

Content Production & Distribution Process Proposal

Within *Governing the Commons*, Elinor Ostrom evaluated several different CPR settings that informed her framework for Commons management. The 8 design principles as we've come to know them are much more than a framework for governing a Commons; they are a framework for developing sustainable *institutions*. The relevance of this larger application of Ostrom's 8 principles is important when designing processes within the TEC. The long-term sustainability of the TEC can be achieved when the aggregate processes of the Token Engineering Commons become institutionalized. While our processes will change over-time, their sustainability can only be achieved through our focus on implementing these principles during their initial design.

I have discussed with many of you the idea of implementing a hard-coded process for Content and Distribution, and each time there was a moment of hesitation, implying that there was a desire for these processes to emerge in a more organic fashion. While I have an appreciation for this form of development, historically I haven't seen much evidence that such development leads to the optimal outcomes described within *Governing the Commons*. I do believe that this organic development should and will happen, but initially there needs to be an established practice around internal processes that incorporate the 8 principles outlined by Ostrom.

That is why I will attempt to apply these design principles within the Content & Distribution Process, and show how it can become a "nested-enterprise" within the design principles applied to our larger system of Working Groups and the processes adopted within each one.

The Content & Distribution Process (Ostrom's Checklist)

1. Establishing Boundaries

The C&D Process proposed, establishes boundaries in two ways: around the development and access of roles, and around the production of content.

2. Congruence of rules applied to local conditions

The rules we set out within this process are designed to accommodate the unusual context of decentralization, which requires trust to be built with the different roles proposed (which means setting rules limiting those who can manage Medium, Twitter, Zenhub, etc.), and that each role is designed to accomplish the most transparent and accountable method for achieving our communication goals.

3. Collective Choice Arrangements

The C&D process will always be subject to change, and a method for changing these rules is included within the C&D process document.

4. Monitoring

The goal of Monitoring within the C&D process includes a system of checks and balances provided by the proposed roles. Example: There is not any one person who is responsible for editing a piece of content but rather a group of editors who are all qualified to edit content for the TEC. Each piece of content within the Editing pipeline will be available to any Editors who have the time to edit them. By enabling a larger group of individuals to gather around the same function within this process, we create a system of monitoring that is flexible with member schedules, prevents mistakes from occurring, and provides oversight to the management of editing materials and associated processes.

5. Graduated Sanctions

The graduated sanctions principle is extended to our Gravity WG, who will handle all instances of punishments associated with this process. While most violations can be prevented through education, there still needs to be established sanctions for those who abuse their access rights (malicious posts on Medium, Twitter, etc.) within this process.

6. Conflict Resolution

Once again, our Transparency WG and Gravity WG are providing arenas for conflict resolution mechanisms -- although most of the conflict that will occur through this process will derive from content creators regarding the rejection/altering of content.

7. Recognition of rights to organize

The purpose of establishing roles is to enable groups of individuals to provide credible commitments to a single phase of the C&D process. By creating roles, we group individuals around common functions and allow them to create their own rules and schedules regarding the execution of their functions. Allowing for this form of organization will allow this process to evolve in a deliberate manner into the future.

8. Nested Enterprise

This process is but one of the many processes that the Communications WG will have, and influences how all of our WG's interact with it for their communication needs. Changes to this process will impact the processes of other WG's, and this should be acknowledged.

Overview of the C&D Process

Establishing Roles and Teams

The establishment of roles and teams is a requirement for this proposed C&D process. It allows this process to scale with the introduction of new members and allows an increase in the amount of content to be published efficiently. The establishment of roles also provides a

method for incorporating Ostrom's principles and creating a system of checks and balances around the production and distribution of content.

There are four teams associated with this process:

1.) Zenhub Team - Role: Project Manager

The Zenhub Team is a group of TEC members who hold the role of Project Manager. Each member with this role has access to the Zenhub Content Production & Distribution Board, and is responsible for tracking issues to the appropriate pipeline(s) throughout the process. If anyone wishes to communicate with this team, they can signal members by typing @zenhubteam within the issue at any time during the C&D process.

Current Zenhub Team: Chuy, Mitch, Marko

2.) Editing Team - Role: Content Editor

The Editing Team is a group of TEC members who hold the role of Content Editor. Each member within this role is responsible for the management of editing materials such as style guides, communication templates, and graphics. The Editing Team is responsible for providing both content and copy editing for all content moving through this pipeline. Ideally, each piece of content should be reviewed by two members of this team before moving to the publication pipeline. If anyone wishes to communicate with this team, they can signal members by typing @editingteam within the issue at any time during the C&D process.

The Editing Team will develop its own independent Editing Checklist that will need to be followed during the C&D Process.

Current Editing Team: Tam, Nate (Looking for more contributors)

3.) Publication Team - Role: Content Publisher

The Publication Team is a group of TEC members who hold the role of Content Publisher. Each member with this role has access to the TEC Medium blog and any future content vehicles -- and is responsible for publishing all content moving through this pipeline. The Publication Team is also responsible for making style edits, incorporating appropriate tags and keywords, and maintaining the style and presentation of the Medium Homepage.

The Publication Team will develop its own independent Publication Checklist that will need to be followed during the C&D process.

Current Publication Team: Craig, Juan (Looking for more contributors)

4.) Distribution Team - Role: Content Distributor

The Distribution Team is a group of TEC members who hold the role of Content Distributor. Each member with this role has access to our Twitter and Telegram Channels, and is responsible for promoting and distributing all content moving through this pipeline. This team

will manage our promotion/distribution schedules, develop relationships with relevant communities, and create awareness around all TEC content publications.

The Distribution Team will develop its own independent Distribution Checklist that will need to be followed during the C&D Process.

Current Distribution Team: Ivy (Looking for more contributors)

*Rules associated with each role should be determined by each Team, and should meet occasionally to review their processes and the management of their resources. An additional rule for this process is that no member should be serving on more than one role within this process. (I understand this may be a challenge at the moment, but it does ensure that no one is overburdened by the C&D process).

Note:

I believe the formation of roles is something the Onboarding WG (or possibly a new Education WG) could develop. I am hoping that fellow Stewards and other members could start a dialogue around setting up a process within the Onboarding WG that allows new members to select a single role (of their choice) where they can contribute, and learn the ins-and-outs of the TEC in a gradual but deliberate manner. This includes setting up a github account, learning Zenhub if they don't know how, and so on. Expanding the amount of members within each role and educating them on how to serve that role is a good first step that can be taken by new members that give them a sense of ownership within the TEC and could lead to higher retention rates. As members develop, they can learn about and adopt more roles within the TEC.

The C&D Process contains two independent processes distinguished by the source of our content.

Internal Content Process

Internal Content is any content that is produced within the TEC for the purpose of achieving the communication goals of a specific WG. Our WG leads are encouraged to explore the ideas & request pipeline for inspiration, but should be conscious and committed to establishing and pursuing their own communication goals. Content produced through this process will be for updating the public on WG activities, and expanding the footprint of the TEC within the TE community and beyond.

External Content Process

External Content is any content that is produced outside of the TEC, and whose creator(s) wish to see it within our publications. The majority of our content right now will not be external, although I do envision that the amount of content produced for our publications from external sources in the future will be significant and should be established as one of our long-term communication goals. These pieces of content will feature writers who wish to publish information on behalf of the TE community and who do not have immediate knowledge of internal TEC processes.

(Ideal: Developing an online academic style journal through our website, where prominent TE Researchers and Institutions can share advancements in the field of TE.)

To keep up to date on the progress of the C&D Process, check out our [To-Do List](#).