

# Building a Community: The R-Ladies Story



**Gabriela de Queiroz**

Manager/Developer Advocate at IBM  
Founder of R-Ladies  
[@gdequeiroz | www.k-roz.com](https://www.k-roz.com)



# What is R-Ladies?



#rdogladies



Worldwide organization that  
promotes **diversity** in the  
**#rstats** community via meetups  
and mentorship in a **friendly**  
and **safe** environment



When R-Ladies was born?

#rchickenladies



San Francisco, CA  
October 2012

2012

2013

2014

2015

2016



R-Ladies was born

Taipei  
(Taiwan)

London  
(UK)

Twin  
Cities  
(USA)

October 2012

August 2014

April 2015

March 2016



June 2016 - useR!



**San Francisco** and **London**  
meet and get together to  
create ...

# The R-Ladies Global!

#rdogladies



August, 2016

@RConsortium @linuxfoundation FUNDS @RLadiesLondon  
@RLadiesSF!! Retweet ur support! #rstats j.mp/2bdg6on  
pic.twitter.com/Tq48PGYud6  
♡ 49 4:15 AM - Aug 30, 2016



R-Ladies is awarded  
**\$10,000**  
to establish additional  
R-Ladies groups  
worldwide



consortium





## Main Goals

---

- R-Ladies brand development
- Centralized community infrastructure
- Expand to 5-10 cities within the next year

# @RLadiesGlobal

Home Moments

Search Twitter

Have an account? Log in ▾



A large circular icon containing a stylized 'R' logo.

Tweets 1,363	Following 1,647	Followers 2,256	Likes 1,607	Lists 3
-----------------	--------------------	--------------------	----------------	------------

[Follow](#)

**R-Ladies Global**  
@RLadiesGlobal

Promoting gender diversity in the #rstats community via meetups, mentorship & global collaboration! 40+ groups worldwide. #RLadies

**Tweets** **Tweets & replies** **Media**

Pinned Tweet

**R-Ladies Global** @RLadiesGlobal · 30 Aug 2016

Interested in starting an #RLadies meetup in your city? We'd love to help! Send us an email at info@rladies.org to get in touch. #rstats

4 64 73

**New to Twitter?**

Sign up now to get your own personalized timeline!

[Sign up](#)

# R-Ladies Website

[rladies.org](http://rladies.org)

## R-LADIES GLOBAL

R-LADIES IS A WORLD-WIDE ORGANIZATION TO PROMOTE GENDER DIVERSITY IN THE R COMMUNITY

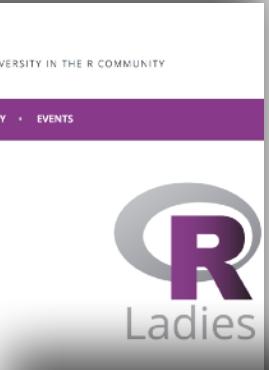
HOME • BLOG • TWITTER • R-LADIES DIRECTORY • EVENTS

### MEETUP LOCATIONS

Here is a list of locations of currently active R-Ladies meetup groups:

- San Francisco, California – US
- London, England – UK
- Research Triangle Park, North Carolina – US
- Istanbul – Turkey
- Paris – France
- Boston, Massachusetts – US
- Los Angeles, California – US
- Melbourne – Australia
- Madrid – Spain
- Nashville, Tennessee – US
- New York City, New York – US
- Barcelona – Spain
- Columbus, Ohio – US
- Izmir – Turkey
- Lima – Peru
- Berlin – Germany
- Taipei – Taiwan
- Warsaw – Poland
- Lisbon – Portugal
- Valencia – Spain
- Hartford, Connecticut – US

All R-Ladies events



[rladies.org](http://rladies.org)

## R-Ladies Speakers

### R-LADIES DIRECTORY

Looking for R-Ladies around the world? Check out our handy Directory!

You can browse our list of speakers for conferences & events, or view profiles of R-Ladies located by country.

[COMPLETE LIST](#)

[LIST OF SPEAKERS](#)

[BY COUNTRY](#)



We would love more R-Ladies to appear in our Directory! Please fill out our form! It only takes a few minutes, and soon your profile will be online.

Or you can just email us at [speakers@rladies.org](mailto:speakers@rladies.org) with any relevant info about yourself – easy!

