

# Outreach working group notes - The Good Docs Proj...

# Outreach working group notes

## IMPORTANT

This is the Outreach working group notes. If you're looking for the UX working group notes, you need to update your bookmarks! 🚩

Here are the UX working group notes: [☰ UX \(User Experience\) Working Group Notes](#)

Aug 6, 2026

Attendees: Nate, Faith, Alyssa, Carrie

Notes:

- Our Jubilee release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- Helpful links:
  - [☰ Outreach - Blog-a-thon contributing guide](#)
  - [☰ Blog-a-thon tracker](#)
- Today's agenda
  - Advertising updates
    - Write the Docs
    - Hackathon
    - GitLab
    - More?
  - Finalize the event name
    - Blogathon (not blog-a-thon)
    - Or new proposal from Dee: Doctober (Doctoberfest?)
  - Finalize the event theme
    - Something about magic? The keynote will be about the magic of community.
    - The magic of community
    - You can do magic
    - Real magic is out there
    - There's magic right in front of you
    - Be part of the magic
    - The magic is in what we create together
    - Every great doc starts with a little community magic
    - Magic: it's not just in fairy tales
    - Magic is what brings people together

- Doctober: where all the magic happening
  - The magic begins this Doctober
- Prepping for handoff to Tech Team
  - Registration form: what do we need to gather
  - Author bios on the blogs themselves (possible LinkedIn comment integration)
  - Follow-up survey
  - Blogathon landing page
  - Newsletter
  - Discord badge
- Continuing with blog ideas from last week
- For next week:

Jul 30, 2026

Attendees: Nate, Meera, Faith, Carrie, Alyssa

Notes:

- Our Jubilee release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- [Outreach - Blog-a-thon contributing guide](#)
- [Blog-a-thon tracker](#)
- We locked in the dates for the Blog-a-thon
  - **September 26:** Dry run event with the community
  - **October 10:** Blog-a-thon
  - **October 19-24:** Welcome Wagon week
- What is the value proposition for why people would come to this event?
  - Technical writers
    - Somebody who has ideas and wants to share them (we give them a platform)
    - Somebody who is trying to build their career and build their visibility by linking out to them from our website
    - Build out their portfolio
    - Maybe not contribute to open source full-time, but get a taste of what it's like
    - Networking opportunity
    - Have reviews with our community members, learn how to have their writing reviewed and be reviewed
    - Swag!!!
    - Get a feel of what the Good Docs Project is like and meet people in the project
    - We provide them with an audience

- Thought leadership
  - Think through and talk through changes in the profession with other professionals
- Documentation adjacent stakeholders, the users of our content
  - They want to learn how to write well and produce better documentation
  - They want best practices
  - They want to reach their end users
  - Get a place to articulate the issues that they are facing and have us listen to them (give them a platform)
- Blog ideas
  - What is technical writing?
  - AI in technical writing
    - The importance of documentation in the AI era
    - We shouldn't be documenting everything; just enough for them to get started (over-documenting) → but in the era of AI, more documentation is better - How has AI changed how you see technical writing?
    - Why write when AI can write things for me?
      - The importance of the human touch to what has been written; they better understand the audience they are writing for
    - AI and technical writers can co-exist: the AIs need us!
  - A technical writer's toolkit: important tools for technical writers to learn
  - What makes good docs?
  - Write for users, not for yourself
  - What was a key moment in your development as a technical writer?
  - Docs-as-code: what is it and why should technical writers adopt it?
  - Everyone should have a blog (maybe?)
  - How music affects writing
  - Who is a technical writer? Your journey to becoming a technical writer
  - Software engineers should learn to write
  - The importance of open source communities
  - Best practices for [xyz]
- For next week:
  - Prep to send the registration form to the Tech Team
  - More blog ideas

Jul 23, 2026

Attendees:

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda

- Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- Today we're going to review what work there is left to do for each phase and make the final go/no-go decision. If we decide to go forward, let's set the dates and get them on the calendar.
- [Outreach - Blog-a-thon contributing guide](#)
- [Updated Good Docs Style Guide](#)
- For next week: Brain storm blog entries

Notes:

## Target Audience

- Define the target audience
- Determine how people will hear about the event.
- **Develop messaging tailored to each audience.**

## Elevator pitch

- Create a concise elevator pitch for the Blog-a-thon.
- Use the pitch consistently across:
  - Registration page
  - Social media
  -

## Content

- Develop blog topics that appeal to multiple audiences
- Reach out to the community to collect additional blog topic ideas.

## Registration

- Create attendee registration form.
- Create volunteer registration form.
- Decide what information should be collected during registration.
- Determine whether mailing addresses for swag should be collected:
  - During registration
  - After participants complete the event
- Create a waitlist mechanism if registration reaches capacity.
- Reach out to the tech team regarding implementation of the waitlist.

## Volunteers

- Recruit a minimum of 12 volunteers.

## Registration

- Create a separate volunteer sign-up form.

## Training

- Schedule volunteer training four weeks before the event.
- Conduct a full event dry run.
- Review:
  - Volunteer roles and responsibilities
  - Event schedule
  - Communication plan
  - Zoom logistics

## Additional pre-event action items

- Register the Blog-a-thon with Hacktoberfest.
- Reach out to GitLab to explore featuring the Blog-a-thon.
- Contact Tom Johnson to see if he would consider promoting or featuring the event.
- Identify additional organizations or communities that may be interested in promoting the event.

Jul 16, 2026

Attendees: Nate, Meera, Carrie, Alyssa

## Notes:

- Welcome back from the break! Let's catch up on what we've been doing~
- Today we will review what everyone worked on over the break.
  - Nate worked on the contributing guide, which we'll review today.
  - Meera worked on the blog style guide, which we'll start looking at today if we have time.
  - Carrie worked on logistics around swag.
  - Alyssa coordinated with the tech team and secured an agreement from them to help out with this release: [Provide technical support for the Blog-a-thon event](#)
-  Outreach - Blog-a-thon contributing guide
-  Updated Good Docs Style Guide
- For next week:
  - **Action:** Before next week, each of us will take a look at our focus areas on the our issue ([Prepare to host Blog-a-thon: A tech writing hackathon](#)) and then triage what tasks are still left to do and which ones are fairly high priority. Anything with a Tech Team dependency is automatically high priority.
  - We'll go through our triaged list and then make the final go/no-go decision next week.

## Jun 11, 2026

Attendees: Meera, Nate, Alyssa

Regrets: Carrie

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
    - [https://gitlab.com/tgdp/www/-/merge\\_requests/95](https://gitlab.com/tgdp/www/-/merge_requests/95)
- Action items during the break
  - Meera will review the [Updated Good Docs Style Guide](#) and make updates to that comprehensive guide. She'll also consider making a lightweight version for the event.
  - Nate will update the [Outreach - Blog-a-thon contributing guide](#). And Alyssa will send him some prior art to use as inspiration.
  - Alyssa will circle back with Carrie about the swag and will think through the plan for the volunteer staffing logistics. She'll also send Faith some of the artifacts we've been building to help her get up to speed on the blog-a-thon project and context.
- Outreach retrospective

## Jun 4, 2026

Attendees: Nate, Meera, Carrie, Alyssa

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- [Outreach - Blog-a-thon contributing guide](#)
- We reviewed the Iron release blog

## Jun 1, 2026 | UX and Outreach

Attendees: Carrie, Nate, Alyssa, Lana, Valeria

Notes:

-  How user interviews inform Outreach group
-  UX research report

May 28, 2026

Attendees:

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- Quick things:
  - Note that we have 3 more weeks of meetings (including this one today)
  - Nate hasn't been onboarded to our repo in GitLab yet
- Today
  - Reviewing Nate's KB article drafts
    - <https://thegooddocsproject.atlassian.net/wiki/spaces/TGDPKB/pages/292421633/DRAFT+Get+started+as+an+Outreach+team+contributor>
    - <https://thegooddocsproject.atlassian.net/wiki/spaces/TGDPKB/pages/272990219/DRAFT+PROPOSAL+Project+representation+policy+Quick+reference+guide+for+volunteers>
  - Continue with the go/no-go discussions about the Hacktoberfest
    - Action item: Review the revised list of activities for the hackathon and assess whether you feel that this would be too daunting or not to work on.
    - Carrie created this blog-a-thon tracker: <https://docs.google.com/document/d/1UrIBCQLbR7dcMN7698RqFu0GZ2dzAy-YtVk0aU8hzds/edit?tab=t.0>
-  Outreach - Blog-a-thon contributing guide
- For next week:
  - We'll start working on the end of year blog: <https://docs.google.com/document/d/1L6l-5LltEV7neqiCksvMz2WQ1iJFHwpj7V7E77WaioW/edit?tab=t.0>
  - We'll circle back to the Hacktoberfest go/no-go decision.

