciated
- **Role of community manager:**
 - Keeping an eye on maintainer/contributor turnover
 - Show of appreciation for members via
 - Swag
 - Public recognition (via blogs, Twitter, awards, etc)
 - Champions/Ambassador Program
 - Contributor-of-the-Month



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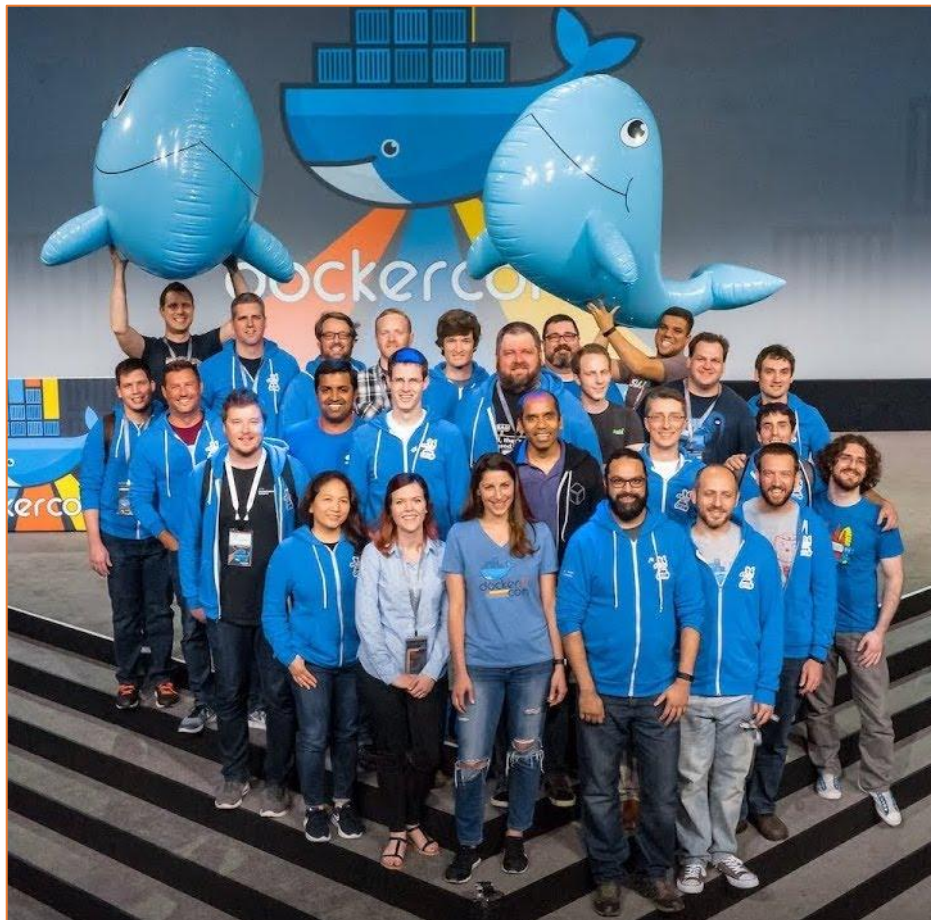
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Maintainer and Contributor Experience:

// COMMUNITY MEMBER HEALTH

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CLOUD NATIVE
COMPUTING FOUNDATION

AboutProjectsTrainingCommunityBlog & NewsJoin

AMBASSADORS

All LanguagesAll CountriesAll ProjectsRESET

Found 130 Ambassadors

Abubakar Siddiq Ango
GitLab

in

Alessandro Vozza
Microsoft

in

Alex Ellis
OpenFaaS

in

Alison Dowdney
(She/Her/They/Them)
Independent

in

Maintainer and Contributor Experience:

// CONTRIBUTOR SUMMITS

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- Community conference focused on new and existing contributors with the goal of educating and recruiting contributors to a project
- **Role of community manager:**
 - Gauge when contributor summits are necessary
 - Running logistics with maintainers for contributor summits



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Events



Events

// PHYSICAL OR VIRTUAL ENGAGEMENT OPPORTUNITIES

- Allow for your project to engage with the community and potential users virtually or in-person, through education, knowledge sharing, or discussion.
 - Conferences
 - Meetups
 - Workshops and Webinars
 - Formal and Informal Gatherings
 - Swag

