

Background information:

The JCM Team page can be found on the Volunteers Portal here:

<https://volunteers.joomla.org/teams/joomla-community-magazine-team>

In 2017 the previous JCM team leader created a planning document which can be found here:

<https://drive.google.com/open?id=1GHFYwrpbkJBZugp44D8E-W6P7BquNXV4>

In 2017 the current JCM team leader attended an Operations meeting at JWC17 in Rome where all Operations team leaders had the opportunity to meet and discuss the various Joomla Operations departments. The minutes of that meeting can be found here:

<https://volunteers.joomla.org/departments/operations/reports/697-joomla-operations-department-meeting-november-16th>

Current Identified JCM Issues:

- Lack of contributions per month
- Lack of volunteers
- Authors unable to self-register
- Technical issues

Identified Target Audience(s):

- Web professionals looking for tools, advice, reviews. Specifically:
 - Administrators
 - Designers
 - Developers
 - Integrators

- Users
- Key knowledge levels:
 - Existing/longtime Joomla users looking to enhance their knowledge
 - New users starting out with Joomla
 - New users not currently using Joomla (earlier in the decision-making tree)

Goals:

1. Ensure technical infrastructure is appropriate for now and future
2. Relaunch the JCM
3. Increase the number of volunteers in the JCM team
4. Increase the number of authors
5. Increase the amount and quality of contributions JCM receives
6. Increase readership

Initiatives:

Goal 1: Ensure technical infrastructure is appropriate for now and future

https://docs.google.com/document/d/1BY_KyqiACcpzcTtWEzd9ccJVd82www4MpP5oeuwJ-J8/edit?usp=sharing

Task	Status
Set up Google account for email/Drive.	DONE jcm@community.joomla.org now an account, magazine@cjo email now forwards here. Drive set up.
Evaluate/consolidate existing Glip teams.	In progress
Ensure everybody has the correct permissions to do what they need to do.	In progress
Conduct a review of existing infrastructure.	In progress
Determine what infrastructure changes may be required.	In progress
Migrate from K2 to Joomla articles. Please see https://docs.google.com/document/d/1BY_KyqiACcpzcTtWEzd9ccJVd82www4MpP5oeuwJ-J8/edit?usp=sharing for planning document.	Planning commenced. Migration team: Jacques Rentzke, Randy Carey, Elisa Foltyn, Nicky Veitch
Investigate sidebar modules - via Randy “the sidebar modules were created as new instances each month. I feel the page layout should be using one set of modules, and the content they display changes based upon the issue being viewed. I don’t know if any core modules can do that, but I can build modules that do that”	
Investigate author self-registration - currently unable to do so.	

Review/consolidate all existing categories/tags.	
Determine what technical skills may be needed within the team to help implement changes.	In progress
Actively advertise and/or recruit for specific requirements as needed.	
Are all existing author accounts valid?	
Is there a mechanism to directly contact all existing authors?	

Goal 2: Relaunch the JCM

Task	Status
Work out exactly what is needed to relaunch. - Solid infrastructure - Enough content! - Proofreading	
Best time to relaunch: Sooner, with minimal resources—use new edition to help meet other goals; OR Later - after infrastructure / after infrastructure & more volunteers	
In recent years the “launch” date was around the 10th of the month (not sure of history why) - still appropriate? If so, we would be looking at May 2019 as the earliest date to launch.	Will plan for 1st of the month going forward

Work through existing submitted-but-not-yet-published content (7 articles) - Robert Fairhead (proofreader).	
Editorial guidelines	Mark can help on getting this info up to date and into JCM 3.0

Goal 3: Increase the number of volunteers in the JCM team

Task	Status
Instigate regular/monthly team meetings.	In progress
Develop JCM Team member personals - Mark Bender	
Ensure all volunteer roles are set up on the Volunteer Portal.	In progress
Define specific roles (list on Volunteer Portal). Focus on many smaller roles, rather than a few large roles. Smaller and clearly-defined time commitments are easier to fill than asking volunteers for large time commitments. Some “smaller” role ideas: • Publishing team reports - ensure meetings are minuted and reports are published on team page, to show team is active. • Author liaison(s) (may combine with proofreader) - provide feedback to authors • Proofreader(s) (may combine with author liason) • “Top Ten Questions” interviewee(s) (see below under Content ideas) • Content “idea” researchers/sub-editor (may not wish to write) (see editorial plan below) • “Staff” writers (using researcher ideas, good if people can write but get stuck for ideas) • Technical infrastructure • Social media liaison	