May 21, 2026

Attendees: Carrie, Nate, Alyssa

Regrets: Meera

Notes:

- Announcements

- Nothing
- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
  - [Outreach - Blog-a-thon contributing guide](#)
- Today's agenda:
  - UX report and attending the June 1 meeting
  - Review [Updated Good Docs Style Guide](#) based on May 7th notes and our first draft from May 14th
    - **Action item:** Everyone will read [Updated Good Docs Style Guide](#) async and make comments on the draft for Carrie.
  - Discuss release blog post
  - Follow up on some Blog-a-thon questions from May 14th notes
- Questions from last week
  - Document that focuses on research topics for Blog-a-thon
    - [Blog-a-thon: To-Do by category](#)
  - RSVP - Calendly
  - Acknowledge folks with stickers or virtual badges, merch, swag - reach out to Christine for ideas
  - Different roles: Marketing, swag, volunteer coordinator, tech team coordinator for our event, mock up coordinator etc.
  - What happens after the event? Post- event organization
- For next week
  - Review Nate's KB article
  - Review Carrie's initial blog entry for the release
  - We'll talk about go/no-go for the blog-o-thon

May 14, 2026

Attendees: Carrie, Nate

Regrets: Alyssa, Meera

Notes:

- Announcements
  -
- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
    - No open Outreach requests
  - Review any [open merge requests](#) on the website repository
    - No open merge requests
  - Discuss the Outreach end of release blog

- Review notes from last week and review the general guide
  - 2026 GDP Style guide that we created based on the notes
- Outreach - Blog-a-thon contributing guide

Discussion items: Is there a way for us to require RSVP for Blogathon?

- Will contributors use only Google Docs and then will we move to Ascii Doc for them?
- Is there a way to provide contributors with Git Lab participation stickers even though we aren't requiring them to submit an official merge request?

Agenda - For next week: Address the questions in the notes.

## May 7, 2026

Attendees: Carrie, Alyssa, Meera

Regrets: Nate

Notes:

- Announcements
  - No Alyssa next week
- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- Outreach - Blog-a-thon contributing guide
- We spent some time talking about the possible directions we could go with the blog
  - Audience
    - Not geared specifically toward technical writers per se
    - Not only geared towards engineers either, but toward a range of professionals who are documentation-adjacent
    - Professional: business, non-profit, scientific, academic, open source, and people looking for self-help
    - Entry-level (focused on the basics, but not in a condescending or patronizing way), it's for folks that are green and new to the field
    - The technical writing that we are focused on is distinct from marketing, business, scientific, or academic writing
    - Technical writing is not their profession but they need to get a task done
    - People who are documentation curious, maybe they are skeptical, but they are open and friendly
    - They could have a wide range of attitudes and experience levels with documentation
  - Focus
    - It should be on the basics
  - Topic categories
    - How-to write good docs

- Docs advocacy
  - The state of technical writing and the docs (not necessarily a main focus, but we could do it occasionally)
- Tone or approach
  - Friendly, approachable
  - Not condescending
  - But also authoritative and confident (trustworthy)
  - Professional, but relaxed (business casual)
- Probably might want to define a posture toward AI
  - We don't want to produce blogs that are hostile to AI or that advocate for removing humans from technical writing, but we're open to a range of attitudes within those bounds
  - We will not be an AI tech writing blog where every blog is about AI
- Specific topics we could possibly address
  - Knowledge base
  - Support tickets
- For next week:
  - Could start working on translating some of these ideas into an actionable guide. Could be the style guide or some other general guide.
  - Question to keep in mind: for people writing at the blog-a-thon, would this be helpful and clear to them? Would it give them direction?

Apr 30, 2026

Attendees: Nate, Alyssa, Carrie, Meera

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- [Outreach - Blog-a-thon contributing guide](#)
- Today's agenda:
  - Knowledge base listening tour
  - Discuss the deliverables and timeline of the blogathon and possibly decide on roles and working backwards dates.
  - Review Nate's Getting Started With Outreach article
  - We'll revisit the question about whether to have a holding room where we put people on a queue. We also need to do the math about how many people we can handle this event and how many people might enter the celebration queue at the same time.
  - We want to commit to Go or NoGo by August for Blogathon. We can work on our event messaging in August or September so that won't be a blocker.

- We can potentially divide and conquer certain documents and goals for this event.
- For next week:
  - May 7 and May 14 - Nail down the basic vision of the blog
  - May 21 and May 28 - Review and refine the style guidelines

Apr 23, 2026

Attendees: Nate, Carrie, Alyssa, Mera

Regrets:

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
-  Outreach - Blog-a-thon contributing guide
- Today's agenda:
  - Review Giuditta's latest draft of the guide to the representation policy. [Project representation policy: Quick reference guide for volunteers](#)
    - The team really liked the improvements that Giuditta made to the draft and she did a great job of implementing our feedback. However, we still want some additional revisions to the content. We would like to request that Nate possibly take over completing the document because he's able to attend our meetings and incorporate our feedback directly.
  - From the Tech Team: LinkedIn org
    - Do we have both a page and an org? Let's investigate a little.
    - How to write recommendations for people?
    - We have an individual profile with 300 followers and all the posts.
    - We have an organization with 919 followers, but no posts. And Carrie is an admin for this one.
    - Super-admin, content admin, analyst
  - How should we end the blog-a-thon event? Should it be a big closing ceremony or should we say good-bye in "batches"?
    - Decision: We will run closing ceremonies every 10 minutes, with approximately 3 participants each. When people enter, we'll queue them up to present. Each participant will have the option to summarize or showcase what they wrote. We'll celebrate their contributions, then give them next steps and the exit/feedback survey.
    - They can remain in the room and watch more showcases if they would like to.
- For next week:
  - KB listening tour activity
  - Review Nate's Getting Started With Outreach article

- We'll revisit the question about whether to have a holding room where we put people on a queue. We also need to do the math about how many people we can handle this event and how many people might enter the celebration queue at the same time.

Apr 16, 2026

Attendees: Nate, Carrie, Alyssa

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- [Outreach - Blog-a-thon contributing guide](#)
- We reviewed our documents and the flow of the day to determine what artifacts or tasks we needed to accomplish prior to the event.
  - We added these items to the issue tracking this work.
  - We agreed that the style guide was the top priority.
  - [Good Docs Style Guide](#)
  - [Rough draft style guide](#)
  - Audience
- For next week:
  - If Meera is here:
    - Pick up the discussion about the flow of the showcase and celebration portions of the event.
    - Do we have everyone celebrate together at the same time? One on one?
    - Maybe a networking event while they're waiting?
  - For next time:
    - We'll put on some chill beats (Donkey Kong?) and each individually research some successful blogs in the developer domain and the technical writer domain. We'll do a style analysis to describe how they communicate and create their unique voice/brand.
    - We can ask why are these blogs successful for this audience?
    - We can discuss areas of overlap between blogs for developers vs. blogs for tech writers to see if we can find a style that blends the two.
    - Be Superman

Apr 2, 2026

Attendees: Nate, Carrie, Alyssa

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
    - We reviewed Christine's Outreach request and decided to say no. Alyssa will write the explanation and put it in the channel.
    - Let's circle back with the Tech Team about how the Outreach team can have read/write permission on Outreach requests.
  - Review any [open merge requests](#) on the website repository
    - None this week.
- For discussion:
  - The Knowledge Base team needs us to review this one-pager based on our TGDG representation policy to make sure we like it: [Be an advocate for The Good Docs Project](#)
    - Nate and Alyssa will share some of our feedback with Guiditta at the KB meeting.
    - We need to better understand the purpose of this document and what the CTAs (calls to action) are. We're concerned that it isn't true to the intent and purpose of the original policy and that it will dissuade people from reading the policy. What's the use case for this document?
    - Maybe what we need is a quick reference for how to go about submitting a policy. Maybe a quick procedure for how to do each thing. More solid steps needed. Make it action-based. It shouldn't replace the policy.
    - Link out to the full policy for a more in-depth explanation.
    - The document has incorrect information about how to write posts for LinkedIn on behalf of the project. The only way to do that is to join the Outreach group.
    - The document implies that it's optional to notify the Outreach group, but it is required.
- [Outreach - Blog-a-thon contributing guide](#)
- We discussed how participants will leave the meeting, but we still need to hear from Meera for her perspectives, so we'll pick this up next week.
- We could set up Zoom so that it sends the survey to them automatically after they log off from the meeting:
 

[https://support.zoom.com/hc/en/article?id=zm\\_kb&sysparm\\_article=KB0067520](https://support.zoom.com/hc/en/article?id=zm_kb&sysparm_article=KB0067520)
- For next week:
  - Pick up the discussion about the flow of the showcase and celebration portions of the event.
  - Do we have everyone celebrate together at the same time? One on one?
  - Maybe a networking event while they're waiting?

Mar 26, 2026

Attendees: Nate, Carrie, Alyssa, Meera

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- [Outreach - Blog-a-thon contributing guide](#)
- What should our guidelines about AI be for blog writing?
  - Plagiarism??
  - Ian Cowley's draft policy: [AI Stance and Policy Proposal](#)
  - Should we indicate whether the blogs are partially AI generated?
  - We can't really enforce a "no AI" policy even if we wanted to.
  - However, we can encourage them to add a human touch and to try to avoid "workslop".
  - We could have used AI for this blog post ourselves, but we wanted you to add your own human touch and human perspectives to this topic.
  - Let's try to make this policy flexible so that we don't scare people away if they're interested in using AI and experimenting with it.
- Let's think about the best way to celebrate their participation.
  - Reprint and mailing out stickers after they fill out the exit survey.
  - Custom Zoom background and we can take a picture.
  - Author bios in a follow-up post about the event.
  - Electronic gift card.
  - Raffle at the end if they stick around.
  - [Custom emoji reaction in Zoom](#).
  - Celebratory music in the background for the celebration room.
  - Turn on camera for group photo.
- Begin going through our summary and pull out the action items for things we need to prepare.
- For next week:
  - Pick up the discussion about the flow of the showcase and celebration portions of the event.
  - Do we have everyone celebrate together at the same time? One on one?
  - Maybe a networking event while they're waiting?