SPAIN

- The results are being filtered by the character: S

[Clear Search](#)

[A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [R](#) [S](#) [T](#) [V](#) [W](#) [Y](#) [Z](#)

S



[Home](#)

Barcelona

Spain

[Website: Personal Website](#)

[Website: GitHub](#)



**DR. MAELLE SALMON**

Data manager and Statistician  
CHAI project

[Website: GitHub](#)



### BIOGRAPHICAL INFO

- Interests:** R in research, reproducible analyses, open science and open data, epidemiology.

UPDATED 3 MONTHS AGO.



[Home](#)

Madrid

Spain

[Website: Personal website](#)

[Website: Personal website](#)



**Laura Sanchez**

Digital Analyst  
El Arte de Medir

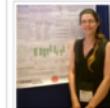
[Website: Personal website](#)



### BIOGRAPHICAL INFO

- Interests:** business analytics, statistics, technology, personal skills development, writing
- My goal is to be a Business Analyst, being the link between business & scientist #iloveremyjob #nsp

UPDATED 6 MONTHS AGO.



[Home](#)

Barcelona

Spain

**DR. MARGAUX SANCHEZ**  
Postdoctoral Researcher, Air  
Pollution  
ISGLOBAL

UPDATED 7 MONTHS AGO.



# R-Ladies Code of Conduct

## CODE OF CONDUCT

R-Ladies is dedicated to providing a harassment-free experience for everyone. We do not tolerate harassment of participants in any form.

This code of conduct applies to all R-Ladies spaces, including meetups, Twitter, Slack, mailing lists, both online and offline. Anyone who violates this code of conduct may be sanctioned or expelled from these spaces at the discretion of the Founding Members.

Some R-Ladies spaces may have additional rules in place, which will be made clearly available to participants. Participants are responsible for knowing and abiding by these rules.

Harassment includes:

- Offensive comments related to gender, gender identity and expression, sexual orientation, disability, mental illness, neuro(a)typicality, physical appearance, body size, age, race, or religion.
- Unwelcome comments regarding a person's lifestyle choices and practices, including those related to food, health, parenting, drugs, and employment.
- Deliberate misgendering or use of 'dead' or rejected names.
- Gratuitous or off-topic sexual images or behaviour in spaces where they're not appropriate.
- Physical contact and simulated physical contact (eg, textual descriptions like "hug" or "backrub") without consent or after a request to stop.
- Threats of violence.

<https://rladies.org/code-of-conduct/>

EN/ES/PT

# R-Ladies Github

## R-Ladies Global

R-Ladies is a world-wide organization to promote gender diversity in the R community

Worldwide <http://rladies.org>

Repositories 112 People 105 Teams 68 Projects 2 Settings

Pinned repositories

**starter-kit**  
Guidelines for starting up a local R-Ladies chapter  
   
R ★ 82 ⚡ 55

**global**  
R-Ladies Global Strategic, Governance and Financial doc  
   
★ 4 ⚡ 1

**resources**  
R-Ladies Resources : Various resources for R-Ladies Global and to be shared across chapters  
   
HTML ★ 16 ⚡ 11

**meetupr**  
R interface to the meetup.com API  
R ★ 32 ⚡ 8

**rladies\_global\_presentations**  
R-Ladies Global presentations  
    
JavaScript ★ 5

**rshinylady**  
R-Ladies shiny dashboard  
R ★ 8 ⚡ 2

Customize pinned repositories

**meetup-presentations\_lausanne**  
R-Ladies Lausanne meetup presentations

r rstats rladies r-ladies rladies-presentations

HTML ★ 2 Updated 2 days ago

**meetup-presentations\_philadelphia**  
R-Ladies Philadelphia meetup presentations

rstats rladies r-ladies rladies-presentations

HTML ★ 1 ⚡ 3 Updated 3 days ago

**meetup-presentations\_buenosaires**  
R-Ladies Buenos Aires recursos

r rstats espanol rladies r-ladies rladies-presentations

HTML ★ 8 ⚡ 5 Updated 3 days ago

**meetup-presentations\_london**  
R-Ladies London presentations and code snippets demonstrated during meetups

r rstats rladies r-ladies rladies-presentations rladies-london

HTML ★ 29 ⚡ 11 GPL-3.0 Updated 3 days ago

# R-Ladies Growth

(2016 - Aug 2017)

2016

4 groups

end of 2016

21 new groups  
(total: 25 chapters)

Aug. 2017

31 new groups  
(total: 56 chapters)

