

Leadership Committee Meeting, facilitated by Christina Aldan, Brand Strategy Consultant
2:00pm Pacific Time

Review

Where our heads and hearts were at, more time was needed to heal
Interim 3 month agreement while we work in processes and discuss how to move forward in 2021

Our main goals were to establish a sense of community and tighten the code of conduct and be clear about swift enforcement of the CoC.

Communication tools:

- Marketing not just on discord, and run a campaign for several weeks
- CoC
- Brand Style Guide
- Press Kit
- Brand Strategy with issues sorted into buckets: marketing, mentorship, training, policies, events, new application process and nurturing newbies
- survey the team and ask them what they think

Everyone was pretty much saying the same things... some of the talking points were:

So now we are here, essentially starting from ground zero from a place of creating processes and policies and choosing how to enforce them. None of these conversations are new from what I can tell. For at least what I can tell it has been about 6 months or even longer that these unanswered questions have been bopping around, so my goal is to support the Leadership Committee in their duties to lead, and the team's goals in what they want to accomplish this year.

Since then, Fritz has reconfirmed positions on the Leadership Committee with interim contracts until the end of February. Everyone has agreed to volunteering 5 hours a month to Leadership Committee duties, that includes one monthly meeting. I suggest we record them since The Live Coders is a streaming organization.

Attended:

- Clarkio - Leadership Committee
- Fritz - Founder
- eric - Leadership Committee
- Christina - Consultant

- LuckyS7evin - Leadership Committee

Our meeting recording is here, we agree to take 2 weeks to decide 1. finalize the Code of Conduct 2. Set some loose, over-arching goals that support our core values of Inclusion, Teaching, Promoting each other, and Learning 3. Set the parameters and create the process for Task Forces to follow as they are working through different initiatives.

Unable to Attend:

- Layla
- David Poindexter

Agenda:

SURVEY RESULTS:

Here are the survey results. We had a couple of late stragglers, so I extended the survey a couple of times. There were 19 responses total, and about half a dozen who said "I don't really have anything to say to these questions, just put me down for 'I don't know.'"

The next steps before the end of this year would be something like:

1. Finalize and Approve the Code of Conduct, and post it on web, wiki, and Discord
2. Create Task Force channels in Discord
3. We can post the survey results on Discord next week.
4. Give each Task Force their parameters and process and goals for 2021 (for example, the process you give them might look like: Create an initiative, submit to Leadership Committee and Founder for review, publicly share with the team for adoption (review, signups, implementation, feedback)
5. Give the Task Forces their overarching goals for 2021.

I suggest the Leadership Committee selects 3 main goals to accomplish this year based on the feedback from the surveys (Teaching, Mentoring, Monetizing): Teach & Monetize: Host 4-5 events in 2021, Teach and Mentor: formalize the applicant process, Mentor: create the mentorship program. Let the Policy Task Force examine any re-structuring of the Code of Conduct. Let the Marketing Task Force get started on sharing our messaging and organizing The Live Coders Podcast along with a newsletter and social media posts. And I know there have been lots of ideas for the Applicant Onboarding Task Force as well, and how we can nurture relationships with newbies.

Review of our last mtg

We had discussed within the Leadership Committee where our heads and hearts were at, more time was needed to heal

Interim 3 month agreement while we work in processes and discuss how to move forward in 2021

Our main goals were to establish a sense of community and tighten the code of conduct and be clear about swift enforcement of the CoC.

Communication tools to help attain these goals:

- Marketing not just on discord, and run a campaign for several weeks to allow feedback time through multiple channels
- CoC
- Brand Style Guide
- Press Kit
- Brand Strategy with issues sorted into buckets: marketing, mentorship, training, policies, events, new application process and nurturing newbies
- Survey the team and ask them what they think

Everyone was pretty much saying the same things... some of the talking points were:

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Apathy is an issue

people not being engaged

an updated repository on GitHub with more information on how to engage -

Private Discord session from the Head of DevRel at GitHub - an expert from a service that most of us use and giving us access to beta test new servers online in a PRIVATE session

Other speakers:

Hanselmann

DD Walsh

Richard Campbell

John and Matt

Recordings are in the announcements channel

The Twitch Code of Conduct doesn't have teeth - light and lightly-enforced - They have tripled the team size in the last 6 months - working hard on what they are doing

Fritz update the CoC - give credit "as of this date, we adapt these norms" - this is a good idea. Grab the snapshot of that - in case something changes and we don't necessarily agree with that

Turn up enforcement of harassment policies, to nip it in the bud faster - over the next year

Task Forces

<https://github.com/livecoders/digital-swap> for Christina to complete the Brand Style Guide - the Marketing Task Force may decide to update it later.

Set Goals for 2021 so task forces know what they are working toward creating and growing.

The initiatives The Live Coders take on the platform (and with the developer community as a whole) - TO Twitch and ON BEHALF of Twitch

Thought-leaders who teach and deliver content to THEIR audience better than they do

Maintain that level of excellence and integrity

A level of engagement and experience continue to grow and maintain that

Having a presence at Twitch events is ONE thing, but bringing more people into the tent to be more inclusive is very important

lists for new streamers... dev to posts

Ex. Alison Day and Suz and Fritz featured in Wired last fall talking about live coding

Process or Goals for 2021

Lucky

end of 2019 team grew too quickly

2020 hit the fan - pushed and made it, had some issues

2021 we are working out those issues and get them sorted or on the way to being fixed

Goal: Expand the reach of the team outside of Twitch

Goal: Solve our issues

Clarkio - feel like things are heading in the right direction

Mental freedom to focus on other goals

Goal: lock up the loose ends that are troublesome and foundation

maybe as part of going into next year, be cautious of language for the making the money and how that would be the driver because we have to focus on fixing our issues first

Eric

Goal: From the survey ...Huge desire for the team to be more community-based and other promoting and sharing

Fritz - get more folks promoted to partner

Let's get people past the ducks and chickens for the Science and Technology Category... let's get them into programming - science and technology