• Newsletter manager - (already set up in Acymailing) - responsible for setting up each issue and scheduling • Language-specific versions of some of these roles • Translators • ...	
Actively recruit volunteers for specific defined roles if required.	
Set up JCM as a proper multilingual site; OR Re-establishment of language-specific sub-teams and/or partners: • Spanish (Andrea) • French • Italian? • German? • Dutch? Question: Does anybody know of a reason why the JCM had separate versions for Spanish/French, rather than multilingual? If there was a good reason, does that reason still apply now? JCM would be a great opportunity to showcase one of the features of Joomla! **Note: If multilingual, we need to recruit more translators rather than other roles.**	tbc
Detail specific requirements for future articles within reports.	

Goal 4: Increase the number of authors

Task	Status
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Consider ways of "raising the bar" on quality of magazine, to make authoring an article something that is desirable, something to strive for, that can be shared professionally to enhance professional reputation.	
Correspond with authors when an article is accepted for publication - "your article will be published in the ABC edition". (Can this be automated?) A simple "thank you for your latest article" from the Team to the author(s) is basic but appreciated	
Consider asking marketing to design a badge - "I was published in the JCM" (like Resource Directory or Certification badge). (Automated?)	
Consider if it is possible to display link to Author profile on Volunteer portal (like link to Certification badge, forum profile, etc.)	
Consider other ways of "gamifying" submissions (ie. Forum shows number of posts and a title "Guru" etc - something similar).	

Goal 5: Increase the amount and quality of contributions JCM receives

Task	Status
Prepare an editorial plan. Suggestions include: 1. Joomla tutorials 2. Joomla extension tutorials 3. Joomla technical articles 4. Joomla Project-related articles	

5. Joomla new extensions 6. JUG stories 7. YEAR Best template / extension reviews/roundups 8. Editorial 9. Joomla Leadership news 10. Interview authors 11. JoomlaDay roundups 12. 3 articles for the price of one: each article should be translated into all JCM languages: English, Spanish, French, etc.	
JCM-related articles: • “How we configured ACL for JCM” • “How we configured multilingual for JCM” • “Custom development for JCM”	
Plan a “Joomla 4” special edition, to be ready shortly after J4 release - new features, interview with lead developer, template developer, etc. Liaise with Marketing.	
Create editorial calendar/investigate software options.	
Proactively discuss what type of articles we want in the next edition.	
Ensure editorial plan specifically targets identified audience(s) each month.	
Utilise other Operations departments for content. This can be done without specifically advertising, if it is done as a high level review of several products, ie: • Ask Showcase every issue to find a website to describe. This also promotes the Showcase directory. • Ask JED every issue to find an extension to describe. This also promotes the JED.	

Consider collaborative articles - ask for individuals to submit 50-100 words on their favourite extension, which could be compiled into a larger review. ie. "favourite slider", "favourite template club", "favourite ????" (Would need to be rules clearly defined around advertising).	
Liaise with JDocs to share/re-use content.	
Develop a set of "standard" content ideas, ie: "Top Ten Questions" - develop a set of questions which can be repeated across multiple interviewees. Output designed to make it look FUN to volunteer with Joomla, and professionally enhancing.	
Contact all existing authors with invitation to submit (provide suggestions, ie "in the next 6 months we plan to publish ABC ...").	
Consider changing publishing schedule, at least in the interim, to every 2nd month or every quarter - "quality over quantity".	
Consider paid blog posts by external individuals/organisations.	
Plan to have infomercial on the magazine (not more than 2 per editions) where people from our ecosystem can promote their extensions/services. They would pay a fee to the jcm to be published and of course there would be a mention on the article about that. (speak to Sandra when time to do this).	

Goal 6: Increase readership

Task	Status
See about adding request-for-author to other Joomla Project communications.	
Provide Social Media team with full list of new content per issue.	
Consider content “swaps” with external individuals/organisations.	
Newsletter signup links on other sites	
Look at doing a pre ordered print version 2-4 times a year	
Consider nesting the magazine in the community.joomla.org site with a redirect. One less website to manage, one less point of contact for newsletters ...	