Mar 19, 2026

Attendees: Carrie, Nate, Alyssa

Regrets: Meera

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
-  Outreach - Blog-a-thon contributing guide
- For next week:
  - What should our guidelines about AI be for blog writing?
  - Let's think about the best way to celebrate their participation.
  - Begin going through our summary and pull out the action items for things we need to prepare.

## Mar 12, 2026

Attendees: Carrie, Nate, Meera, Alyssa

Notes:

- Our Iron release commitment
    - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
  - Standard agenda
    - Review any open Outreach requests in Discord
    - Review any [open merge requests](#) on the website repository
  -  Outreach - Blog-a-thon contributing guide
  - Example topic selection spreadsheet:  Demo topic selection list
- To Do for Blog-a-thon: Calendly RSVP for event

## Mar 5, 2026

Attendees: Alyssa, Nate

Regrets: Meera

Notes:

- Welcome to any newcomers
  - Welcome, Nate!
- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
-  Outreach - Blog-a-thon contributing guide
-  [Blog] Reasons why developers might be resistant to writing docs
- Blog-a-thon Miro board:
  - Miro board link: [https://miro.com/app/board/uXjVG5gHOZg=](https://miro.com/app/board/uXjVG5gHOZg=/)
  - Password: OutreachEvent

## Feb 26, 2026

Attendees: Alyssa, Carrie, Meera

### Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- Draft for our event contributing guide: [Outreach - Blog-a-thon contributing guide](#)
  - Blog-a-thon Miro board:
    - Miro board link: <https://miro.com/app/board/uXjVG5gHOZg=/>
    - Password: OutreachEvent
  - In addition to our general schedule, we've added two writing rooms (1 with music and 1 without) a review room - or breakout rooms where folks can do a peer review or editorial review with other bloggers. Alternatively, we could pair bloggers with a member of the project if we have enough contributors to volunteer for this event.
  - After completing their edits, folks will be moved to a celebration room which will include thank yous and goodbyes
    - Folks can share their thoughts or any feedback on the blogathon

## Feb 19, 2026

Attendees: Alyssa, Carrie

### Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
- We added Giuditta's retrospective to our [Outreach opportunities](#) tracker.
- We also talked about how to make our community aware of events we decide to attend. Should we put them on the community calendar? We decided that could be a good idea and we'll explore that in the future.
- We merged in a MR for the website updating the Our Team page.

## Feb 5, 2026

Attendees: Meera, Carrie, Alyssa

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
    - We reviewed Giuditta's open request and asked her to provide an evaluation of the experience
  - Review any [open merge requests](#) on the website repository
- Examples of documentation event contributing guides
  - [TGDP - Writing Day WTD Atlantic 2023](#)
  - [Editable copy - Salt User Guide 2021 Docs Jam](#)
- Draft for our event contributing guide: [Outreach - Blog-a-thon contributing guide](#)

Jan 29, 2026

Attendees: Meera, Carrie, Alyssa

Notes:

- Our Iron release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Review outreach request from Giuditta
- Should we require participants to sign up and acknowledge the Code of Conduct?
  - Yes, let's collect that information on the registration form and also mention it at the kickoff sessions.
  - Gather information about what they want out of this event and why they are joining on the registration form.
- Welcome Wagon
  - Let's make sure we name-drop the Welcome Wagon for after the event.
  - We'll try to have this event 2 weeks before the Welcome Wagon and track how many conversions we have from the event.
  - Maybe also mention this event in the August Welcome Wagon
- Examples of documentation event contributing guides
  - [TGDP - Writing Day WTD Atlantic 2023](#)
  - [Editable copy - Salt User Guide 2021 Docs Jam](#)
- Draft for our event contributing guide: [Outreach - Blog-a-thon contributing guide](#)

Jan 15, 2026

Attendees: Alyssa, Meera, Carrie

Notes:

- Blogathon
- What time frame are we thinking for the event?

- We proposed the idea of doing it in October to coincide roughly with Hacktoberfest.
  - That way we have until the end of this release cycle to complete our required deliverables.
  - NOTE: The Iron release date is June 11.
- Artifacts
  - Must have
    - A contributing guide that explains how to contribute to the blog.
    - A simple style guide that explains the purpose of our blog, the audience, and some guidelines around voice and tone.
    - Blog ideas for our backlog.
  - Nice to have
    - Steps for publishing a blog entry to the website.
    - Project swag as a reward for participating
      - Stickers
      - Challenge coins
      - Badges or icons on virtual platforms like LinkedIn or GitLab or Discord
- Maybe work on a high-level plan for how the event will flow throughout the day and work on this in parallel with the other artifacts.
- Do we want to ask co-chairs and others to support the event?
- How many people should we target for this event?
  - Maybe a goal of having a minimum of 5 and a maximum of 40.
  - We can also think through what would happen if we had more than 40 show up and what that would look like.
- Our goals with this event are:
  - To make it modular
  - Make it something that you can accomplish within a few hours
  - Contained so that it doesn't have to spill into other days
  - Small, simple commitment that result in a quick win for participants and the project
- We should explore what the relationship should be between this event and the Welcome Wagon
  - We could possibly double-up with the Welcome Wagon and have it on the same day
  - We could also make Welcome Wagon enrollment as a metric of success for the event and then hold the Welcome Wagon later
- What does success look like?
  - Think through the intrinsic benefits that participants might get from the event: maybe mentorship and a chance to talk through their ideas and learn how to be a better writer?
  - Number of blog entries written
  - Number of participants
  - First time contributors to open source
  - Number of conversions to community members
  - Maybe track the number of people who are tech writers, developers, and others
- When they register, find out:

- What do you want out of this event?
- Are you using our templates?
- What is your professional background?

Dec 11, 2025

Attendees: Alyssa, Meera, Carrie

Notes:

- Final edits on Helix release blog

Nov 20, 2025

Attendees: Alyssa

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    -  Representation policy - The Good Docs Project - submitted and open for community review until Nov 12.
  - [Create contributing guidelines for blog](#)
- We went through Carrie's rough draft of the Helix release blog.
- We talked a little bit today about logistics for the hackathon.
- How many sessions should we run?
  - Since we're all based in AMER, maybe two sessions. One in the morning for EMEA/AMER on a Saturday, then another in the evening/afternoon for AMER/APAC.
  - We haven't decided on the timeframe for the sessions yet.
- We talked about a rough outline for how each session would go.
  - The kickoff meeting that explains how to contribute.
  - A way to look through a spreadsheet with suggested topics and select one or pitch their own.
  - A body-doubling room where they can go and do some writing. Maybe one room with chill music and one room with silence. We could also consider making a co-authoring experience.
  - There should be some sort of sign-off celebration where they present what they wrote to us and we celebrate their work. Then we send them off and make sure they get some swag.
- How should we do reviews?
  - Maybe we could pair off people who work at the same time and have them share their drafts with each other.
  - It might be too difficult to have an editorial team on hand to review.
- Managing expectations around when and how we publish
  - Make it clear that once they have left the session, we will own the copy and we can be free to edit or not publish it at our discretion.

- We will try to notify people when their blog is about to be published.
- Follow up question: how will we list people's bios on the blog? We will at least give them a byline for the blog. We might need to follow up with the Tech Team about this.
- Let's make sure we get their contact information.

Nov 13, 2025

Attendees: Meera, Carrie, Alyssa

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    -  Representation policy - The Good Docs Project - submitted and open for community review until Nov 12.
  - [Create contributing guidelines for blog](#)
- Who is our audience and what is the purpose of our blog?
- We have two audiences: a technical writing audience and a developer audience. Both of these audiences are part of our community and we want to attract both audiences to our community.
- We write content that speaks to both of these audiences:
  - Explaining the value of documentation.
  - Helping to provide strategies for producing better documentation.
  - Breaking barriers to make it more accessible for people to create good documentation.
- "Docs advocacy is the **developer-focused** practice of encouraging better software documentation—whether through creating good docs yourself, helping others produce docs, or by **creating a culture** that enables good docs to be produced."  
—Erin McKean

Nov 6, 2025

Attendees: Carrie, Meera, Alyssa

Notes:

- What do we need to have in place for the blogathon?
  - Must have
    - A contributing guide that explains how to contribute to the blog.
    - A simple style guide that explains the purpose of our blog, the audience, and some guidelines around voice and tone.
    - Blog ideas for our backlog.
  - Nice to have
    - Steps for publishing a blog entry to the website.
    - Project swag as a reward for participating
      - Stickers

- Challenge coins
  - Badges or icons on virtual platforms like LinkedIn or GitLab or Discord
- Should people be allowed to come up with their own ideas?
  - We'll think of a few themes for types of content we'd want on our blog and generate a list of ideas for those themes.
  - We'll also be open to having people pitch new ideas within these themes on the day of the blogathon and have a way for reviewing/approving those ideas.
- What are our goals for this event?
  - The primary goal is creating blog entries that we can publish.
  - But should we also try to attract new contributors or get some people to engage with our project in some way?
  - We talked about the need for the project to attract developers and experienced technical writers. We'll try attracting both types to this event.