Q4 of 2017

# R-Ladies makes a new proposal for funding

Item	2018 (65 chapters)	2019 (100 chapters)	2020 (130 chapters)
<b>TOTAL</b>	15,823	23,873	30,773

# R-Ladies becomes top level

R Consortium welcomes R-Ladies as a top level project

By John Mertic | March 27, 2018 | Announcement, Blog, News, R Consortium Project



In 2016, R-Ladies started their effort for a global expansion, with the [help from the R Consortium](#). Back then there were only 4 active chapters (San Francisco, Taipei, Twin Cities and London) and the goal was to expand to 5-10 cities within the next year. The enthusiasm within the R community for local R-Ladies chapters far exceeded any possible expectations! As of March 2018, the organization has over 90 chapters and almost 19,000 members.

There are [R-Ladies chapters in 45 countries around the globe](#), with many chapters hosting monthly events.

With this fast growth, it became apparent to the R Consortium ISC that this project needs long term investment for success. The diversified voice of R-Ladies, speaking not only as a group representing gender minorities in tech but also a group attracting new R users, aligned with the R Consortium's defined [Code of Conduct](#) and its desires

for building a more diverse and inclusive R community.

R Consortium ISC is pleased to announce and welcome R-Ladies as a top level project. R-Ladies has shown a big commitment within the R community and becoming a top level project will provide them a longer term budget cycle (3 years instead of 1 year) to support their community. R-Ladies will also have a voting seat on the ISC (represented by [Gabriela de Queiroz](#)).

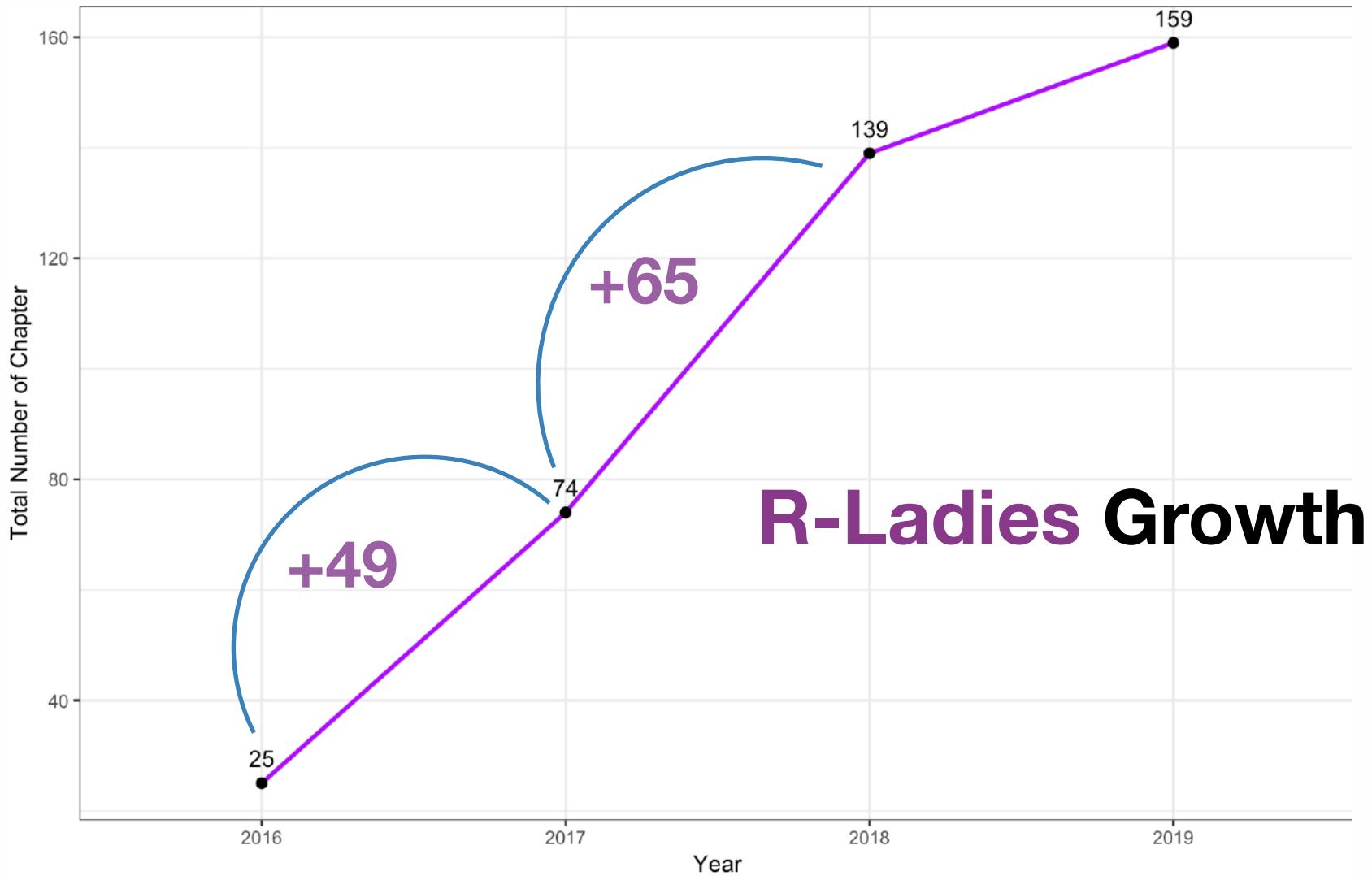
We invite all in the R community to congratulate R-Ladies on this milestone, and look forward to ensuring they have the infrastructure and funding to bring more diversity to the R community.