Events

// CONFERENCES

- Community focused large-scale gathering of people based on a common interest to exchange information and ideas.
- **Role of community manager:**
 - Identifying conferences relevant to the project
 - Tracking of Call-For-Proposals (CFP) timelines
 - Supporting maintainers with their talk sessions
 - Promotion of conference talk sessions
 - Managing logistics of project booths
 - Post-conference wrap-up





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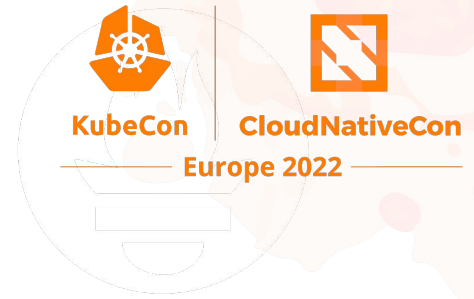


2021

Events

// MEET-UPS

- [Usually] local gathering of people to learn and discuss a shared common interest in a short form format
- **Role of community manager:**
 - Identifying relevant meet-up groups to reach out to based on:
 - Location
 - General trends
 - Release/feature release timelines
 - Etc.
 - Proposing talk topics
 - Sponsoring venue/food/drinks
 - Post meet-up follow-up



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Events

// WORKSHOPS AND WEBINARS

- In-depth interactive educational events for community members
- **Role of community manager:**
 - Identifying where the knowledge gaps are
 - Identifying when these events are necessary
 - Management of logistics and content
 - Gathering feedback



Events

// FORMAL AND INFORMAL GATHERINGS

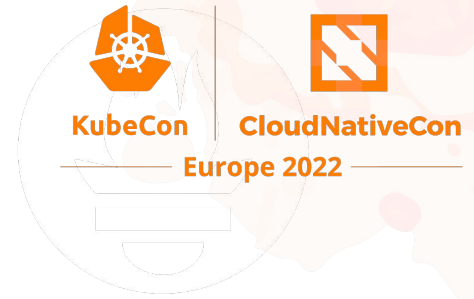
- In-person get-togethers to build, encourage, and support relationships between maintainers and community members
- **Role of community manager:**
 - Identify opportunities
 - Identify who should attend
 - Plan for what type of event (i.e. dinner, happy hour, brunch, party)
 - Organize logistics



Events

// SWAG

- An item tied to a project to show appreciation; a token; something to remember us by; to showcase association
- **Role of community manager:**
 - Identifying when they're necessary
 - Research what's currently on trend (and then go above the trend ideally)
 - Requesting and working within a budget
 - Design swag
 - Organization of logistics/distribution



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Social Media // Communications



Social Media/Communications

// ONLINE ENGAGEMENT

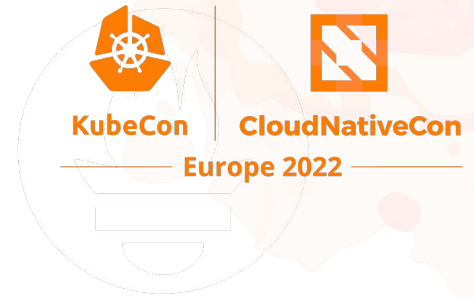
- Ways of communicating with the community through online channels
 - One Way Communication
 - Two Way Communication
 - Public Relations (PR)



Social Media/Communications

// ONE WAY COMMUNICATION

- A type of communication with the public that shares information rather than long-form discussion.
- **Role of community manager:**
 - Keeping track of what information to share and when to share it
 - Deciding what form of communication to use (Twitter, Blog Posts, YouTube Videos)
 - Managing logistics based on the form, i.e. who writes blog post and submits PR; any assets to include in videos

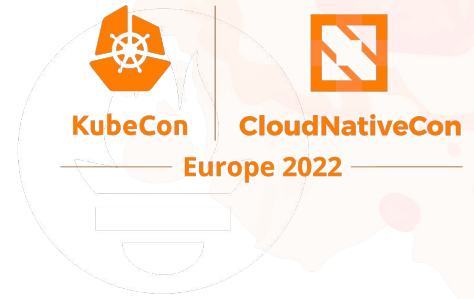


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Social Media/Communications

// TWO WAY COMMUNICATION

- A type of communication with the public that encourages long-form discussion.
- **Role of community manager:**
 - Monitor for any new discussions and that CoC is being followed, questions are being answered by maintainers, etc.
 - Reach out to new community members that join the discussion, welcoming them to the community.
 - Post any important questions or information within the correct channel to start discussion (GitHub Discussions, Google Groups, Slack channel(s), YouTube)