## Oct 30, 2025 | Outreach

Attendees: Donald, Carrie, Meera

Regrets: None

Notes:

- Welcome Donald!
- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    - [Representation policy - The Good Docs Project](#) - submitted and open for community review until Nov 12.
  - [Create contributing guidelines for blog contributors](#)
    - [contributors](#)
- We spent a lot of time in our meeting talking about how to accomplish our next task, which is to create contributing guidelines for our blog.
- We discussed a proposal to maybe generate content for the blog by holding a one-day community event (like a hackathon) where people could join and help us write a series of blog entries that we would gradually post over time.
  - Here's a write-up of a similar event that Alyssa did for her open source project at VMware: <https://alyssarock.pro/success-stories/salt-docs-jam/>
  - See also: <https://alyssarock.pro/blog/effective-community-doc-events/>
- We discussed what topic could be good for the blog and thought that this original proposal for a series from Givana could be good:
  - [Blog contributing guide - The Good Docs Project outline](#)
- In general, we were excited about the idea of doing a community event and talked about what key prerequisites we'd need to put in place in order to successfully run an event:
  - A simple style guide that explains the purpose of our blog, the audience, and some guidelines around voice and tone.
  - A contributing guide that explains how to contribute to the blog.

- Steps for publishing a blog entry to the website.
  - Blog ideas for our backlog.
- We agreed that next week we would start defining the style guide for the blog.
- What should go into a contributing guide:
  - What the blog is and some of the logistics around contributing.
  - Time commitments. We would want to capture different levels of contributions: submit an idea, write a single blog, become a regular “columnist”, be a member of the editorial team that reviews and publishes the blog.
- Current artifacts related to the blog contributing guide
  - [Blog contributing guide](#)
  - Prior art
    - [Good Docs Style Guide](#)
    - Carrie’s thoughts
    - [Blog contributing guide - The Good Docs Project outline](#)

## Oct 23, 2025 | Outreach

Attendees: Carrie, Alyssa

Regrets: Meera

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    - [Representation policy - The Good Docs Project](#)
  - [Create contributing guidelines for blog](#)
- Carrie was back, so we caught up on how her trip went and then we reviewed the policy together and discussed any final changes.

## Oct 16, 2025 | Outreach

Attendees: Alyssa

Regrets: Carrie, Meera

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    - [Representation policy - The Good Docs Project](#)
  - [Create contributing guidelines for blog](#)
- It was just Alyssa tonight so she worked on the representation policy for the allotted time.

## Oct 9, 2025 | Outreach

Attendees: Meera, Alyssa

Regrets: Carrie

### Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    - [Representation policy - The Good Docs Project](#)
  - [Create contributing guidelines for blog](#)
- We'll add additional sections for:
  - Posting your volunteer experience on a public resume site, such as LinkedIn
  - Social media posts
  - Emails and communications with third parties
- Volunteer experience
  - You can list that you are a volunteer for us on LinkedIn, preferably in the Volunteer section. But if you lack work experience, it is also okay to list us under your Work Experience.
  - You can use any formal titles that you have in the project, such as Working group lead, Project steering committee. If you don't have a title, you can list that you are a member.
  - Be truthful.
- Social media posts
  - Let's develop some guidelines about what kind of posts are welcomed.
    - Possible inspiration:  
<https://www.swaybase.com/social-media-policy/templates>
    - The main one is to follow our Code of Conduct
  - After posting, open a help ticket to let us know so that we can boost it.
  - Be open to modifying it or taking it down after our review.
  - If you are unsure of what to say, feel free to open a ticket for review before you post.
  - We should explain that we are on LinkedIn only. We're not currently on any other social media platforms.
  - Feel free to engage with any posts we put on LinkedIn. Feel free to forward, like/react, or comment. Just remember to follow the Code of Conduct in your posts.
  - If you are posting on social media about TGDP, you can let the full community know about it on #topic-good-docs-posts
  - If you want to share personal social media posts or other self-promotional items, you can do that on #talk-community-showcase (similar to Write the Docs channel)
  - It's okay to mention the project in a response or comment on social media. Follow the Code of Conduct and consider opening a help ticket to let us know.
- Emails and communications with third parties
  - Open a help ticket before engaging with a third party. The Outreach team will field the request, but might forward the request to the Partnership team for further action, depending on the request.

- For next time, let's work on the specific guidelines about what kind of posts are welcomed.

## Sep 25, 2025 | Outreach

Attendees: Alyssa, Carrie, Meera

Notes:

- **Decision:** We will cancel next week's meeting since both Carrie and Alyssa will be out.
- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    - **Representation policy - The Good Docs Project**
  - [Create contributing guidelines for blog](#)
- Hackathon for blog ideas?
- Not related to the representation policy, but the template editorial team has asked us if we could migrate tactic articles to our repository and have us be the new shepherds for developing this content.
  - **Decision:** We agreed to bring tactic articles under our scope.
  - **Action:** Alyssa will migrate the tactic articles to our repository.
- Open action items:
  - We reviewed the section on Representing the Project and integrated it into the rest of the draft.
  - One scenario I feel like the current document doesn't capture is the ability to represent the project on external community forums like Write the Docs Slack or emails with potential partners. We'll want to maybe define this part of the policy and talk about the boundaries for what ICs can and can't do.
    - We agreed to table this for next time.

## Sep 18, 2025 | Outreach

Attendees: Alyssa

Regrets: Carrie, Meera

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    - **Representation policy - The Good Docs Project**
  - [Create contributing guidelines for blog](#)
- It was just Alyssa tonight so she worked on the representation policy for the allotted time.
- Open action items for next time:
  - Let's review the section on Representing the Project. It's got great content, but needs to be better integrated into the rest of the draft.

- One scenario I feel like the current document doesn't capture is the ability to represent the project on external community forums like Write the Docs Slack or emails with potential partners. We'll want to maybe define this part of the policy and talk about the boundaries for what ICs can and can't do.
- Not related to the representation policy, but the template editorial team has asked us if we could migrate tactic articles to our repository and have us be the new shepherds for developing this content.

## Sep 11, 2025 | Outreach

Attendees: Alyssa, Meera, Carrie

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    -  Representation policy - The Good Docs Project
  - [Create contributing guidelines for blog](#)
- This week we divided and conquered and worked on writing out sections of the representation policy.

## Sep 4, 2025 | Outreach

Attendees: Carrie, Meera, Alyssa

Notes:

- We reviewed Lana's [recent OSS presentation](#)
  - Nice work, Lana!
- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
    -  Representation policy - The Good Docs Project
  - [Create contributing guidelines for blog](#)
- CASS presentation
  - Artifacts from this presentation:
    - You can see the record here: <https://doi.org/10.5281/zenodo.17049866>
    - YouTube: [https://www.youtube.com/watch?v=Slb504PCzEw&ab\\_channel=CASSCommunity](https://www.youtube.com/watch?v=Slb504PCzEw&ab_channel=CASSCommunity)
    - Slide deck:
      -  From code to clarity: What makes good docs? - The Good Docs ...
      - The presentation took about 35 minutes in total, leaving 15-20 for Q&A.
  - Why did we choose this opportunity

- We wanted to learn how to talk about documentation basics to a developer audience
- What went well
  - We heard back from CASS: 71 people registered and at least 47 attended! It was CASS's most popular talk yet.
  - We had some good, high quality questions.
  - This presentation opened the door for a future partnership with CASS and established good will with this community.
  - Good engagement from the audience
- What we learned
  - CTAs had mixed results:
    - Seems like we had a bump in LinkedIn followers
    - No clear engagement on the other CTA metrics
- What we'd do differently next time
  - We could possibly link the two sections of the talk better so that the second section (what are good docs and how to make them) calls back to the ideas from the first section (why docs are important).
- Future action items
  - Might be good to catalog the questions we received as inspiration for future blog posts or presentations to developers.
  - Valeria and Alyssa are having a follow-up meeting with organizers from CASS about a future partnership.
  - Articulate our reasons for taking this speaking opportunity so that we can apply it to evaluating other speaking opportunities.

## Aug 14, 2025 | Outreach

Attendees: Meera, Alyssa, Carrie

Regrets:

Notes:

-  Carrie's notes for CASS PowerPoint
- We worked on our presentation for CASS software in September.
  -  CASS Presentation
  -  CASS presentation
- The presentation will be on Tuesday, September 2 at 9am/10am.
- Alyssa uses these templates for visuals:
  - <https://slidesgo.com/theme/process-diagrams>
  - <https://slidesgo.com/theme/timeline-infographics>

## Aug 7, 2025 | Outreach

Attendees: Alyssa

Regrets: Meera

#### Notes:

- We worked on our presentation for CASS software in September.
  -  CASS Presentation
  -  CASS presentation
- We heard back from Hannah about the types of languages and tooling the CASS developers use:
  - It's a large range that depends on their role. GitHub is standard, some use GitLab. CI workflows are common but not completely pervasive. Python is very popular. C++ too. I think Java less so but it's still used. Julia is increasingly popular. Some people are working with FORTRAN. Python is what I usually use for examples
- We need to provide Hannah with a presentation abstract.
  - **Title:** From Code to Clarity: What Makes Good Docs?
  - **Summary:** Effective documentation is crucial for the success of any software project, but it's especially vital in the world of academic and scientific research. In this talk, leaders from The Good Docs Project will explain why documentation matters, including helping users quickly onboard, streamlining troubleshooting efforts, and accelerating problem-solving.

