

# *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.

- Technologists
- 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.

- Computer Basics
- HTML/CSS
- Video editing
- Women issues
- Localization
- Curriculum
- Websites
- Events
- Media Campaigns
- Mobile
- Privacy
- 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



# *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
- USA
- Brazil
- UK
- Germany
- Indonesia
- Philippines
- Kenya
- 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/29JSWTj>

# 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

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