



R-Ladies Global needs YOU!

March 2017

R-Ladies needs your support to develop and grow. Since we started in June 2016, R-Ladies Global has gone from strength to strength. However we have many many things that need help with.

We want to create 7 R-Ladies Global teams to support R-Ladies.

- 1) **New Chapters team**
- 2) **Knowledge: Learning and Resources team**
- 3) **Communication team (includes subteams for Website, Social Media, Blog)**
- 4) **Brand and Merchandise team**
- 5) **Monitoring and Evaluation team**
- 6) **Treasurers (Finance and fundraising) team**
- 7) **Outreach (Conference) team**

Please volunteer to join, lead and work in the global teams!

What we need from you?

- Enthusiasm, passion and collaborations required between all the teams and between team members
- Commitment is required to help make these teams a succes
- We encourage Google hangouts or Slack DM etc. within and outside the teams to keep task on track
- If you think some of your R-Ladies within your chapter would be able and willing to help, please do get them involved and if they aren't one the global slack get them nominated by yourselves.

How to get involved ?

Complete this form

COMPLETE BY 10th April 2017

- Global Leadership will let you know and arrange a Google hangouts with the Global Leadership representatives to help clarify and prioritise tasks team mission and provide advice.



What are the teams and task you can help with?

1 : (New) Chapters team

(medium size team 3-8 people)

- Aim : On-board, recruit and support new and current chapters around the world
 - Support New chapters Slack channel
 - Respond to new chapters on info@rladies.org (template responses already available DM Hannah/Erin)
 - Update website and monitoring evaluation team (and [github](#)) on new numbers so they can update their content.
 - Also support and give advice to established R-Ladies team who might be struggling or need advice
 - Support and co-ordinate meet-up set up

2 : Knowledge : Learning and Resources team

(medium size team 3-8 people)

- Aim : Learning is key to R-Ladies. We need to share our learning's around the world, we need to make our github repositories a great resource for R-Ladies.
 - Create resource Wiki or resource list
 - Create list of R learning tools and website online
 - Share new learnings and groups work that would really benefit being shared with global groups.
 - Learning Pathway : Develop with R-Ladies London (Absolute Beginner, Beginner, Intermediate, Advanced)
 - Label resources with criteria once it's proven successful in London
 - Actively seek feedback on sharing resources that work and didn't from R-Ladies groups.
 - Work with communication team to share on Global Twitter learning resources and presentations.
 - Encourage each group to have repo on R-Ladies for re-purposing
 - Translate Mission and CoC into multiple languages
 - Update starter page with mission and code of conduct on github



3 : Communication team

(large size team 8-15 people)

- Aim : Communicate the amazing work, build/maintain website and global social media and create an R-Ladies blog

Website (Sub-team)

■ Website development

- Add pages on About Us including information from alignment about Mission and Code of Conduct
- R-Ladies Directory
- Updating R-Ladies global map and sharing on github
- R-Ladies events
- Updating R-Ladies front page list
- Explore making Wordpress auto translate into different languages

Social Media (Sub-team)

■ Global Twitter

- Retweet relevant content from R-Ladies local groups
- Tweet about celebrations, events, R-Ladies group anniversaries (3 tweets a week)
- Create social media plan to help develop content work with Brand team
- Encourage R-Ladies chapters to use Twitter making tweets for upcoming events and celebrations etc.

■ Instagram : work with brand to collect images to share online

■ Meet-ups: alignment of meet-up text encouraged ([online brand alignment](#))

Blog (Sub-team)

■ R-Ladies global has investment money to spend from R-Consortium ([\\$4000 spend on website \(proposal\)](#))

- We have decided to split the website development between the website development and blog development.
- ##### ■ Blog : Share and celebrate R-Ladies activities around the world
- Create Blog plan
 - Work with brand team to create a R-Ladies target audience/ persona
 - Work with monitoring and evaluation team on impact



4: Brand and Merchandise team

(medium size team 3-8 people)

- o Aim : Make R-Ladies a recognisable brand

- **Brand**

- Encourage use of R-Ladies Powerpoint/[revealjs](#) template
- Develop R presentation branded template
- Maintain Starter Pack logo repo
- Create guidance on how to use logo
- Work with communication to create an R-Ladies target audience and persona
- Create global slide deck to help groups explain what R-Ladies is using mission and other R-Ladies slides.
- Create a collection of R-Ladies photo library for presentations
- Encourage [online brand alignment](#) for Twitter and Meetup.
- Design or support the design of city specific logos

- **Merchandise & design** (funding required for merchandise production)

