

# Getting more contributors (and diversity) through outreach

Asheesh Laroia

PyCon 2011

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PyCon 2011  
(starting right now)

<1>

Me, you, and this  
talk

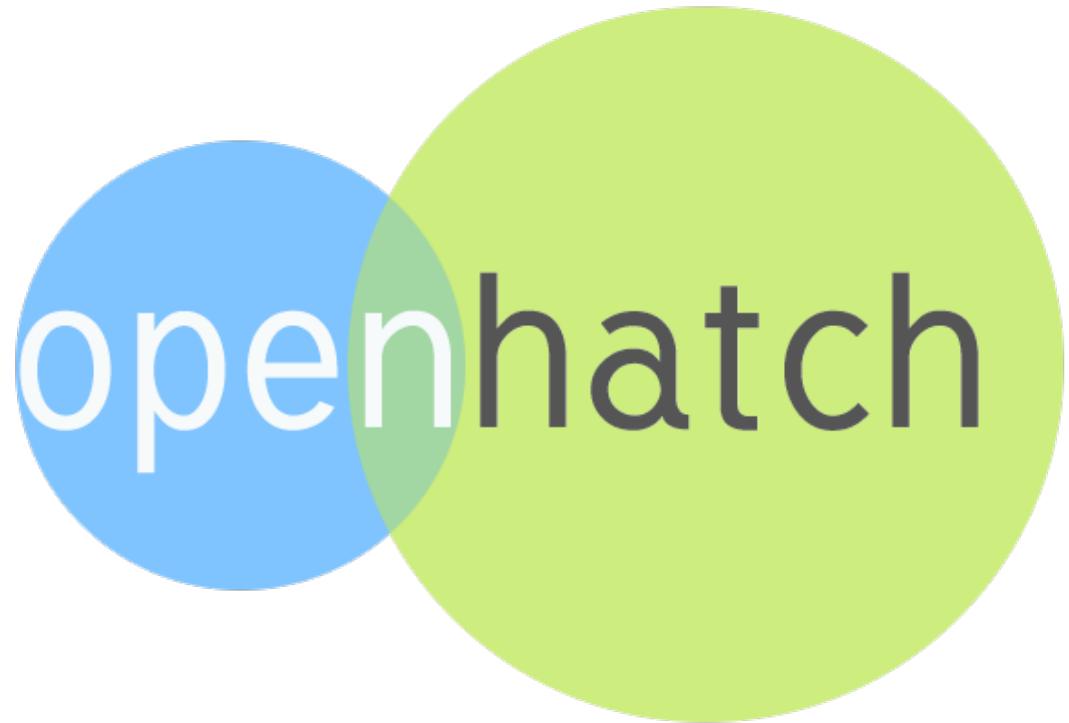




Miro Community



**debian**



paulproteus on

**freenode**

`asheesh@  
asheesh.org`

# About you

?

Isolation  
reinforces itself

<2>

Fedora Design  
Team outreach



**Goal: attract at least one  
contributor every 3  
months**

# BI-WEEKLY BOUNTY



DESIGN TEAM

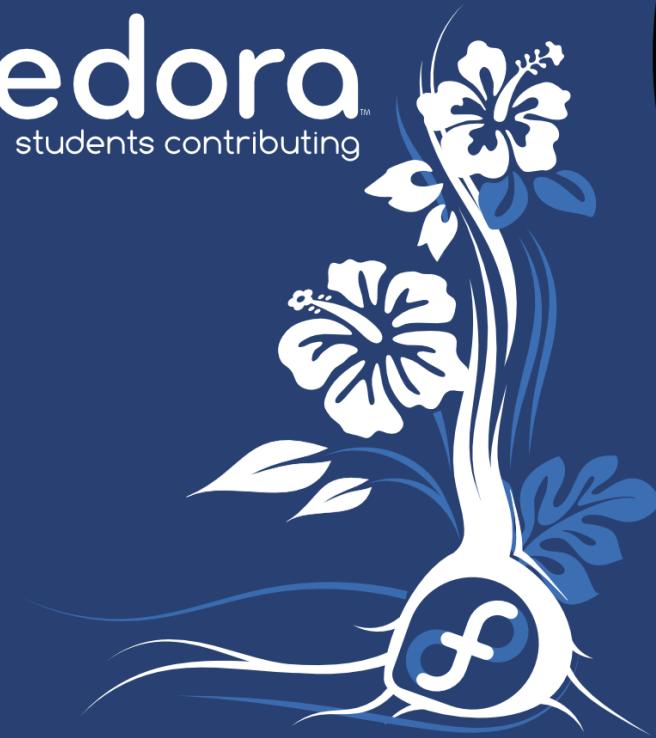
clear and urgent

invited

offer help



**fedora**  
students contributing™



# NEW NINJA!



**Christian Brassat**  
FEDORA DESIGN BOUNTY NINJA #3

?

