R-Ladies Global needs YOU!

March 2017

short line

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**](https://docs.google.com/forms/d/e/1FAIpQLSfpauOxvLe7KxlYK-DUunutKZ8J3CAhmtdUOiQQCoWwMfb6pw/viewform)

**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](mailto:info@rladies.org) (template responses already available DM Hannah/Erin)
      * Update website and monitoring evaluation team (and [github](https://github.com/rladies/starter-kit/wiki/Current-Chapters))) 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.
    - **Instragram** : work with brand to collect images to share online
    - **Meet-ups:** alignment of meet-up text encouraged ([online brand alignment](https://github.com/rladies/starter-kit/blob/master/R-LadiesGlobalAlignmentDecember2016.pdf))

**Blog (Sub-team)**

* + - **R-Ladies global** has investment money to spend from R-Consortium [($4000 spend on website (proposal))](https://github.com/rladies/global/blob/master/rconsortium/FINAL%20-%20201607-%20rconsortiumproposalr-ladiesalignmentandglobalexpansion-july2016.pdf)
      * 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)

* + Aim : Make R-Ladies a recognisable brand
    - **Brand**
      * Encourage use of R-Ladies Powerpoint/[revealjs](https://github.com/rladies/resources/tree/master/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](https://github.com/rladies/starter-kit/blob/master/R-LadiesGlobalAlignmentDecember2016.pdf) 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
        + R-Ladies Classic logo
        + 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)

* + 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)

* + 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)

* + 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.

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# **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](mailto: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](mailto: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**

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| --- | --- |
| **Global Teams** | **Global Leadership Representative** |
| 1. **New Chapters team** | **Erin LeDell (**[**erin@rladies.org**](mailto:erin@rladies.org) **@erin)** |
| 1. **Knowledge: Learning and Resources team** | **Gabriela de Queiroz (**[**gabriela@rladies.org**](mailto:gabriela@rladies.org) **@gdequeiroz)** |
| 1. **Communication team** | **Erin LeDell (**[**erin@rladies.org**](mailto:erin@rladies.org) **@erin)**  **Alice Daish (**[**alice@rladies.org**](mailto:alice@rladies.org) **@adaish)** |
| 1. **Brand and Merchandise team** | **Alice Daish (**[**alice@rladies.org**](mailto:alice@rladies.org) **@adaish)** |
| 1. **Monitoring and Evaluation team** | **Hannah Frick (**[**hannah@rladies.org**](mailto:hannah@rladies.org) **@hannah)**  **Gabriela de Queiroz (**[**gabriela@rladies.org**](mailto:gabriela@rladies.org) **@gdequeiroz)** |
| 1. **Treasurers (Finance and Fundraising team)** | **Claudia Vitolo (**[**claudia@rladies.org**](mailto:claudia@rladies.org) **@claudia)** |
| 1. **Outreach - Conference team** | **Claudia Vitolo (**[**claudia@rladies.org**](mailto:claudia@rladies.org) **@claudia)** |