

Communication Outreach Marketing and Community Sub-Group

Purpose

Support and grow the vibrant, diverse, and inclusive community committed to the development and use of Fedora by articulating a clear identity that is nurtured through effective communication, engagement, and outreach.

Objectives

Near-term priorities include communication and engagement strategy for Fedora 6; communication of the Fedora product position; and community engagement.

- Product position: INVESTIGATE market perceptions and DEFINE Fedora's market share and competition
- Training: INVESTIGATE community training needs and ASSESS gaps in current training materials
- Conferences & Events: IDENTIFY key venues, topics of interest, and audiences for
- Marketing Strategy: INVESTIGATE goals of a marketing strategy and IDENTIFY partners to develop strategy with (working with Lyrasis Community-supported Programs division)
- Outreach: INVESTIGATE communities potentially interested in Fedora
- Fedora Active User Community: INVESTIGATE effective methods to grow developer community
- Diversity and Inclusion: INVESTIGATE practices for fostering diverse user communities in open source technology projects

Deliverables

The items listed below are things that the group has produced and will continue to build on:

- Community survey on training needs
- Revised active tracking list for events and conferences, including priority and strategic relevance to Fedora
- A list of groups, materials, and venues for growing the community
- A list of initiatives, projects, and communities for strategic partnership
- Proposal for a reading group on Community in Open Source Development

Resources

- [FCREPO Strategy Template](#) - see "Communication" tab
- [Draft Fedora brochure](#)

Governance Subgroup Members

Co-leads: Este Pope, Dustin Slater

Members: Jon Dunn, Maurice York, Chris Awre

Meeting Times

The Communication, Outreach, Marketing, and Community subgroup meets every 2 weeks on Wednesdays at 12:00 pm Eastern Time (US).

Communication Channels

- The Communication, Outreach, Marketing, and Community subgroup will report back to the Fedora Leaders Group
- Notes of meetings will appear below

Agendas and Notes

- [2020-01-15 Communication Outreach Marketing and Community Meeting](#)
- [2020-01-29 Communication Outreach Marketing and Community Meeting](#)
- [2020-02-11 Communication Outreach Marketing and Community Meeting](#)
- [2020-02-26 Communication Outreach Marketing and Community Meeting](#)
- [2020-03-24 Communication Outreach Marketing and Community Meeting](#)
- [2020-04-09 Communication Outreach Marketing and Community Meeting](#)
- [2020-05-06 Communication Outreach Marketing and Community Meeting](#)
- [2020-06-03 Communication Outreach Marketing and Community Meeting](#)

- 2020-07-29 Communication Outreach Marketing and Community Meeting
- 2020-08-26 Communication Outreach Marketing and Community Meeting
- 2020-10-21 Communication Outreach Marketing and Community Meeting
- 2020-11-19 Communication Outreach Marketing and Community Meeting
- 2021-02-10 Communication Outreach Marketing and Community Meeting
- 2021-04-07 Communication Outreach Marketing and Community
- 2021-06-02 Communication Outreach Marketing and Community
- 2021-06-30 Communication Outreach Marketing and Community Sub-Group
- 2021-07-21 Communication Outreach Marketing and Community Sub-Group
- 2021-09-22 Communication Outreach Marketing and Community Sub-Group