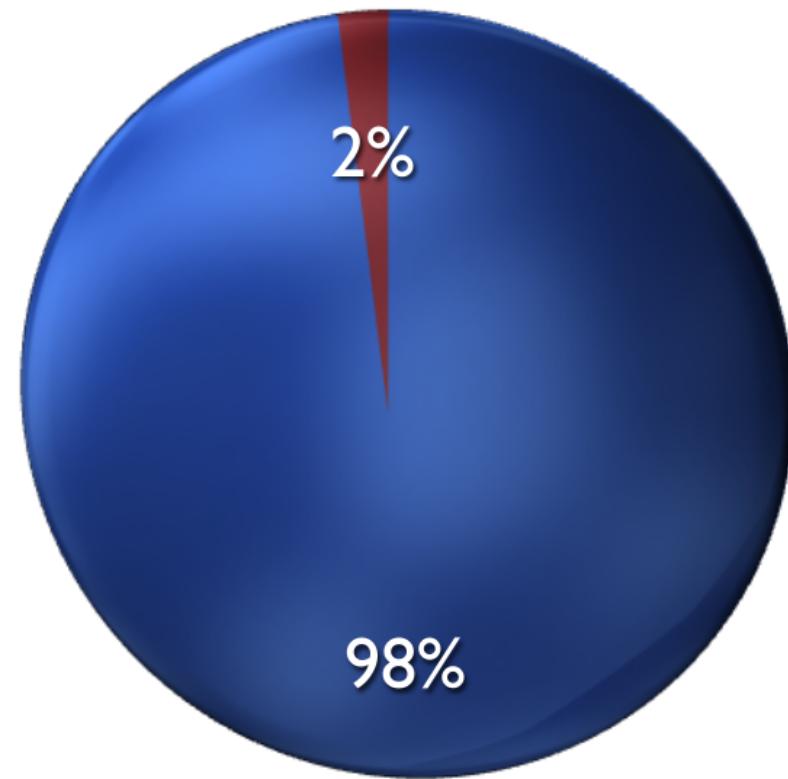
!

<3>

# SF Rails Workshops



# The Problem





# Ruby on Rails Workshop

September 26th, 2009

wireless: "sfCUBE - n1" - no password

hashtag: #sfruby

The wireless network  
sfCUBE - n1



A woman with short brown hair, wearing a green patterned top, stands on the left side of the stage. She is looking towards the right where the main speaker is located.



A woman with dark hair tied back, wearing a teal dress, stands on the right side of the stage. She is gesturing with her hands while speaking to the audience.