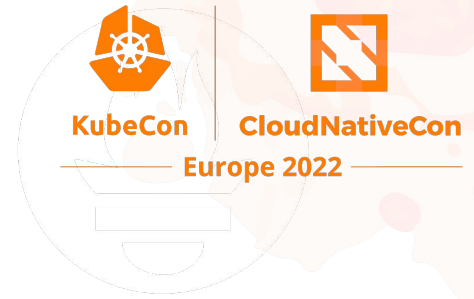


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Social Media/Communications

// PUBLIC RELATIONS (PR)

- The practice of officially managing a group's public perception through messaging and positioning, usually through PR department
- **Role of community manager:**
 - Discern what content is “official” enough to loop PR into and/or ask for their involvement
 - Work with PR to make sure messaging is correct
 - Watch the community to identify when you need PR to address a topic



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Project Health



Project Health

// THE STATUS OF YOUR PROJECT

- A declaration of your project's health based on a variety of factors.
 - Health Metrics
 - Documentation Maintenance
 - User Logos
 - Community Meetings



Project Health

// HEALTH METRICS

- Non-vanity metrics created by the VMware Community Engagement team to assess the health of open source projects.
- **Role of community manager:**
 - Evaluate the project twice a year based on a set of six measurements: Project Maturity, Project Viability, Growth of Community, Diversity of Community, Attentiveness of Maintainers, and User Community Engagement
 - Guide the project teams around what makes a healthy open source community experience
 - Highlight areas where improvements can be made
 - Catch and make corrections for slow-downs or lapses as the projects progress



Project Health

// DOCUMENTATION MAINTENANCE

- Updating documentation as the project evolves.
- **Role of community manager:**
 - Ensuring that documentation is up to date with the latest information and active processes
 - Communicating to the community when important changes have been made
 - Creating issues addressing what needs to be updated and/or submitting PRs with those updates



Project Health

// USER LOGOS

- Logos of companies that use the project.
- **Role of community manager:**
 - Reach out to community members to get logos
 - Add logos to ADOPTERS.md file on repo
 - Maintain ADOPTERS.md file, ensuring logos and descriptions are up to date



Carvel Adopters

If you're using Carvel and want to add your organization to this list, [follow these directions!](#)

Organizations using Carvel

(in alphabetical order)



Solutions built with Carvel

Project Health

// COMMUNITY MEETINGS

- The purpose of a community meeting is to have a public gathering of users, contributors, and maintainers for knowledge sharing, transparency, and open discussion surrounding the project.
- **Role of community manager:**
 - Working with time zones
 - Planning the meeting – making sure agenda is updated each week and keeping track up of updates for maintainers to discuss
 - Communicating that there are meetings
 - Hosting meetings
 - Processing recordings
 - Following up on maintainer updates





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Conclusion



Conclusion

// KEY TAKEAWAYS

- What we discussed isn't comprehensive nor meant to be prescriptive – this role can be what you want it to be
- The work that community managers do can translate across multiple projects simultaneously
- The optics of having a community manager give the project more legitimacy and shows that the project is dependable
- Community managers provide a consistent experience and are the glue that helps the project from falling apart as it evolves and grows





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Thank You!

// WHERE TO REACH US AND FIND MORE INFORMATION

- **Nanci Lancaster**
 - Twitter and GitHub: @microwavables
 - CNCF Slack: @Nanci
- **Karen Chu**
 - Twitter//Github//CNCF Slack: @karenhchu
- **Additional information:**
 - Book recommendation: *Working in Public: The Making and Maintenance of Open Source Software* by Nadia Eghbal
 - VMware Project Health Guidelines and Metrics:
<https://github.com/vmware-tanzu/community-engagement>
 - VMware has an Community Manager role!
https://careers.vmware.com/jobs/R2125282?lang=en-us#.YoKodc_FXLM
 - CNCF Project Templates: <https://github.com/cncf/project-template>
- **Reminder to please leave us feedback on sched.com!**

