Debian to DC/OS

Factors that shape open source communities

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About

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Linux Systems Engineer turned Developer Advocate at Mesosphere with 15+ years in open source communities including Debian, Ubuntu, OpenStack and DC/OS.

Author of books on The Official Ubuntu Book (8th and 9th editions) and Common OpenStack Deployments.

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
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

<table>
<thead>
<tr>
<th>Project traits:</th>
<th>Nurture by:</th>
<th>CM/DA expertise:</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Fully Open</td>
<td>• Open engagement</td>
<td>• Technical</td>
</tr>
<tr>
<td>• Modular</td>
<td>• Showing personal interest</td>
<td>• Ok with “old school” tooling</td>
</tr>
<tr>
<td>• I-to-B/I</td>
<td>• Recognizing contributions</td>
<td>• Packaging experience</td>
</tr>
<tr>
<td>• Grassroots governance</td>
<td></td>
<td>• Personally uses Linux</td>
</tr>
<tr>
<td>• Individual driven ecosystem</td>
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<td></td>
</tr>
</tbody>
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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

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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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Additional credit for these slides and talk content go to Judith Malnick, @judithpatudith