

indeed

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Hacktober FEST 2020

Presented by  DigitalOcean +  + 

More Than **Doubling** Employee
Contributions Year Over Year

About Indeed and Open Source

Indeed is the #1 job site in the world*.

We are committed to open source. Indeed supports open source initiatives and foundations, helps sustain the projects we depend on, and we release our own projects too. Indeed founded our Open Source Program Office (OSPO) in November 2017 with strong executive support.

One of our program's core pillars is contributing to open source sustainability through various means that include:

- + Event sponsorships
- + Open source organization sponsorships (ie. Apache Software Foundation, Open Source Initiative, Linux Foundation/Cloud Native Computing Foundation, and others)
- + Increase contributions into the open source ecosystem

Since 2018, we've participated in Hacktoberfest as a way to connect Indeed employees to the external open source community, create excitement, and increase the volume of our upstream contributions.

Indeed started tracking open source metrics in September of 2018.

We observed a substantial increase in the open source activity of Indeed employees during Hacktoberfest 2018, despite making minimal investments in driving coordinated participation. In 2019, Indeed's OSPO decided to take a more intentional approach to encouraging Hacktoberfest participation. This commitment more than doubled our open source contributions.

*Comscore, Total Visits, March 2020

Internal Hacktoberfest Metrics

The OSPO strategically set specific metrics for Hacktoberfest. The metrics that we measure are:

1. Number of New GitHub ID's

We collect open source contribution metrics via the GitHub API. In order to do this, we need to know which users to collect data from.

2. Overall Participants

We track how many Indeed contributors participate in open source projects within a given time frame. While Hacktoberfest measures participation based only on pull requests, we look at a broader range of contribution activity, including filing issues, commenting on code reviews, and more.

3. Active Recurring Participants

We count how many participants contribute to open source projects on two or more days in a quarter. This differentiation shows an individual's conscious decision to support open source repeatedly versus a "drive by" contribution, or someone who only makes contributions once in a while.

4. Pull Requests

We calculate how many pull requests are completed in a certain time period.

5. Number of Views on Internal Wiki Pages

We log the number of unique views to internal wiki pages that are relevant to our Hacktoberfest efforts.

6. Number of People Added to Internal Slack Channels

We count the number of people who join open source related discussion channels each month.

Hacktoberfest 2018

In October 2018, we committed to our first Hacktoberfest.

As this was our first time participating we adopted a lightweight approach when rallying Indeed employees to take part in the program. We sent a single email to encourage more open source contributions during Hacktoberfest and promised to send swag to Indeed participants.

We saw a very encouraging increase in open source contributions from the one email and realized how Hacktoberfest resonates with our internal community.

To learn more, see the [results](#).

Preptember 2019

Our exciting 2018 results encouraged us to lean into Hacktoberfest for generating greater open source engagement at Indeed.

The OSPO started to plan for Hacktoberfest in August, 2019. We first reviewed the Hacktoberfest 2018 results and set, what we thought was, a stretch goal to double every 2018 metric in 2019. If we were going to reach our goals for Hacktoberfest, we had to have a busy “Preptember.”

OSPO Prep Work

To achieve global reach, we formulated and introduced the beta Open Source Ambassador Lite program. This global program empowers local open source ambassadors to engage with their communities and offices.

Our local ambassadors:

- + Pair mentors and mentees
- + Help contributors find open issues
- + Assist first-time open source contributors while they set up repos and make their first pull requests
- + Resolve blocking issues for contributors

We started recruiting open source ambassadors in August, 2019, with recruitment finalized in early September, 2019. We inducted eight ambassadors on two continents, covering three locations.

We set up a series of meetings to align with our ambassadors and to communicate our one clear and concise goal, increasing open source contributions.

Community Prep Work

The OSPO created a wiki page which was the single source of truth for the event, updating the page as needed throughout the event. We also created a dedicated Slack channel for Hacktoberfest.

The ambassadors set up regional study halls across five offices. These study halls are weekly one-hour events. They are a space and time set aside for contributing to open source projects and submitting Hacktoberfest pull requests.

Engineering Prep Work

The OSPO also created a now open-sourced project, Mariner, which pulls a list of newly created, beginner-friendly issues from Indeed's open source dependencies.

Mariner allows us to create a weekly list of issues that are distributed to Indeed employees and posted in the Hacktoberfest Slack channel each week.

Hacktoberfest 2019

In “Preptember” 2019, we laid a solid foundation for our ambassadors and Hacktoberfest contributors.

As a result, our local ambassadors ran a tight ship, and Indeed participants hit the ground running. During October 2019, we used two different platforms to unite our internal community, in-person study halls and a dedicated Hacktoberfest Slack channel.

Study Halls

Our local ambassadors ran study halls to mentor Hacktoberfest participants. The OSPO provided a checklist to the ambassadors on how to run these study halls in a similar format across all regions. We found the [checklist](#) very useful because the participants' experience with open source varied. As an example, office managers and open source maintainers attended the same study hall.

This checklist helped people pair off and lent a hand to mentorship. It also helped identify if someone was stuck on an issue and how others could help them cross the finish line to submit their pull requests.