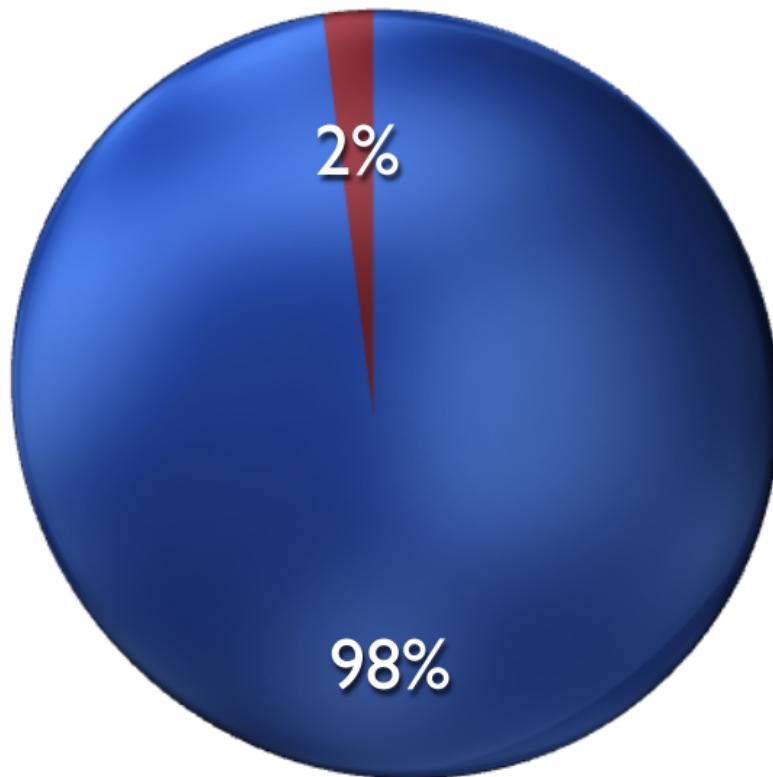




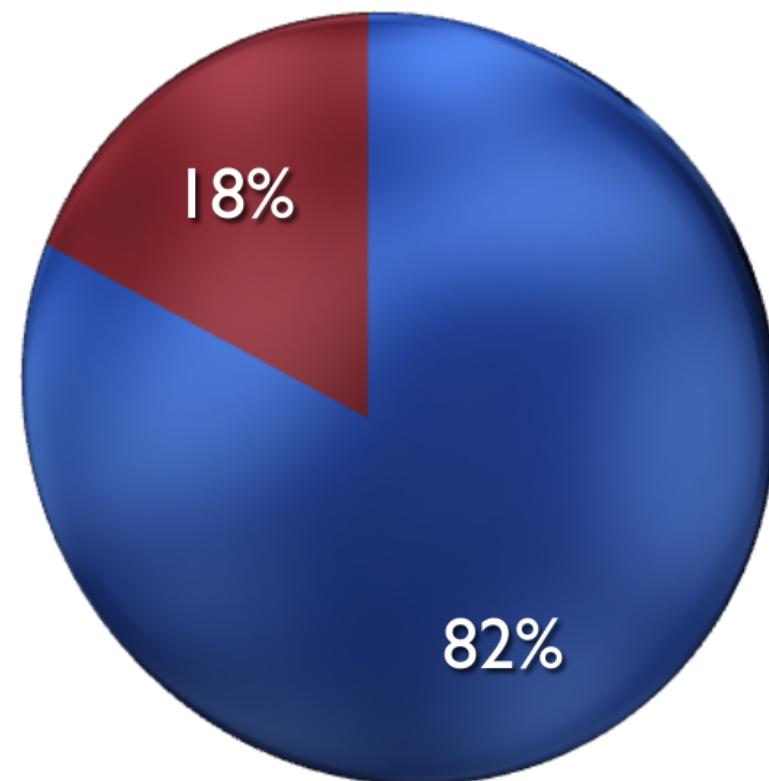
Short version: it  
was a lot of work.