They will then break down the core principles that set truly great documentation apart, including being task-focused, well-structured, and written from the user's point of view. We'll also leave you with some practical strategies integrating documentation seamlessly into your existing development workflow and processes using the docs-as-code framework. This will empower you and your colleagues to maintain high-quality docs alongside your code, without the extra overhead.

Whether you're new to writing documentation or looking for ways to enhance your existing practices, this talk will empower you to take your software documentation to the next level.

- **About the presenters:**
- Alyssa Rock and Carrie Wattula are leaders in The Good Docs Project, an open source community with more than 100 contributors from around the world. Both Alyssa and Carrie work as professional technical writers in the software industry with more than a decade of experience between them.

## Jul 31, 2025 | Outreach

Attendees: Alyssa, Carrie, Meera

#### Notes:

- We worked on our presentation for CASS software in September.
  -  CASS Presentation
  -  CASS presentation

- **Action:** Each Outreach member will take some time and brainstorm a possible outline for the presentation, which we'll finalize in our next meeting.

## Jul 24, 2025 | Outreach (AMER-APAC)

Attendees: Alyssa, Carrie, Meera

Notes:

- Discussion about the upcoming CASS presentation
  - Tuesday, September 2, 11am central
- We could have a section describing the value of documentation in general and tailor it to this group specifically:
  - Onboard other researchers
  - Make your findings replicable
  - Keeping a history of what you did and why (like a lab report), you need to have the traceability in the documentation to know what was done
  - Increase adoption (that sense of pride you get when someone uses something you've created)
  - Helping refresh your memory and acting as a runbook for what you want to follow
- Highlighting best practices and how Good Docs can help
  - Docs as code best practices (documenting as you go and baking it into your workflows and processes)
  - Templates
  - Chronologue and how it's an example of a scientific project
  - Tutorials as a way to increase adoption
  - DocOps Registry
  - Community best practices
- Partnership: maybe we can act as a resource to match people who want experience with projects that are in need
- CTA
  - Help us make our templates better. Give us feedback!
- Follow-up items
  - We'll need to follow up with Hannah to get to know more about their existing infrastructure and tools and how you can integrate docs as code practices. What languages are they using? What is your intention?
  - Check out Cameron's presentation and see if there's anything we want to mine for this project

## Jul 17, 2025

Attendees: Alyssa

Regrets: Carrie

Notes:

- Since Carrie is out today, Alyssa used this as a work session.
- She worked on merging the latest blog entry from Lana and Ravi:

☰ Draft - Method article - Business case for documentation

## Jun 5, 2025 | Outreach (AMER-APAC)

Attendees: Carrie

Notes:

- Provided additional edits to blog post 7
- Approved blog post 7 and reached out for tech team approval
- Documented discord blog post announcement and linked in announcement:

### LinkedIn:

You know good documentation is crucial. Your team knows it. But how do you translate that understanding into resources and support? Let's bridge the gap between knowing and doing. This week in our continuing series about "Making the Business Case for Docs", authors Lana and Ravi provide a step-by-step guide to build a practical business case for docs.

In the seventh post of our series, you'll learn how to:

### Map your current state

- Identify your audience
- Audit existing documentation and documentation processes.

### Build your case

- Identify gaps and pain points.
- Propose solutions to gaps and pain points.

### Drive action

- Enable sustainable documentation practices.
- Define measurable success and outline expected outcomes and benefits.

Ready to build your business case docs? Read the full post here:

<https://www.thegooddocsproject.dev/blog/making-business-case-putting-business-case-together>

## Discord:

Hi, folks! The Outreach team is excited to announce that we have published the seventh blog post in our series about making the business case for documentation. Big big thanks to the authors @ravi.murugesan and @lananovikova\_02095 for their work on this series. Well done!  
:page\_facing\_up:

In the seventh part of our series, Ravi and Lana provide a step-by-step guide to building your business case. They emphasizes the importance of providing concrete facts and figures about the current state of your documentation so that you can identify areas where investment in documentation can provide significant benefits for your organization and stakeholders. In this post, you'll learn tips to help you map the current state of your docs, build your business case and to measure your success.

:raised\_hands: This is an excellent series and we would like you to help us spread the word! Please read the post, like it, and share it on LinkedIn to get more professionals talking about the importance of making a business case for documentation.

:link: [Linked In post](https://www.linkedin.com/posts/the-good-docs-project-b09993285\_making-a-business-case-for-documentation-activity-7336659672856150018-q7oE)  
:link: [Link to blog post](https://www.thegooddocsproject.dev/blog/making-business-case-putting-business-case-together)

## May 29, 2025 | Outreach (AMER-APAC)

Attendees: Carrie

Notes:

- Reviewed Blog post

## May 22, 2025 | Outreach (AMER-APAC)

Attendees: Carrie

Notes:

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## May 15, 2025 | Outreach (AMER-APAC)

Attendees: Alyssa alone again.

Notes:

- Posted the LinkedIn post for UX
- Worked on images for the blog entries

## May 8, 2025 | Outreach (AMER-APAC)

Attendees: Alyssa

Regrets: Carrie

Notes:

- Posted the latest blog.

## May 1, 2025 | Outreach (AMER-APAC)

Attendees: Meera, Carrie, Alyssa

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)
- Publish the fourth blog entry in a new multi-series blog from contributors in Team Macaw. Note that we might make direct edits to the blog if needed, but we'll communicate any friction points for future blogs.
- Amplify the blog entry by making a LinkedIn post and encouraging our community to react to or comment on the post.
  - **LinkedIn:** Want to hear a surprising secret for building trust and boosting business metrics? Create good docs! Great documentation is more than just a product guide: it's a powerful marketing tool. This week in our continuing series about "Making the Business Case for Docs", authors Lana and Ravi show how well-crafted docs can make your software product more trustworthy and reliable, not just to customers, but also to investors.

From reinforcing brand quality to improving SEO and organic traffic, quality documentation boosts visibility and credibility. This post also explores how to prepare your docs for LLM consumption, the future of content interaction.

Want to learn how your docs can help your bottom line? Read the full post here:

<https://www.thegooddocsproject.dev/blog/making-business-case-docs-drive-revenue>

Discord:

Hi, folks! The Outreach team is thrilled to announce that we have the fourth blog post in our series about making the business case for documentation. Once again, huge shout out to @ravi.murugesan and @lananovikova\_02095 for their work on this series. Big Thanks to them!

:page\_facing\_up: In the fourth part of our series about making a business case for documentation, Ravi and Lana show how well-crafted docs can make your software product more trustworthy and reliable, not just to customers, but also to investors.

:raised\_hands: This is an excellent series and we would like you to help us spread the word! Please read the post, like it, and share it on LinkedIn to get more professionals talking about the importance of making a business case for documentation.

:link: [Linked In post](https://www.linkedin.com/posts/the-good-docs-project-b09993285\_making-a-business-case-for-documentation-activity-7323868422600056833-z5dq)

:link: [Link to blog post](https://www.thegooddocsproject.dev/blog/making-business-case-docs-drive-revenue)

[https://www.linkedin.com/posts/the-good-docs-project-b09993285\\_making-a-business-case-for-documentation-activity-7336659672856150018-q7oE?utm\\_source=li\\_share&utm\\_content=feedcontent&utm\\_medium=g\\_dt\\_web&utm\\_campaign=copy](https://www.linkedin.com/posts/the-good-docs-project-b09993285_making-a-business-case-for-documentation-activity-7336659672856150018-q7oE?utm_source=li_share&utm_content=feedcontent&utm_medium=g_dt_web&utm_campaign=copy)

## Apr 24, 2025 | Outreach (AMER-APAC)

Attendees: Meera, Carrie, Alyssa

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)
- Publish the third blog entry in a new multi-series blog from contributors in Team Macaw. Note that we might make direct edits to the blog if needed, but we'll communicate any friction points for future blogs.
- Original:  Draft - Method article - Business case for documentation

- Amplify the blog entry by making a LinkedIn post and encouraging our community to react to or comment on the post.
  - **LinkedIn:** Is your documentation up to par? Find out how to evaluate your documentation quality by reading the next blog post in the series about “Making a Business Case for Documentation” from The Good Docs Project. Authors Ravi Murugesan and Lana Novikova walk you through how to evaluate documentation quality, pinpoint root causes with quality problems, and help you determine if you have enough resources (writers!) to keep things running smoothly. Ready to take your documentation to the next level? Read the full post to find out how documentation can be a game-changer for your business:  
<https://www.thegooddocsproject.dev/blog/making-business-case-access-the-current-state>  
 :tada: Hi, folks! The Outreach team is pleased to announce we have the third blog post in our series about making the business case for documentation. Once again, huge shout out to @ravi.murugesan and @lananovikova\_02095 for their work on this series.  
 :page\_facing\_up: In the third part in our series is about making a business case for documentation, Ravi and Lana walk you through how to evaluate documentation quality, pinpoint root causes with quality problems, and help you determine if you have enough resources (writers!) to keep things running smoothly.  
 :raised\_hands: Help us spread the word! Please read the post, like it, and share it on LinkedIn to get more professionals talking about the importance of making a business case for documentation.  
 :link: [Linked In post](https://www.linkedin.com/posts/the-good-docs-project-b09993285\_making-a-business-case-for-documentation-activity-7318797815906779136-qWIX)  
 :link: [Link to blog post](https://www.thegooddocsproject.dev/blog/making-business-base-know-company-goals)
  - **Linked in:**  
[https://www.linkedin.com/posts/the-good-docs-project-b09993285\\_making-a-business-case-for-documentation-activity-7321340822623342593-p\\_y2](https://www.linkedin.com/posts/the-good-docs-project-b09993285_making-a-business-case-for-documentation-activity-7321340822623342593-p_y2)