March, 2018

# R-Ladies gets long term support (3 years)



<https://www.r-consortium.org/announcement/2018/03/27/r-consortium-welcomes-r-ladies-as-a-top-level-project>



# R-Ladies Growth



# R-Ladies Growth

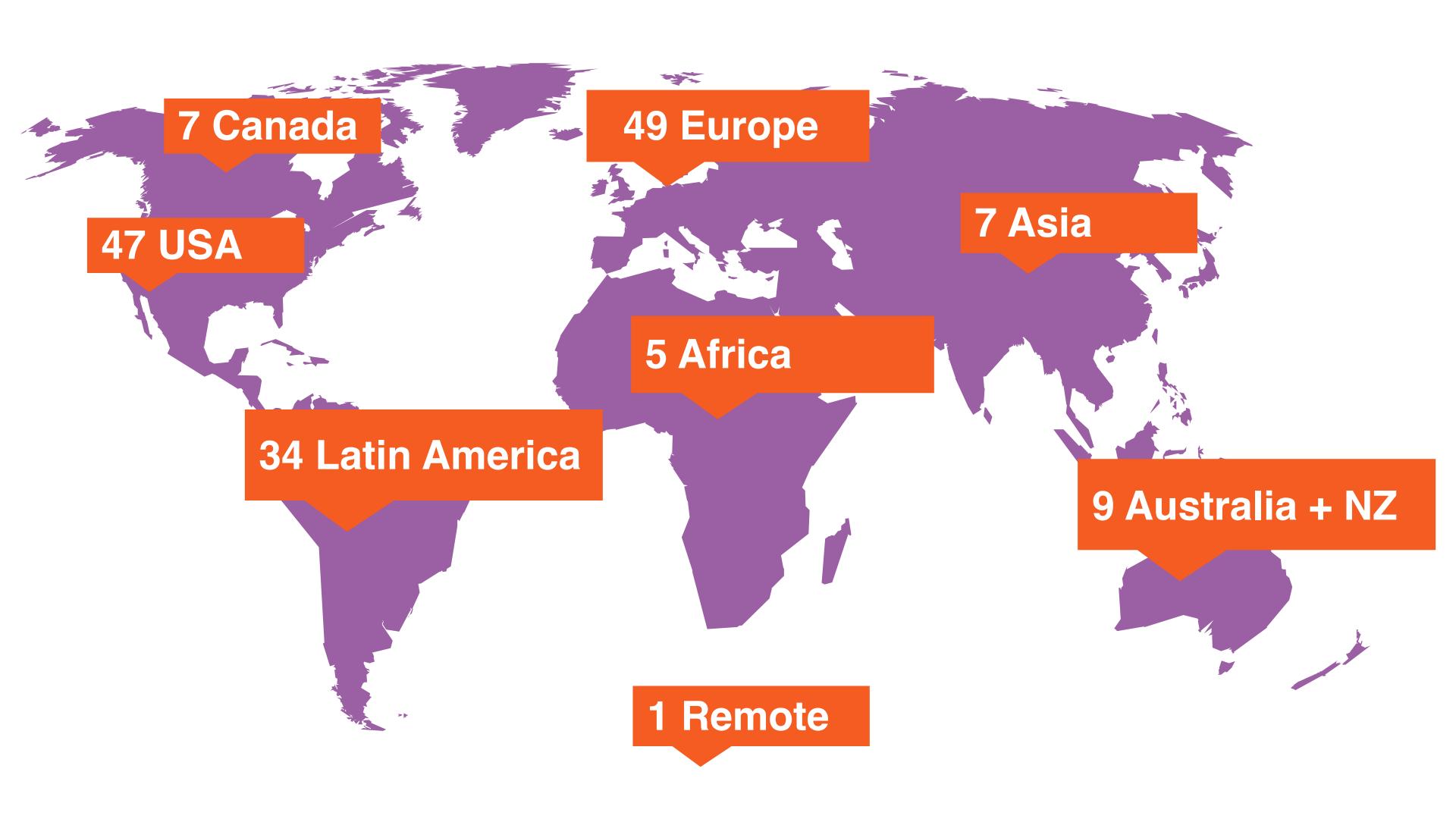
(May 2019)

