

The Art of Community Source* Within Sakai

Dr. Charles Severance

May 8, 2010

www.dr-chuck.com

* Reference to Jono Bacon's Book, 'The Art of Community'

A Personal View...

This is my personal view of a general approach to Community Source applied to the Sakai Foundation, and the Sakai Community. It is only my personal view.



"Community Source" ca. 2005

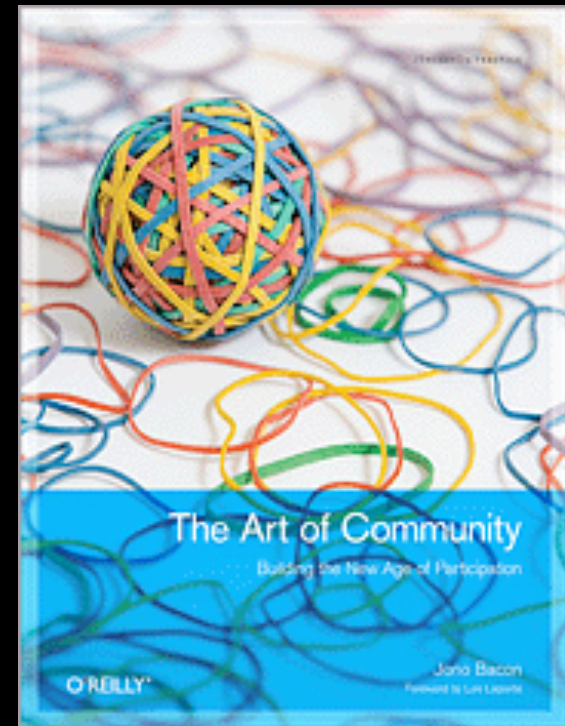
- Inspired by uPortal
- Sakai's takes a cut at a definition
- Kualo further defined it
- ... no one is really sure



<http://www.flickr.com/photos/bikeman04/201520772/>

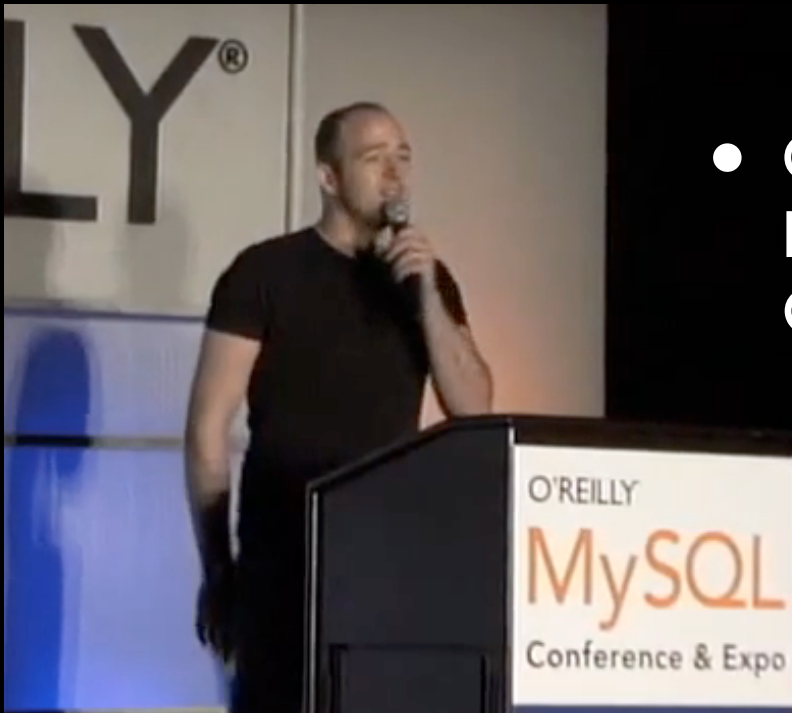
The Art of Community

- O'Reilly August 2009
- Jono Bacon
- Ubuntu Community Manager
 - 300+ Core developers
 - 1 M+ Forum members
 - 12 M+ End-users



<http://www.artofcommunityonline.org/>

Tutorial: Art of Community



- O'Reilly MySQL CE 2010: Jono Bacon, "The Engines Of Community"

<http://www.youtube.com/watch?v=zKOrWubmzAY>

Read Communities

- The adopters, fans, and users of a product
- Consume a shared interest
- Get together, talk, theorize, and connect
- Generate broad interest

Write Communities

- Those that create the product
- The change the thing they consume
- Volunteers with choices (i.e. work on software or watch Lost)

<http://www.artofcommunityonline.org/>

Marketing Managers

- Promote the product
- Evangelists
- Drive excitement for the product
- Provide opportunities for communicating

Engineering Managers

- Work with those that create the product
- Help define processes
- Need to be able be skilled in the domain
- Focus on make things happen

<http://www.artofcommunityonline.org/>

Structure MisMatch



"... having volunteer developers report to a marketing-style community manager will lead to a failure of epic proportions..."