## Apr 17, 2025 | Outreach (AMER-APAC)

Attendees: Alyssa, Carrie

Regrets: Meera

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)

- Publish the second blog entry in a new multi-series blog from contributors in Team Macaw. Note that we might make direct edits to the blog if needed, but we'll communicate any friction points for future blogs.
- Amplify the blog entry by making a LinkedIn post and encouraging our community to react to or comment on the post.
  - **LinkedIn:** Documentation isn't just about explaining software: it's a *business driver*. But to demonstrate its full potential to stakeholders, you need to understand your company's goals and how documentation can power those goals. In the second part in our series about making a business case for documentation, we explore how documentation can support a variety of business strategies. We break down typical business models and show how documentation can directly impact the bottom line in each scenario. Ready to make your documentation a strategic asset? Dive in here: <https://www.thegooddocsproject.dev/blog/making-business-base-know-company-goals>
  - **Discord:** Hi, folks! The Outreach team is pleased to announce we have another blog post in our series about making the business case for documentation. Once again, huge shout out to Ravi Murugesan and Lana Novikova for their work on this series.
  - In the second part in our series about making a business case for documentation, we explore how documentation can support a variety of business strategies. We break down typical business models and show how documentation can directly impact the bottom line in each scenario.
  - 🙌 Help us spread the word! Please read the post, like it, and share it on LinkedIn to get more professionals talking about the importance of quality documentation.
    - [https://www.linkedin.com/posts/the-good-docs-project-b09993285\\_making-a-business-case-for-documentation-activity-7318797815906779136-qWIX](https://www.linkedin.com/posts/the-good-docs-project-b09993285_making-a-business-case-for-documentation-activity-7318797815906779136-qWIX)
    - <https://www.thegooddocsproject.dev/blog/making-business-base-know-company-goals>

## Apr 10, 2025 | Outreach (AMER-APAC)

Attendees: Alyssa, Meera, Carrie

Regrets:

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)
- Publish the first blog entry in a new multi-series blog from contributors in Team Macaw. Note that we might make direct edits to the blog if needed, but we'll communicate any friction points for future blogs.

- Amplify the blog entry by making a LinkedIn post and encouraging our community to react to or comment on the post.
  - **LinkedIn:** Have you ever had to justify the need for documentation resources at your org? You're not alone — and now, there's a solid resource to help you make the case. The Good Docs Project just published the first blog post in a series about "Making a Business Case for Documentation." Authors Ravi Murugesan and Lana Novikova dive deep into what makes documentation good and when a business case for documentation is needed. Whether you're trying to convince stakeholders, justify headcount, or just sharpen your own pitch, this blog post is a must-read. Curious to learn more? Read the full post to find out how documentation can be a game-changer for your business: <https://www.thegooddocsproject.dev/blog/making-business-case-good-documentation>
  - **Discord:** After a year of hard work, we're thrilled to share the first post in our 11-part series on the value of documentation and its impact on business goals. A huge thank you to Ravi Murugesan and Lana Novikova from Team Macaw for their dedication and insightful contributions to this series!
  - This first post defines what makes documentation good and explains when to make a business case for it. If you've ever wondered how we can elevate the role of documentation within organizations, this is a must-read.
  - 🙌 Help us spread the word! Please read the post, like it, and share it on LinkedIn to get more professionals talking about the importance of quality documentation.
    -  [Linked In post]
    -  [Link to blog post]
- Generate additional images for future blog posts in the same style as the current ones.
- Then we'll resume work on our normal release commitments.

## Apr 3, 2025 | Outreach (AMER-APAC)

Attendees: Alyssa, Meera

Regrets: Carrie

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)
- Quick task: Meera, let's get you added as a member of our GitLab repository.
- Publish the first blog entry in a new multi-series blog from contributors in Team Macaw. Note that we might make direct edits to the blog if needed, but we'll communicate any friction points for future blogs.
- Amplify the blog entry by making a LinkedIn post and encouraging our community to react to or comment on the post.
- Generate additional images for future blog posts in the same style as the current ones.

- Then we'll resume work on our normal release commitments.

## Mar 27, 2025 | Outreach (AMER-APAC)

Attendees: Meera, Alyssa, Theresa

Regrets: Carrie

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)
- For today's meeting, Meera and Alyssa reviewed Ravi and Lana's proposed blog series: [Draft - Method article - Business case for documentation](#)

## Mar 20, 2025 | Outreach (AMER-APAC)

Attendees: Meera, Carrie, Alyssa

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)
- Working on the Google Doc for the representation policy:
  - [Representation policy - The Good Docs Project](#)
- We added the rough draft of our policy to this document and worked out some of the logistical details.
- Next steps: we'll review the draft and add some of the additional details to the document.

## Mar 6, 2025 | Outreach (AMER-APAC)

Attendees: Carrie, Alyssa

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)
- Working on the Google Doc for the representation policy:
  - [Representation policy - The Good Docs Project](#)
- What kind of public persona do we want the project to have?
  - Professional, but also friendly, warm, welcoming, and helpful.
  - We talked about how the knowledge base working group is unclear how to write with this tone. We might consider creating a branding style guide down

the road. Carrie will look through her archives to find some of the work she and Felicity did around this topic.

- Reminder of rough outline for a procedure for approving presentations and similar opportunities:
  - **Request** - As early as possible, put a note into a specific channel about the presentation or opportunity and answer a few questions, such as:
    - What is the organization you are presenting and what is the general topic or purpose of the talk?
    - What are the goals or the strategic purpose for this presentation from the perspective of The Good Docs Project?
  - **Evaluate** - Once the UX and Outreach team receives the request, we will evaluate the proposal and make a decision within 2 weeks.
    - If our answer is no, you can still give the presentation or publish the personal blog entry, but you should make it clear that you are speaking as yourself and not on behalf of the project.
    - If our answer is yes, proceed to the next stage.
  - **Notify** - If the UX and Outreach team decided to approve the presentation or opportunity, they will notify the PSC. We will notify the PSC for broader awareness and to give them an opportunity to let us know about additional considerations as needed.
  - **Content Review** - As the date gets closer for the presentation, the UX and Outreach team will work with the presenter to formally review the content of the presentation. They will provide feedback to the presenter and help them make it the best possible presentation it can be. We will ensure it matches our branding and that the CTAs align with our goals.
  - **Amplify** - Leading up to the presentation or after the presentation, we will amplify the presentation through our blog or social media and make sure it gets more attention both inside and outside of the community.
  - **Retrospective** - After the presentation, we'll encourage the presenter to join us in evaluating what went well, what could have been better, and what we have learned for next time. We might capture any tips or tricks in a living document to share with future presentations. We might make notes about whether the conference or presentation was successful at meeting our goals. Was the CTA successful?
- Tonight, let's test this model and see if it would work for a variety of situations. We'll also talk about how to represent the project in public forums.
  - We ran a few scenarios for how this process would work.
  - Carrie mentioned we should put good examples and bad examples for theoretical presentations to illustrate the kind of behavior we want to see.
  - We talked about publishing an executive summary of the retrospective to share with the PSC and put in the notes for the general community to see.
  - Let's make sure we emphasize that we want to make it easy for them and that we want to empower them.

## Feb 20, 2025 | Outreach

Attendees: Carrie, Alyssa

Notes:

- Carrie and Alyssa will review and approve the following by Sunday/Monday:
  - The [Blog post](#)
  - Drafted the [LinkedIn call for interviews post](#)
- We need a little bit of feedback from the UX team about when they want these to be posted and we also need to know if they want us to monitor reactions and responses to the LinkedIn post.
- We spent some of the meeting making sure we had access to the LinkedIn account and getting that set up. Carrie is set up and can access the account now.
- We can also encourage community members to like the post so that it increases in visibility.
- Alyssa let Carrie know about her meeting with Lana and Ravi today:  
[https://gitlab.com/tgdp/templates/-/issues/344#note\\_2359321407](https://gitlab.com/tgdp/templates/-/issues/344#note_2359321407)
  - We had a discussion about possible options for how to publish the business case for docs article. We eventually decided the best path forward was to break the content into a blog post series.
  - Carrie was supportive of this idea and looks forward to the content.

## Feb 6, 2025 | Outreach

Attendees: Alyssa, Carrie

Notes

- Alyssa recapped the discussion we had earlier today in the Tech Team meeting re: [Change 'Authors' to 'Contributors' and expand the scope](#)
- We also spent some of the time discussing community management business since it was just the two of us today.

## Jan 30, 2025 | AMER-APAC (Outreach)

Attendees: Meera, Alyssa, Carrie

Notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)
- Working on the Google Doc for the representation policy:  
[Representation policy - The Good Docs Project](#)
- What kind of public persona do we want the project to have?
  - Professional, but also friendly, warm, welcoming, and helpful.

