Debian to DC/OS

Factors that shape open source communities
About

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Slides: https://princessleia.com/presentations/2018/
Welcome to community management!

Your mission: Take this community and make it awesome.
A story

Contrasting experiences with the Ubuntu and DC/OS communities.
The "right" kind of community depends on the project
Roadmap:

- Project Factors
- Examples
- Conclusions
Project Factors

Architecture, target user, governance, ecosystem
Project Structure

How do the pieces of your project work with each other?

- Integrated
- Modular

How does your open source project relate to the product you sell?

- Is it fully open source, or open core?
Contributors & users

- B-to-B
  - Built by businesses for business users
- B-to-I
  - Built by businesses for individual users
- I-to-I
  - Built by individuals for individuals
Contributions

What type of work is the community doing?

- Software development
- Documentation, testing, i18n, etc
- Support
- User tooling
Ecosystem

Who is promoting your project?

- Unaffiliated individuals
- Partners whose products complement yours
- Customers
- The companies making an investment
- Critical mass (already an industry leader)
Governance

- Grass roots:
  - Focus on individuals
- Foundation controlled:
  - Companies or individuals support
- Company controlled:
  - One company defines the direction of the project
Culture

- Age of the community
- Entrenched values
- Willingness to be influenced
- Importance in-person vs. online connection
Project Examples

Debian, Ubuntu, Apache Mesos, DC/OS, OpenStack
Debian: operating system

Project traits:
- Fully Open
- Modular
- 1-to-B/I
- Grassroots governance
- Individual driven ecosystem

Nurture by:
- Open engagement
- Showing personal interest
- Recognizing contributions

CM/DA expertise:
- Technical
- Ok with “old school” tooling
- Packaging experience
- Personally uses Linux
Ubuntu: operating system

Project traits:
● Fully open
● Modular
● B/I-to-B/I
● Company controlled
● Critical mass achieved in the ecosystem

Nurture by:
● Identify chances for contribution
● Matching needs
● Recognize contributions

CM/DA expertise:
● Should use Ubuntu
● Fun, social, upbeat
● Can build supporting tooling
Apache Mesos: cluster resource manager

Project traits:
- Fully Open
- Integrated
- B-to-B
- Foundation controlled
- Mixed ecosystem

Nurture by:
- Help devs & users connect
- Flatten contribution onramp
- Communicate ongoing work
- Recognize contributions

CM/DA expertise:
- Technical writing
- Social media
- Understands contribution processes
DC/OS: distributed computing platform

Project traits:
● Open Core
● Evolved from Enterprise
● Integrated
● B-to-B
● Company controlled
● Partner and customer driven ecosystem

Nurture by:
● Encourage non-code contributions
● Recognize contributions
● Partner relationships
● Support customers
● Set expectations

CM/DA expertise:
● Effective communicator
● Solid understanding of project
● Understands engineering processes
OpenStack: cloud platform

Project traits:
- Fully open
- Modular
- B-to-B
- Foundation controlled
- Supported by companies
- Ecosystem driven by investing companies

Nurture by:
- Gathering technical contributions
- Provide financial support for events
- Recognize contributions

CM/DA expertise:
- Technical contributor
- Strong organizer of multi company endeavors
Conclusions

What to make of it all?
Conclusions

- Every community is different
- The "openness" of your community should inform your approach to nurturing it.
- Recognizing the type of community you have helps you target your efforts.
- Recognizing contributions is important for all community building.
Questions?

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