To help spread the word and support our local ambassadors, the OSPO publicized study hall events internally. The OSPO created custom promotional slides for each week and location. For the week leading up to each study hall, we displayed these slides on the communal TV monitors, which proliferate in each office.

Slack

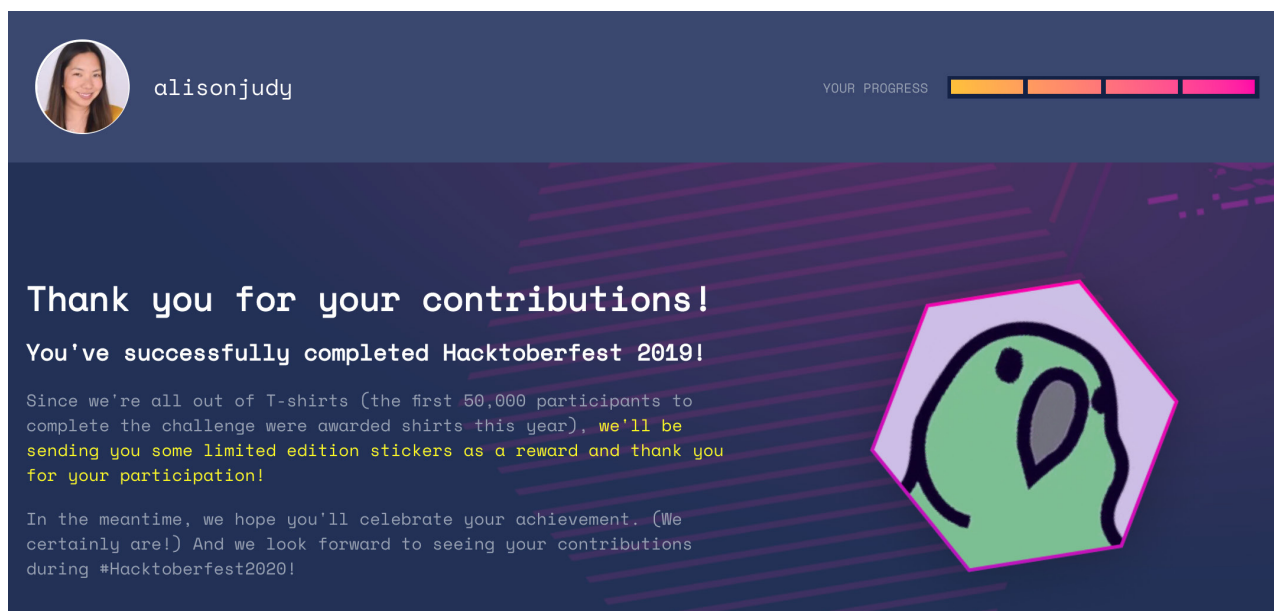
We created and dedicated a Hacktoberfest Slack channel to real-time communications between the OSPO, ambassadors, and participants.

Participants saw others post their Hacktoberfest award parrots, which spurred some employees to complete their last pull requests. There was also a flurry of activity at the end of October as people rushed to find open issues.

Our internal community rallied to help each other select suitable open issues, to assist as many interested Indeed employees with completing the challenge.

We use this channel for a multitude of purposes that include:

- + Alert participants when study halls start
- + Post open issues from Mariner
- + Celebrate first pull requests
- + Help participants find well-matched open issues
- + Post parrots (a Hacktoberfest 2019 award for participants who completed their four pull requests)
- + Congratulate participants for completing Hacktoberfest



Results 2019

Our hard work for Hacktoberfest paid off, and the program was a success. In 2019, we more than doubled participation from 2018.

- 1.** We almost doubled the number of people in our general #oss Slack channel, and 115 Indeed employees joined a Hacktoberfest-specific channel.
- 2.** We almost doubled the number of GitHub ID's collected, more than tripled the number of employees who participated in Hacktoberfest, and doubled the number of recurring participants.
- 3.** We were also very close to tripling the number of contributions year over year, but more than doubled the number of pull requests.
- 4.** And last, but not least, we increased unique views to Hacktoberfest-specific internal wiki pages by more than ten-fold.

	2018 Actual	2019 Goals	2019 Actual	% Increase*
GitHub IDs Collected	39	78	75	192%
Contributors	35	70	106	303%
Recurring Contributors	26	52	67	258%
Contributions	682	1,364	2,004	294%
Pull Requests	159	318	329	207%

*Rounded to the nearest percent

Indeed is working hard to build one of the best open source programs in the industry and is committed to making meaningful contributions to the open source projects we depend on. We recognize, reward, and celebrate Indeed employees who get involved in the open source community.

Indeed's Open Source Program Office leads a variety of initiatives, including:

- + Ensuring that Indeed's own open source projects thrive
- + Contributing to projects that Indeed relies on
- + Inspiring and empowering all Indeedians to be active participants in the open source projects they care about

Indeed is committed to supporting the open source community and taking a more active role.

We work with many different organizations throughout the year, and we're excited to partner with **Hacktoberfest in 2020!**

The Indeed logo is centered on a dark blue background. It features a white icon of a person with arms raised, followed by the word "indeed" in a lowercase, sans-serif font. The background is decorated with two large, overlapping circles in a lighter shade of blue, one in the top right and one in the bottom left.

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