- Tonight we hashed out a rough outline for a procedure for approving presentations and similar opportunities:
  - **Request** - As early as possible, put a note into a specific channel about the presentation or opportunity and answer a few questions, such as:
    - What is the organization you are presenting and what is the general topic or purpose of the talk?
    - What are the goals or the strategic purpose for this presentation from the perspective of The Good Docs Project?
  - **Evaluate** - Once the UX and Outreach team receives the request, we will evaluate the proposal and make a decision within 2 weeks.
    - If our answer is no, you can still give the presentation or publish the personal blog entry, but you should make it clear that you are speaking as yourself and not on behalf of the project.
    - If our answer is yes, proceed to the next stage.
  - **Notify** - If the UX and Outreach team decided to approve the presentation or opportunity, they will notify the PSC. We will notify the PSC for broader awareness and to give them an opportunity to let us know about additional considerations as needed.
  - **Content Review** - As the date gets closer for the presentation, the UX and Outreach team will work with the presenter to formally review the content of the presentation. They will provide feedback to the presenter and help them make it the best possible presentation it can be. We will ensure it matches our branding and that the CTAs align with our goals.
  - **Amplify** - Leading up to the presentation or after the presentation, we will amplify the presentation through our blog or social media and make sure it gets more attention both inside and outside of the community.
  - **Retrospective** - After the presentation, we'll encourage the presenter to join us in evaluating what went well, what could have been better, and what we have learned for next time. We might capture any tips or tricks in a living document to share with future presentations. We might make notes about whether the conference or presentation was successful at meeting our goals. Was the CTA successful?
- Next time, let's test this model and see if it would work for a variety of situations. We'll also talk about how to represent the project in public forums.

## Jan 23, 2025 | AMER-APAC (Outreach)

Attendees: Alyssa, Meera, Carrie

Agenda and notes:

- Summary of release commitments:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog](#)
- Working on the Google Doc for the representation policy:
  - Representation policy - The Good Docs Project

- Some thoughts from Meera:
  - Let's make it future-focused.
    - Alyssa: We can also try to get buy-in from people who are possibly going to be resistant to this policy to make sure their concerns are addressed before we submit this proposal.
  - Remember that communication is at the heart of it. If you're going to take some public action, you need to loop in other stakeholders in the project.
  - We want to keep the process lightweight so there isn't any friction and it's easy for people to follow the process.
  - You're using our name and that carries weight and so you need our permission to do that first. We need to be able to review the materials to ensure it complies with our community guidelines and our strategic goals and messaging.
  - At the leadership level, you're all pretty empowered to do what you want, but for members as well, are there any restrictions for them?
    - Carrie: Also, if they tell us ahead of time that they're telling us about their presentation, we can help amplify this.
  - What should be the consequences of not following the policies? Meera's opinion is that if that person doesn't agree on the policy, it means they can't be part of the organization.
    - So, when that happens, how do you discuss that and resolve it? That consensus is what we use to move forward.
  - The next step will be coming up with an outline
  - Does anyone have any initial thoughts on what should go into the outline
    - Who can communicate about what The Good Docs Project does?
    - You need to first communicate and make that official.

## Jan 16, 2025 | AMER-APAC (Outreach)

Attendees: Carrie, Alyssa

Agenda and notes:

- We formalized the commitments we're going to make to the project this release cycle:
  - [Create the Good Docs Project representation policy](#)
  - [Create contributing guidelines for blog posts](#)
- We created the Google Doc for the representation policy:
  - [Representation policy - The Good Docs Project](#)

## Jan 9, 2025 | AMER-APAC (Outreach)

Attendees: Alyssa, Carrie, Bryan

#### Agenda and notes:

- Welcome back!
- Friendship retrospective
  - Carrie: We had a lot of good ideas in Friendship, but we never quite got them executed. I liked that we are working on just getting some blog entries. We should continue focusing on smaller actionable things. Some good things came out of conversations with Ana. It might be good to touch base with her.
  - Alyssa: We underestimated our capacity and we might need to be careful about how much we take on.
- Release planning
  - Some things that came up for our group this week:
    - Public presentations policy
    - Tactic articles
  - Website tasks
    - Transition to Svelte 5 - Should be painless but also needs to happen
    - Cookie consent
    - Clarifying the content types and the scope of the content types (blog, tactic articles)
    - Migrate from authors to contributors - clarifying what the purpose and what's the scope of what a contributor is, what's the purpose of that. The results of this discussion could inform what happens.
  - Blog guidelines
- Release commitments for Outreach
  - Priority one will be the public presentations policy.
  - Second priority will be blog contributing guidelines.
  - If we finish those we'll find something else to work on.
- Priorities
  - Cookie consent will be first.
  - Then Transition to Svelte 5.
  - We'll have a conversation about the authors to contributors with the PSC in February.
    - We tentatively are thinking about removing this section from the website and just putting either simply bylines or a single page.

## Nov 21, 2024 | AMER-APAC (Outreach research)

Attendees: Alyssa, Ana Vela

#### Agenda and notes:

- Announcements
- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach

- [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)
  - [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
- Current artifacts related to the blog contributing guide
  - [Blog contributing guide](#)
  - Prior art
    - [Good Docs Style Guide](#)
    - Carrie's thoughts
    - [Blog contributing guide - The Good Docs Project outline](#)
- Tonight Ana and Alyssa talked about Givanna's blog series
  - Link to Givanna's brainstorms:
    - [\[Blog\] Reasons why developers might be resistant to writing docs](#)
  - Ana is interested in helping out with this series
  - **Action:** Alyssa will post on the #ux-and-outreach channel and tag Givanna to let her know that Ana is interested in helping her out. If Givanna wants, Ana will then follow up to arrange a time to collaborate on a first initial blog entry.
  - Ana had some great ideas for a possible organization structure for these blog series:
    - Problem - Describe one of the points of resistance that developers have when it comes to writing the docs.
    - Solution - The action that you could take to overcome or respond to this point of resistance.
    - Result - Talk about a success story of one company or organization that used this solution and had some success. (Could include quote/testimonial, example, data/stats as needed)
    - Call to Action - Maybe link to a few of the templates that are simple that could maybe be some good frameworks that could be friendly to the Darby persona, someone who is not yet familiar with our templates
- Reasons to have a public presentations policy
  - Keeping our messaging on brand, consistent messaging, and aligned with project goals
  - Making sure that they're representative of our community and following Code of Conduct
  - So that we can review call of action to make sure we are driving people to the preferred actions
  - Do the goals match our project's current goals and priorities
  - To keep our project members from being distracted or working on distracting, low-priority projects (they might divert us from other things we should be working on instead)
  - We don't want to stop anyone from presenting at all, but we want to make sure that when you use our name and our brand, that it matches our goals and messaging

## Nov 7, 2024 | AMER-APAC (Outreach focus)

Attendees: Alyssa, Carrie

### Agenda and notes:

- Announcements
- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach
    - [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)
    - [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
- We mostly spent the evening discussing items to catch Carrie up on things that had been going on in the rest of the project that will impact Outreach for her awareness.
  - Team Penguin - We talked about what Lana and Valeria are doing in the new group and how the breakout rooms will work for Penguin. Carrie will try to join when you can.
  - AI study group blog
    - Alyssa has an informal AI study group that she launched with coworkers back in May. As people got laid off or left the company, we continued to meet outside the company. However, all of the current group members just so happen to be members of TGDP as well.
    - We've learned a lot of great lessons about how to run a successful AI study group. We'd like to build out a toolkit and share it on the TGDP blog. Then, we'd like to use the AI study group channel as a way for people to self-organize and create their own AI study groups using our toolkit.
    - Carrie was supportive of turning it into a blog.
  - Tactic articles and related discussions about who our primary audience is
    - See: <https://gitlab.com/tgdp/templates/-/issues/344>
    - See the discussion in the [PSC meeting for October 23](#).
    - Carrie will try to read the article some time and share her thoughts.
  - We also chatted about why it has been so difficult to onboard so many new contributors in Team Dolphin.
- Tonight we're working on the blog contributing guide
  - [Blog contributing guide](#)
  - Prior art
    - [Good Docs Style Guide](#)
    - Carrie's thoughts
      - [Blog contributing guide - The Good Docs Project outline](#)

## Nov 7, 2024 | EMEA-AMER (UX focus)

Attendees: Lana, Valeria

Agenda and notes:

- We've gone through our existing materials, specifically the guide and the interview flow.
- Decided to use the one that is targeted for Maintainers.
- Valeria will split questions into three sections and will place them in separate docs for easier navigation during the interview + we've decided to make a landing document with the links to all the materials.
- Lana will draft a call for interviewers post for Discord.
- Blog post to call for participants is ready, let's make final review
- We plan to announce it via blog, social media, and ask partners for help, such as JEtBrains, Elkline, GitLab

## Oct 24, 2024 | AMER-APAC (Outreach focus)

Attendees: Meera, Carrie, Alyssa

Agenda and notes:

- Team Penguin announcement!
- Let's get Meera into Discord
- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach
    - [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)
    - [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
- Tonight we're working on the blog contributing guide
  - [Blog contributing guide](#)
  - Prior art
    - [Good Docs Style Guide](#)
    - Carrie's thoughts
    - [Blog contributing guide - The Good Docs Project outline](#)
- 

## Oct 10, 2024 | AMER-APAC (Outreach focus)

Attendees: Carrie, Alyssa

Agenda and notes:

- Introductions and welcome to any newcomers
- We're moving UX and Outreach to Discord today!
- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach
    - [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)
    - [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
- Tonight we're working on the blog contributing guide
  - [📖 Blog contributing guide](#)
  - Prior art
    - [📖 Good Docs Style Guide](#)
    - Carrie's thoughts
    - [📖 Blog contributing guide - The Good Docs Project outline](#)

## Oct 10, 2024 | EMEA-AMER (UX focus)

Attendees: Alyssa, Valeria, Givanna, Lana, Carrie

### Agenda and notes:

- Introductions and welcome to any newcomers
- We're moving UX and Outreach to Discord today!
  - Givanna successfully joined!
- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach
    - [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)
    - [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
- While we were working on the Discord migration, Lana talked about the OSS presentation.
  - She was talking about how one thing she learned is that devs really like learning about things we consider to be the basics or common sense.
  - Valeria mentioned we could incorporate some of these Developer portal maturity models webinar: <https://www.youtube.com/watch?v=PcGqCYKE4wY>
- Today, Valeria and Lana reported on the UX dry run sessions and next steps
  - Report on the dry runs: [📄 User research dry run sessions](#)
  - The folder with all the recordings and notes [📁 User research](#)
  - In terms of next steps, Lana and Valeria will make the suggested improvements to the user research kit.