47  
countries

159 cities

47,000+  
members

1500+  
events



7 Canada

47 USA

49 Europe

7 Asia

34 Latin America

5 Africa

9 Australia + NZ

1 Remote

How the organization  
changed the landscape of the  
R project?

# What is the best aspect of working with R?

source: [R Consortium Community Survey](#)





**rstudio::conf 2018**

**rstudio::conf 2019**

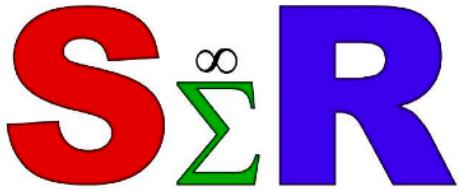




LatinR



More info: <https://journal.r-project.org/archive/2018-2/latinR.pdf>



SER - Brazil



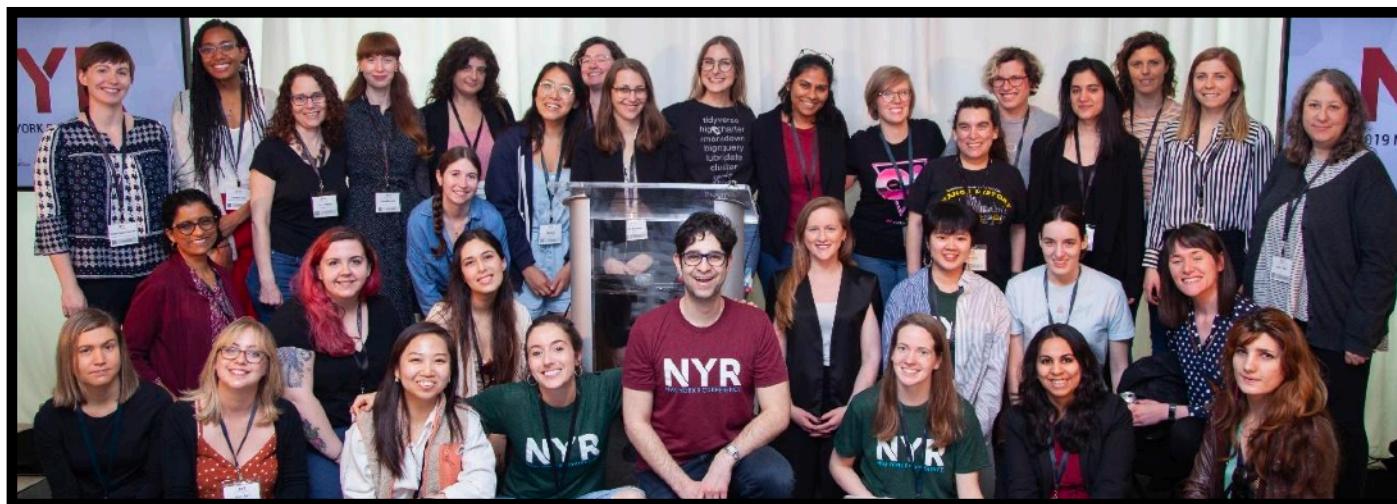
# R-LADIES NYC 2017



# R-LADIES NYC 2018



# R-LADIES NYC 2019



**NYR**  
NEW YORK R CONFERENCE

## Washington R Conf



## WSDS



## satRday Paris



## EARL



## CascadiaRConf



## satRday Joburg



## Daternauts



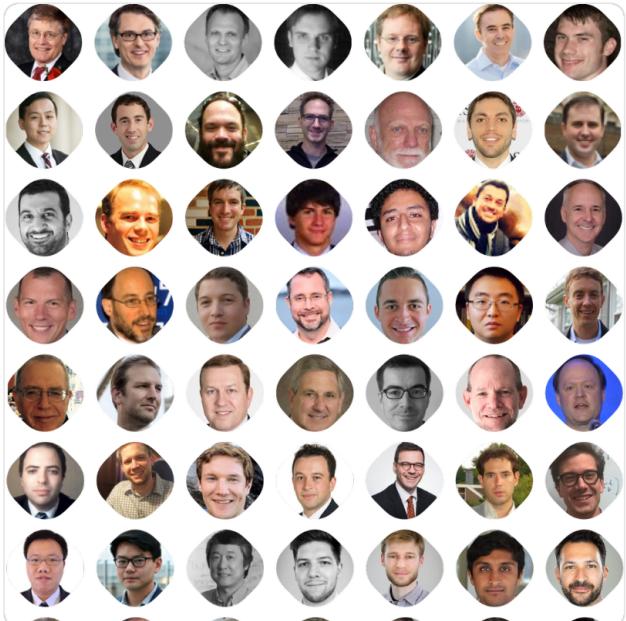
Are you looking to attend an all-male conference in #[DataScience](#)?

#[rfinance2018](#) has got you covered! 🤷



100% male committee, 100% male speakers, no Code of Conduct. Yes, this is 2018! MAR 21 [rinfinance.com](http://rinfinance.com)

#[BinderFullofMen](#)



12:07 PM - 1 Jun 2018

# 2018



# 2019

**R-Ladies Global** @RLadiesGlobal · May 22

The change that can happen when the organising committee is more diverse itself, actively tries to find more diverse speakers, and implements a code of conduct! Many thanks to @SK\_convergence and the other organisers for an improved #[rfinance](#)! Hoping to see this work continued! 👀



**Soumya Kalra** @SK\_convergence

Getting a group photo for all #rstats allies, #rladies #[rfinance](#)

Show this thread



R-Ladies Global  
@RLadiesGlobal

Following

We are very disappointed by the way @DataCamp handled the sexual assault of an employee by a C-level executive. We strongly support the target who is a member of our community and condemn DataCamp for their lack of accountability and transparency around this issue.



RStudio  
@rstudio

Following

In light of the recently disclosed incident of sexual harassment at DataCamp and their response to it, including the attempt to conceal their public acknowledgement from search engines, we want to share the steps that we have taken:

1:37 PM - 15 Apr 2019

1,317 Retweets 4,429 Likes



## R-Ladies Global's disapproval of DataCamp

R-Ladies Global's disapproval of DataCamp's handling of sexual assault

community

Don't Take My DataCamp Course, There Must be Consequences for Sexual Assault

## R community blasts DataCamp response to exec's 'inappropriate behavior'

TECH

## A Multimillion-Dollar Startup Hid A Sexual Harassment Incident By Its CEO — Then A Community of Outsiders Dragged It Into the Light

"Sexual misconduct happens everywhere. But DataCamp was dealing with a community with abnormally high standards and support for each other."

# R Community Diversity and Inclusion Working Group



<https://github.com/RConsortium/RCDI-WG>

A group broadly consider how the R Consortium can best encourage and support diverse and inclusion in the R Community

## R Community Diversity and Inclusion Working Group

### Goal

The goal of the R Community Diversity and Inclusion Working Group (RCDI-WG) is to broadly consider how the R Consortium can best encourage and support diverse and inclusion. The short-term priority is to define and publicise on best practices for R community events, and ensure that events funded by the R consortium adhere to those guidelines. In the long term, the RCDI-WG will think about how diversity and inclusion can we woven throughout all R consortium activities.

# CHALLENGES

# 1) Keep the initial excitement



**~80 groups/organizers got in touch but  
never setup the chapter**

**Some chapters were active for a while  
but not anymore**

## 2) How do you recruit more volunteers?



3) How do you manage  
and fundraise money?



## Meetup Fees

**~\$30,000/year  
(\$2,400/month)**

## **1) "Buddy System"**

---



### R-Ladies: chapter mentoring

Some R-Ladies chapters are struggling to get started. For some it is difficult to find a suitable venue, other have no sponsors, or simply they have never organised events before and don't know where to start. Here we call on all the organisers that have run a few events, can you spare some time to mentor a less experienced organiser?