# Jan 2009



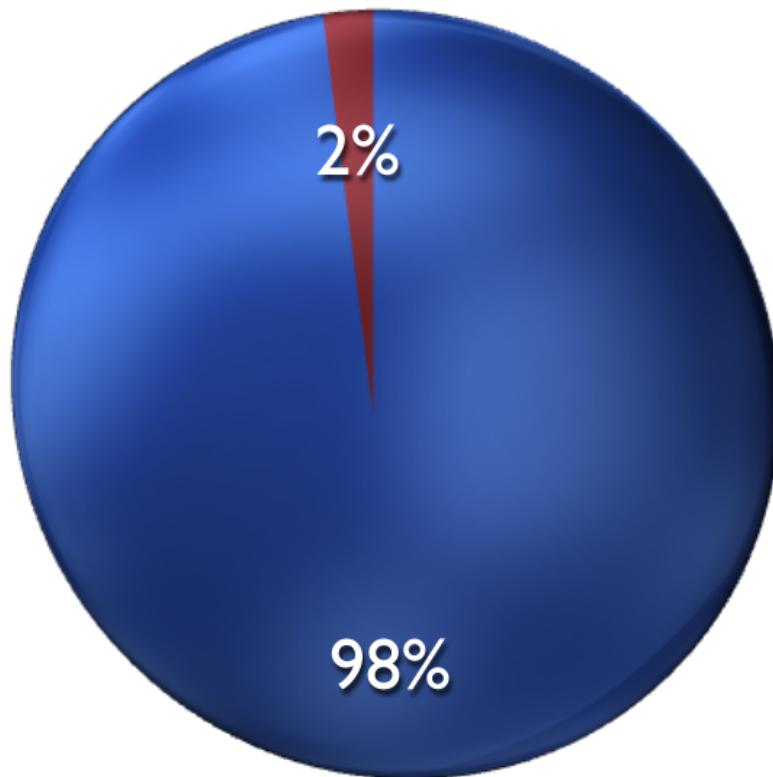
# Jan 2010



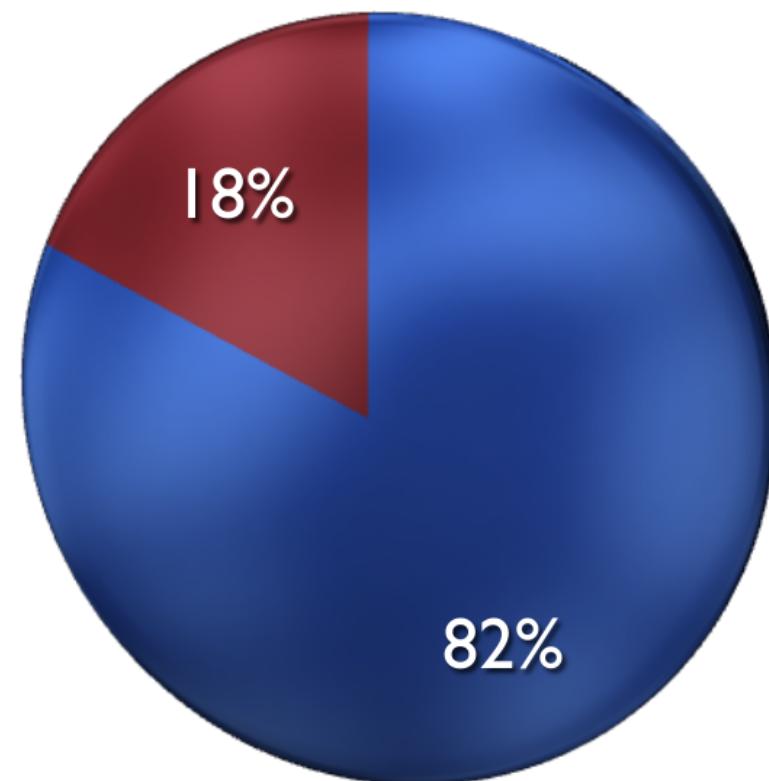
!



# Jan 2009



# Jan 2010



?





People are waiting  
on the sidelines

<4>

“Do’s and “Don’t”s

Do:

Decrease latency

Do:

Decrease latency  
(and terror)



for shy  
people

debian



-mentors

debian



debian

-mentors

Sep 2010

280 messages

26 unanswered



**debian**

-mentors

Nov 2010

600 messages  
3 unanswered



debian

-mentors

Dec 2010

500 messages  
7 unanswered



**debian**

-mentors

“Four days” project

Messages +200%

Unanswered -90%

Do:  
Set goals

Do:

Tell people  
what to do

- I want to help with Python in Debian

- I want to help with Python in Debian
  - Looka here:  
<http://wiki.debian.org/Teams/PythonModulesTeam>

- I want to help with Python in Debian
  - Looka here:  
<http://wiki.debian.org/Teams/PythonModulesTeam>
  - I've already seen that page but didn't find any specific tasks.

(then I told Andrey  
to work on  
expo.debian.net)

Do:

Attach people to  
strong communities





Kroppix XCode for  
(if you absolutely cannot get  
online even with our help)

XCode for  
Mac OSX Snow Leopar  
(10.6)  
please return!!

DUNKIN'  
DONUTS

BOX  
COFFEE  
DUNKIN'  
DONUTS

F  
i  
o  
(this room)

mall (other room)



Do:

Attach people to  
strong communities

Don't:

Isolate people to  
one project+mentor

Do:  
One-on-one  
interviews

Do:

Treat build failures  
as emergencies

Don't:

Talk about how  
much you hate  
doing x

Do:  
Focus on the effect  
of your outreach

<5>

# Credits

# Thanks to

- Máirín Duffy for photos in Fedora section
- Tracy from the Boston Python Meetup
- Sarah Allen for her slides
- Wolfram Arnold from the SF Ruby Meetup

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# Conclusions

Demographics  
reinforce  
themselves

Consider the  
biases in your  
outreach

Exploit the  
biases in your  
outreach

<7>

Next steps for you

All it takes is effort

- Run a meetup outreach event
- Run a Starling Bounty for your project, or help others with theirs
- Put your project on OpenHatch
- Ask me for help

<http://asheesh.org/pycon11>