Mozilla Clubs

What are clubs?

A unique and personal way to teach the Web in local communities through on-going events.

- Connected Learning in action
- Curriculum that is free, open and educator tested
- Best practices and community mentorship
- Regular engagement with Mozilla



Who participate in clubs?

Volunteers that share Mozilla's mission to ensure the Internet is a global public resource, open and accessible to all.

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Teachers

Students

Community Organizers

Business Owners

Artists

Scientists

Makers

Developers

Journalists

Medical Professionals

Carpenters

Clubs Model

- Clubs Manager Oversee onboarding process, community calls, RC's, office hours, clubs outreach, connect clubs to hubs, club webpage, mentoring
- Regional Coordinators (RC's) Point person for several clubs within a geographic area, mentor Club Captains, monthly RC call, frequent share outs, create guides 10+
- Club Captains (CC's) Apply through website. Participate in orientation and on-boarding process, monthly club hangout/office hours, frequent share outs on facebook group, event reporter and discourse. 200+
- Club Learners Recruited to join club, attend regular events and workshops option to join club calls, facebook group and discourse. 600+

What do Clubs do?

Use hands-on, interest-based learning to grow digital literacy and collaborate in community spaces such as schools, libraries, coffee shops, internet cafes and universities.

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Localization

Media Campaigns

HTML/CSS

Curriculum

Mobile

Video editing

Websites

Privacy

Women issues

Events

Games

What do Club leaders get in return?

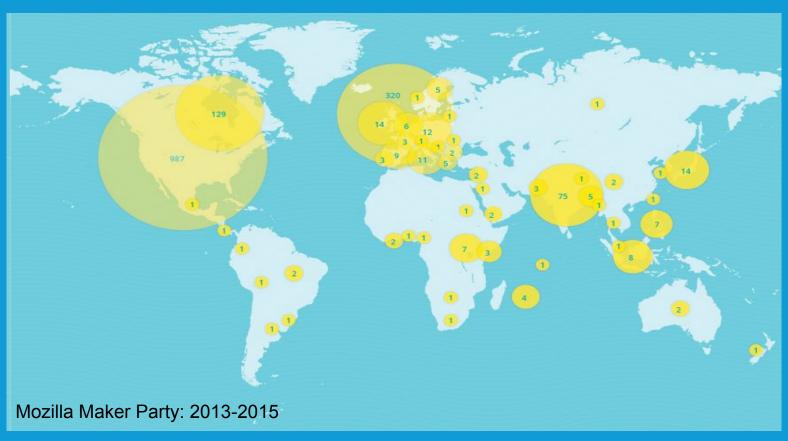
Mozilla Learning provides free training, curriculum and other resources to help clubs succeed and prosper.

- Professional growth
- Guides
- Web Literacy Training
- A Global Network

- Mentorship
- Curriculum/Activities
- Media features
- Swag

- Recognition letters
- Leadership opps
- Campaign support
- Peer assists

How did clubs evolve?



Mozilla Maker Party

Global Maker Parties gave thousands of individuals an introduction to teaching the web and open practices.

But many needed a way to keep the momentum going.

https://learning.mozilla.org/en-US/events

Clubs Program pilot

In 2015 Clubs were piloted in Rio De Janeiro, Brazil through funding from the Ford foundation.

See Rio Case Study



Model adaptation

In 2015 the Clubs model was replicated and adapted in other countries and learning environments.

India

UK

Philippines

USA

Germany

Kenya

Brazil

Indonesia

Canada

Model adaptation

There are 240+ Clubs in 100+ cities globally

- 84 new Mozilla Clubs in first 6 months, which is a 37% growth since the launch of the program in 2015
- Expansion into new regions such as Nairobi and Cape Town, which now have 30+ Mozilla Clubs
- Mozilla Clubs for women and girls now make up 15% of all clubs and address issues specific to women and the web

Mozilla Festival

Club participants came to Mozfest 2015, built momentum and held sessions in the MLN space.

- Grow resources
- Bring people together
- Initiate collaborations

Club achievements in 2015

- Research other club programs
- Assess RC and CC needs
- Translated 50 activities into 10+ languages
- Club case study
- 30+ guides and many new resources for club participants
- Training module

More info here: http://bit.ly/29JSWTi

Partnerships

 Mozilla Clubs is continuously partnering with organizations (DOT, Telecenter etc.) to grow clubs in places around the world (Rwanda, Latin America, Bangladesh)

We partnered with UN Women in 2016 to start clubs in Cape Town,

South Africa.



6 month goals

(http://www.juliavallera.com/blog/mozilla-clubs-end-of-year-goals/)

- Curate and/or create new resources for running clubs offline
- Connect the community through a global gathering
- Continue to localize content and resources
- Reward and recognize club leaders
- Strengthen clubs as an organizing model for Mozilla campaigns
- Connect club participants across Mozilla
- Assess club activity