- Develop and product R-Ladies Hex stickers
 - o R-Ladies Classic logo
 - o Flags stickers to add to conference tags
- Purple branded T-shirts for conference
- Poster for conferences
- Work with Finance team to get funding before printing
- Get advice from committee and conference team about numbers required
- Share design developed for global to help R-Ladies chapters print their own hex stickers



5: Monitoring and Evaluation team

(small group 1-3 people)

- o Aim : Collection regular stats on
 - Store and care for global monitoring data (historical data available from Alice and Gabi)
 - Transfer data to plotly to allow for global sharing and collaboration with your team and others.
 - Number of R-Ladies groups (listed on rladies github)
 - Number of R-Ladies on meetup
 - Numbers of R-Ladies on Slack Global
 - Number of R-Ladies on local Slacks
 - Number of R-Ladies on Twitter
 - Google Analytics analysis on wordpress
 - Future Monitoring : Number of R-Ladies at different stages of their pathway journey
 - Survey R-Ladies Globally via Twitter and Slack (ideas to collect qualitative impact of R-Ladies around the world for fun)
 - Support local groups in design and collecting of local data

6: Treasures (Finance and Fundraising) team

(medium size team 3-8 people)

- o Aim : Manage R-Ladies Global finances only (groups are encouraged to maintain their own expenses) and develop fundraising opportunities
 - R-consortium \$10,000 funds in expenses need to be coordinated between the expenses and Linux finance.
 - R-Ladies Global maintenance cost include website domain and hosting, chapter meetups will be covered by global funding.
 - Scoping continual R-Ladies Global funding for future costs e.g., website, slack, github, meet-up and merchandise
 - Supporting and linking up funders with R-Ladies chapters.
 - Create centralised R-Ladies fundraising channel
 - Be the finance advice team for other teams requiring help, financing and funding especially website development, general global operations and merchandises.



7: Outreach - Conference team

(small size team 1-3 people)

(required only for pre-conference and conference season)

- o Aim : Support R-Ladies representation and impact at conferences
 - Encourage R-Ladies to apply to conference attend, posters etc.
 - Produce poster of why you should attend and why your boss should let you go.
 - Support abstract submission providing advice
 - Encourage groups to lead a conference support session to help with abstract submissions
 - explore/co-ordinate social with rOpenSci (May)
 - explore/co-ordinate social with useR 2017 Brussels (July)
 - explore/co-ordinate social with EARL x3 (Boston, London, San Fran)
- Work with finance team to fundraise or find sponsors
- Work with Brand and merchandise to have merchandise available for stalls and also packs for R-Ladies representative to hand out.



Our Mission : *R-Ladies is a worldwide organization whose mission is to promote gender diversity in the R community*

Global Leadership : Role and Responsibilities

Alice Daish, Hannah Frick, Erin LeDell, Gabriela de Queiroz, Chiin-Rui Tan and Claudia Vitolo

- Aim : Strategic decisions, planning and discussions working on the future of R-Ladies Global
Monthly Meetings: (Founders + Team representatives – minutes available to all via info@rladies.org)
- Key Activities as well as supporting all operational activities include:-
 - High Priority focuses raised by R-Ladies
 - Representatives from each team welcome to update on urgent matters
 - 2017 plan
 - 5 year plan and strategy including goals
 - Global Slack maintenance and info@rladies.org
 - Co-ordinate teams and provide support
 - Co-ordinate global campaigns with brand and communication team
 - Charitable Status exploration
 - Deal with Code of Conduct support
 - Support and advice R-Ladies chapters new or established.
 - Encourage new chapters
 - Encourage brands
 - Deal with high-level opportunities and coordinate with other R-Ladies teams including finance and funding, communication and brand.
 - Present at Global Conference on progress made
 - Global passwords list to reduce damages and loses
 - Each founding member will be a sponsor for one of the teams – being there to encourage and provide advice
 - IP guidelines and monitoring

To support global teams development, the global leadership will be represented in each of the global teams

Global Teams	Global Leadership Representative
1. New Chapters team	Erin LeDell (erin@rladies.org @erin)
2. Knowledge: Learning and Resources team	Gabriela de Queiroz (gabriela@rladies.org @gdequeiroz)



3. Communication team	Erin LeDell (erin@rladies.org @erin) Alice Daish (alice@rladies.org @adaish)
4. Brand and Merchandise team	Alice Daish (alice@rladies.org @adaish)
5. Monitoring and Evaluation team	Hannah Frick (hannah@rladies.org @hannah) Gabriela de Queiroz (gabriela@rladies.org @gdequeiroz)
6. Treasurers (Finance and Fundraising team)	Claudia Vitolo (claudia@rladies.org @claudia)
7. Outreach - Conference team	Claudia Vitolo (claudia@rladies.org @claudia)