# Mozilla Reps Q32013 Plan

## Q3 Top-level Objectives :

- Community Building: Continue to grow the program and improve overall infrastructure (tools and resources) to help Mozilla Reps work more effectively and have a deeper impact as representatives of Mozilla in their region
- Advocacy: Support Mozilla's Firefox for Desktop, Android and Firefox OS goals by leveraging the Mozilla Reps program and empowering Reps to be effective advocates for our products and mentors for Mozillians

## Q3 Goals:

### *Community Building:*

- **Plan and execute ReMo Camp 2013 (Aug 30-Sep 1)**

Goal: Perform a general health-check of ReMo and draft the 2013/2014 roadmap for the program

Strategy: Bringing together Mozilla Reps leadership (council members and mentors) for a 2-day workshop in Madrid, Spain. See https://wiki.mozilla.org/ReMo/Council/ReMo_Camp_2013

Measures of Success:

- Post-event survey (objective: >90% overall satisfaction with Camp)
- Consolidated 2013/2014 roadmap signed-off by Mary

Owner: William Quiviger

Timeline:
- July - Aug: Planning and Execution
- Sep: Post-mortem and polishing/finalization of general roadmap

- **Revamp and refresh Reps toolkit (ie. materials + asset repository)**

Goal: Provide a better experience for Reps who want to use Mozilla's assets and materials for their Rep activities

Strategy: Perform a general audit of current toolkit and fill all gaps and inconsistencies

Measures of Success:

- Provide up to date materials for Firefox OS, Firefox for Android and Firefox Desktop, as well as major projects (eg. WebMaker, WebFWD etc..))
- Get an average response of "Very satisfied" on post-revamp survey

Owner: Pierros Papadeas

Timeline:
- July : General Audit of current toolkit
- Aug: gathering of all new materials
- Sep: redesign, restructuring and deployment of new toolkit on wiki

- **Reboot Comms and L10n SIG**

Goal: Reboot the Communications and L10n special interest groups

Strategy: Work closely with Tristan Nitot and Jeff Beatty to craft and implement plan to re-activate their respective SIGs and provide a clear contribution pathway for Reps interested in specialising in Communications and Localization.

Measures of Success:

- blog post announcement by the PR and L10n team before end of quarter
- Minimum of 10 new sign-ups to each SIG

Owner: William Quiviger

Timeline:
- July : sync up with SIG owners (Jeff Beatty and Tristan Nitot) and review
- Aug: review and update content, structure and (re)launch plans with Council
- Sep: deploy and announce on main Reps channels

- **Roll-out phase 2 of Training and Development program**

Goal: Build on phase 1 momentum and roll-out phase 2 of training and development program spearheaded by Regnard Raquedan and Dino Anderson

Strategy: Gather feedback on reps-general on Safari and Rosetta Stone pilot projects and roll-out new professional/personal development initiatives around speaking, leadership and

project management skills.

Measures of Success:

- create and publish online speaking, leadership and project management tutorials

Owner: Regnard Raquedan (Mozilla Reps Council)

Timeline:
- Aug: gather feedback from Reps (surveys), review and create content with Dino Anderson
- Sep: announce phase 2 on reps-general


- **Raise visibility of Reps program by creating promo material, messaging and brownbag**

Goal: Increase mindshare of Mozilla Reps program across the organization and foster deeper collaboration with functional teams

Strategy: organize 60 minute brownbag, publish bi-weekly report + monthly newsletter in print format (similar to the UX one)

Measures of Success:
- run community-wide survey to check how familiar Mozillians are with the Mozilla Reps program and to what extent they are tapping in it

Owner: Pierros Papadeas / William Quiviger

Timeline:
- Aug: run survey; gather ideas + feedback from team and Reps leadership (ReMo Camp) to prepare communications plan and create materials
- Sep: implement plan, distribute/publish print newsletter and organize brownbag in SF/MTV mid to end of September


- **Enhance portal functionality, deliver actionable metrics**

Goal: Raise the discoverability of events and rep activities, throughout the org and the general public.
Strategy: Move to continuous deployment system, streamline event creation and management process, restructure reporting system to allow continuous tracking and actionable metrics.
Measures of Success:  Deliver P1 goals from portal planning of Q3:
https://remo.etherpad.mozilla.org/webdev-jul2013-kickoff

<u>Owner:</u> WilliamR

<u>Timeline</u>: TBD

## *Advocacy:*

*Firefox OS*

- Continue to lean on Reps as members of Firefox OS launch team in Wave 2 and Wave 3 countries. While the teams are not exclusively Reps, their experience is valuable in ensuring that the teams hit the ground running.
- Integrate the Firefox OS Sales training programs with Reps [Pierros]
- Form a Mozilla Reps Firefox OS Advocacy group
  - social media outreach
  - more engagement on Mozillians Yammer
- Encourage Reps to start and participate in Firefox OS post-launch activities. The launch is done. What now? Reps can have a crucial role in doing follow-up events and other activities. Some example:
  - Support events (in association with the SUMO team) to ensure users are getting the most out of their phone
  - If a new model of phone is released in-country (from an existing or now carrier, e.g. Colombia and Venezuela in the Fall), do activities to generate some excitement around it

<u>Owner:</u> Brian King

<u>Timeline:</u>
- Jul: Build out Mystery Shopping program
- Aug: Setup advocacy group
- Sep: Execute first post-launch events in Wave 1 countries

*Firefox Android*

- Support new Firefox for Android locales
  - On 6 August Firefox 23 is going live and Firefox for Android will have 2 new locales, Hungarian and Turkish. This is a great opportunity for Reps to do activities to raise awareness of Firefox for Android.

*Firefox Desktop*
- Implement a Desktop-focused downloads campaign in Indonesia (a key Desktop market as identified by PMM) led by Reps

- - Timeline: Aug-Oct 2013
- Work with PR/Communications to develop a multi-city press tour in Indonesia supported by Indonesian Comms Reps
  - Timeline: TBD based on PR team
- Work with communities in India and Brazil to make a plan to drive downloads