--- Jono Bacon

<http://www.artofcommunityonline.org/>
<http://www.youtube.com/watch?v=zKOrWubmzAY>

Community Source Goals

- Keeping the Read and Write communities as close as possible
- Having the Read community contribute money and resources to the Write community
- Both Marketing and Engineering Community Managers



<http://www.flickr.com/photos/bikeman04/201520772/>

Read



Write

- Conferences - Moodle Moots
- Commercial affiliates (i.e. Moodlerooms)

- Moodle HQ
 - moodle.com
 - moodle.org
- Code contributors
- Module contributors

Many individuals operate in multiple roles in either community. They function as effective connectors but must "change hats" and follow different "rules" as they move between those roles.

Read



Write

- Conferences - BBWorld, BBDevCon
- End-User Adopters

- Blackboard, HQ
 - Staff
 - Board of Directors
 - Sarbanes-Oxley
 - Building Block Developers

Legal restrictions and general corporate strategy make it nearly impossible for Blackboard to involve non-staff in the planning, directions and development of its core product.

Read



Write

- Conferences - PyCon
- Commercial Vendors

- Guido van Rossum - BDFL
- Python Software Foundation
- Code contributors
- Module/Extensions contributors

If you go to a PyCon conference, there is a background tension between the communities (i.e. who gets the best times to speak?)

Read



Write

- Conferences - ApacheCon, Hadoop
- Commercial adopters

- Apache Software Foundation
- Members are *individuals*
- No paid community managers
- Many self-governing and self-organizing projects

Many individuals operate in multiple roles in either read or write but must "change hats" and follow different "rules" as they move between those roles.

Read



Write

- Jasig Board
 - Members are organizations
 - No paid community managers
 - Limited central funds
- Conferences
- Commercial adopters

- Many self-governing and self-organizing projects
 - uPortal
 - CAS
 - Bedework

Read



Write

- Kuali Foundation
 - Members are organizations
 - Focus on legal, financial, shared services and marketing
 - Some central funds available to projects
- Conferences
- Commercial adopters

- Self-organizing projects within "umbrella of values"
 - Kuali Financials
 - Kuali Student
 - Kuali Rice
 - Kuali Coeus
 - Kuali OLE
- Each controls own fund allocations

Sakai Evolution



- Sakai has tried to be different things over the years
- We were building the bike while we were riding it and pulling a trailer at the same time
- Two Executive Directors - Two approaches to community source



Read

- Conferences
- Commercial adopters



(A)

Write

- Sakai Foundation
 - Members are organizations
 - Gather funds from organizations (gifts)
 - Cover legal, financial, shared services
 - Fund Engineering-Style Community Managers
- Volunteer Developers

Read



(B)

Write

- Sakai Foundation
 - Members are organizations
 - Gather funds from organizations
 - Cover legal, financial, shared services
- Marketing-Style Community Managers
- Conferences
- Product Council

- Sakai 2 Maintenance Team
- Sakai 2 Release Team
 - Funded Engineering-style Community Manager and QA Director
- Nakumura / Sakai 3 Team

The entire Write community "reports" to the umbrella Product Council.

Read



Write

- Sakai Foundation
 - Members are organizations
 - Focus on legal, financial, shared services and marketing
 - Some central funds available to projects
- Conferences
- Commercial adopters
- Community Council

- Self-organizing projects within "umbrella of values"
 - Sakai 2.x
 - Nakumura / Sakai 3
 - EduDrupal (??)
 -
- Each controls own fund allocations

Proposal



- Change Sakai's "Product Council" to "Community Council"
 - Diverse makeup - focus on communication and thinking across all projects - no structural authority
- Compared to Quali - Sakai adds foundation-wide Community Council
- Compared to Jasig - Sakai has more central funding



Summary



- I think this is the next step in the evolution of Community Source
- But to make it so the read and write communities can work together, we must not build structures that lead to conflict
- Thanks to Jono Bacon for his wonderful book



<http://www.artofcommunityonline.org/>
<http://www.youtube.com/watch?v=zKOrWubmzAY>