2) Ask specific people  
to help with tasks

Donate\* to R-Ladies!  
[\(info@rladies.org\)](mailto:info@rladies.org)

---

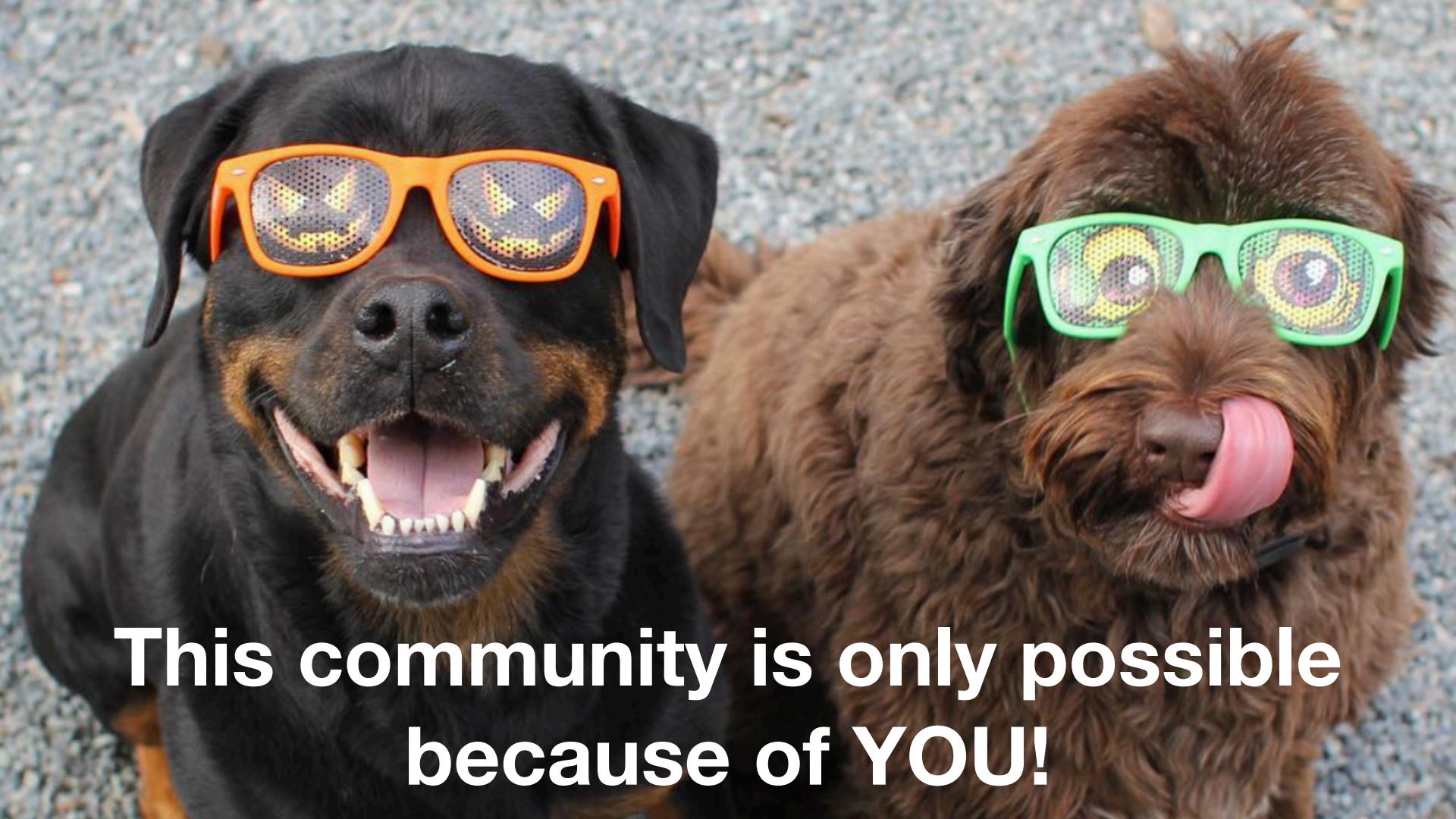


### 3) Become a non-profit

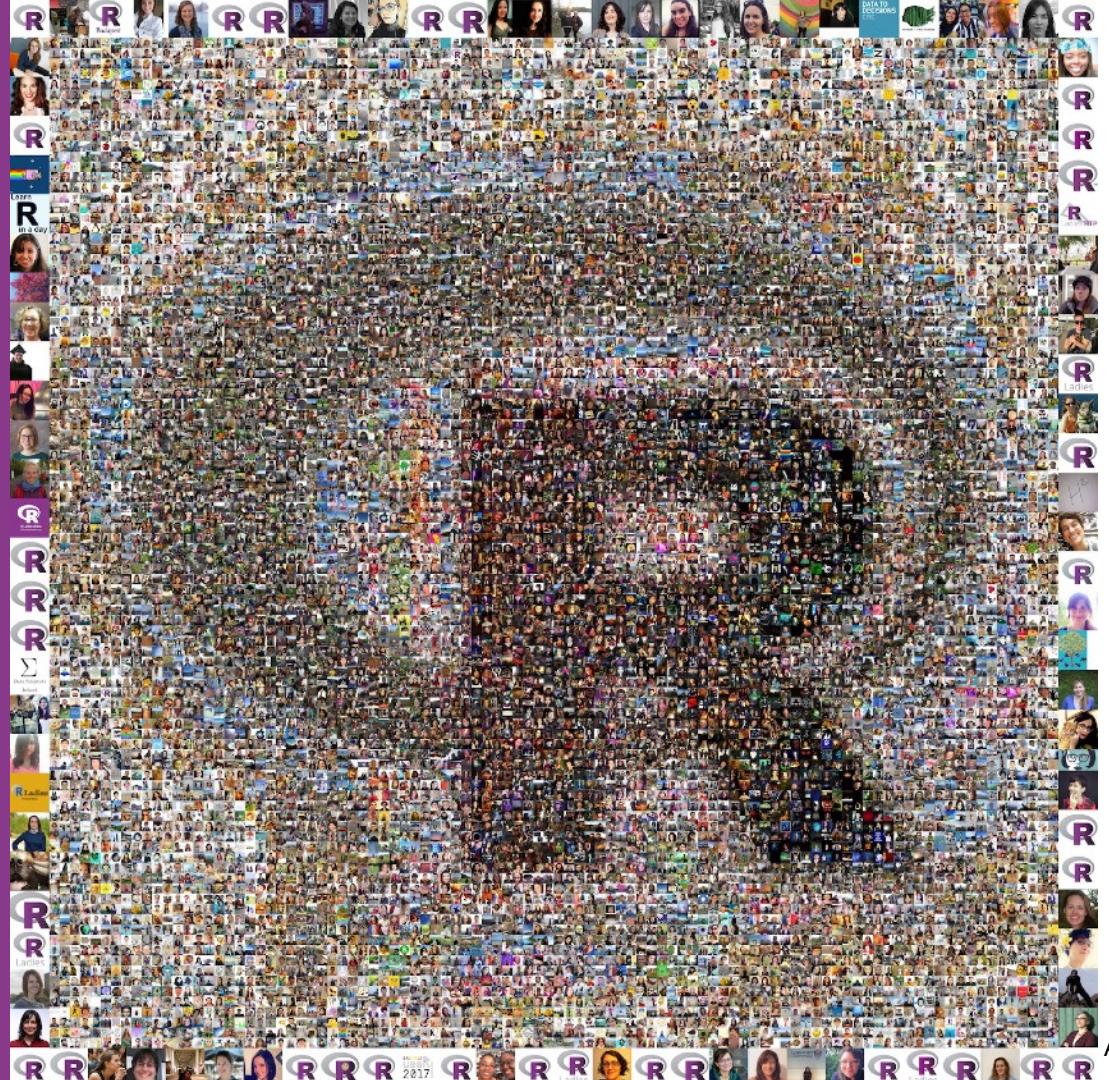
\*An official announcement will come soon



If you have  
ideas,  
suggestions or  
want to help,  
please get in  
touch:  
[info@rladies.org](mailto:info@rladies.org)

A close-up photograph of two dogs wearing sunglasses. On the left is a black and tan dog, possibly a Rottweiler mix, wearing orange sunglasses with a jack-o'-lantern face on the lenses. On the right is a brown, curly-haired dog, possibly a Dachshund or Shih Tzu mix, wearing green sunglasses with a halloween theme on the lenses. Both dogs have their tongues out. The background is a textured, light-colored surface.

**This community is only possible  
because of YOU!**



# THANK YOU!



Website: [rladies.org](http://rladies.org)  
Twitter: @RLadiesGlobal  
Email: [info@rladies.org](mailto:info@rladies.org)