- Then, they'll work on training a few people on the user research kit and learn how to train people effectively.
- We're also going to have to work on the logistical challenges about scheduling with the Tech Team.
- Possibly by the end of the release cycle, they'd like to have run 2-3 sessions with community members and real users.
- We also talked about Givanna's blog -
  - ☰ [Blog] Reasons why developers might be resistant to writing docs
    - Carrie and Alyssa both encouraged Givanna to consider turning this into a series, which she was open to.
    - For next steps, Givanna will work on creating one of the first blog entries in this series. She'll pick one of the most interesting reasons why people are resistant to writing docs and write a blog entry about that one topic for now.
    - Once this "template" is in place, we can do additional blog entries about different points with multiple contributors.
- After the meeting was over, Lana and Alyssa stayed after to talk about template product management challenges.
  - The problem we're having right now is that a few key leaders have stepped away from the project and it's having some impacts on our product management team.
    - First, Tina stepped away and she was acting as the template product manager. To respond to that change, we tried folding in the template product management team into the template editorial team.
    - But then Ane stepped down and she was acting as the lead of the template editorial team. So, now that whole team has essentially fallen apart and we're having to rethink things.
  - This team has some very important functions:
    - Template reviews for quality
      - The fun part: you get to mentor templateers and make a big difference to the project.
      - The not fun part: reviewing templates can be a time-consuming, tedious slog sometimes.
    - Resolving and implementing style decisions and maintaining the base template
      - The fun part: Making style decisions
      - The not fun part: Implementing style decisions across templates
    - Determining what should go on the template roadmap
      - The fun part: Shaping the roadmap and future of our product
      - The not fun part: Building out our issue backlog to make that work available for templateers to do.
  - In summary, we just have too much work that this team needs to do and not enough people to do it.
  - Alyssa's current evolution in her thinking is that we need to open up membership on this team to the full project to bring in more people. She's realized we need to stop treating the template product management and

template editorial team as a middle leadership team. Instead, we need to begin treating these as a working group that is more open to anyone to join.

- This dovetails with another challenge we're having where we have a need for different teams to meet in the AMER-EMEA time: DocOps, UX and Outreach, Template Editorial Team, Chronologue Editorial Team. Right now these teams are all meeting at this time slot (11 am Eastern / 8am Pacific), but at different times during the month.
- Maybe the solution here is to make this group a super working group that isn't for templates and Chronologue but is for these other teams. Maybe it meets weekly and we can use breakout rooms as needed and just give people time and space to collaborate.
- Lana was supportive of this idea and felt she could help especially in building out the backlog of work for people to do.
- Alyssa will work on building support for this new working group proposal and target for us to launch it at this time in 2 weeks.

## Sep 26, 2024 | AMER- APAC (Outreach focus)

Attendees: Meera, Alyssa, Carrie

Agenda and notes:

- Introductions and welcome to any newcomers
- Announcements and updates
  - [Proposal to change project license to MIT-0](#) - This proposal closes for community comment on October 2.
  - When do we want to migrate the UX and Outreach working group to Discord? Should we be next? Maybe in 2 weeks?
    - **Decision:** We'll start the migration in 2 weeks when we have our double meeting Thursday.
- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach
    - [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)
    - [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
- Writing Day recap (if needed)
  - Carrie: It could be good to talk to Gayathri about her conference presentation.
  - We discussed whether it was in or out of scope to include conferences and public presentations in our release goals for this cycle.
  - **Decision:** We will begin outlining a policy for conferences and public presentations soon, especially since there is a need for it.
- Check in on Givanna's blog post -
  - [\[Blog\] Reasons why developers might be resistant to writing docs](#)

- **Action:** Carrie and Alyssa will review this and come prepared to talk about it at the next UX and Outreach EMEA meeting.
- Continuing the blog contributing discussion
  - Thoughts from Alyssa: I think it would be a good idea to knock out the easy stuff and make a contributing guide like you suggested last time, Carrie.
    - **Action:** Alyssa will create a Google Doc and populate our contributing guide template in that doc.
  - I also was thinking about different types of possible content:
    - Partnership updates (when we announce new partnerships)
    - Community news and updates (probably should keep a running draft most of the release cycle and make regular updates to it, then release at the end of the release cycle)
    - Thought leadership around templates and content types - maybe feature one of our templates from time to time
    - Thought leadership around developer documentation
    - Thought leadership around open source community governance

## Sep 12, 2024 | AMER-APAC (Outreach focus)

Attendees: Meera, Carrie, Alyssa

Agenda and notes:

- Introductions!
- Announcements and updates
  - We are participating in [Writing Day](#) for Write the Docs Atlantic 2024
  - The [Slack to Discord proposal](#) policy officially passed.
  - New policy proposals:
    - [Partnership operations \(internal processes\)](#)
    - [Guide for partners \(external guide\)](#)
    - [Proposal to change project license to MIT-0](#)
  - Recap of the EMEA-AMER meeting
- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach
    - [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)
    - [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
    - [Retroactive release blogs](#) - done
- Today
  - Review JetBrains blog draft
  - Review Givanna's outline - <https://docs.google.com/document/d/1feSeWJb4CVniNW4wq5sclmcOM8cymzcl-ino61djPM0/edit#heading=h.xv5qjzhkgdfd>

- **Action:** Alyssa will post on the channel asking Givanna to open commenting permissions.
- Work on Contributing guidelines proposal
  - Carrie shared an initial outline of her thoughts for the contributing guide - <https://docs.google.com/document/d/1I93Ukl9MFvdgMCjWqhF6TUpB5qkvmnldYJ-o7c3USvE/edit?usp=sharing>
  - Alyssa shared a resource - <https://rockcontent.com/blog/corporate-blog/>
  - Meera talked about how we could possibly take pieces of insights and wisdom from our template guides and turn them into blog entries that both speak to our intended audience and link back to our templates as resources. She mentioned we really want to establish ourselves as authorities in this space.
  - We're going to asynchronously keep the conversation going here:
    - Miro board link: <https://miro.com/app/board/uXjVLf8yqdA=/>
    - Password: UXandOutreach
  - **Action:** Carrie will add to the Miro board to set up the initial structure for the conversation and share it with us to engage in a conversation.

## Sep 12, 2024 | EMEA-AMER

Attendees: Alyssa, Givanna, Ian, Lana, Lucy, Carrie

Agenda and notes:

- Introductions!
- Announcements
  - We are participating in [Writing Day](#) for Write the Docs Atlantic 2024
  - The [Slack to Discord proposal](#) policy officially passed.
  - New policy proposals:
    - [Partnership operations \(internal processes\)](#)
    - [Guide for partners \(external guide\)](#)
    - [Proposal to change project license to MIT-0](#)
- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach
    - [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)
    - [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
    - [Retroactive release blogs](#) - done
- If Lucy is here, talk about [Proposal: Merch for Good Docs Project](#)
  - See related issue: <https://gitlab.com/tgdp/ux-and-outreach/-/issues/12>

- **Action:** Alyssa will send Lucy some of the old stickers for inspiration.
- Outreach items
  - Check in on Givanna's blog post - <https://docs.google.com/document/d/1feSeWJb4CVniNW4wq5sclmcOM8cymzcl-ino61djPM0/edit#heading=h.xv5qjzhkgdfd>
    - **Action:** Carrie and Alyssa will review the outline today in the AMER-APAC meeting.
  - General updates on what we're working on in the evening meeting
- UX items
  - Organization and logistics around conferences and user research recruiting (Open Source Summit and Write the Docs)
    - We need an intake form - <https://www.cognitoforms.com/GoodDocsProject/UXResearchSignup>
      - **Action:** Lana will review and suggest any changes. Either Valeria can make the changes or she can work with the Tech Team to make adjustments.
      - **Action:** The Tech Team should output this data to a spreadsheet that only specific people have access to.
    - Related to the previous item, here's a form that Tina and Valeria created to record notes from interviews - <https://www.cognitoforms.com/GoodDocsProject/UXResearchNotes>
    - Do we have a privacy agreement? - <https://www.thegooddocsproject.dev/privacy-policy>
      - **Action:** Lana will review the privacy policy to see if it covers her use case. She might possibly make suggestions for changes if needed.
    - Public agenda for Writing Day - <https://tinyurl.com/good-docs-atlantic-2024>
      - **Miro board link:** <https://tinyurl.com/atlantic-template-adoption-2>
      - **Password:** good-docs-atlantic-2

## Aug 29, 2024 | AMER-APAC (Outreach focus)

Attendees: Alyssa, Carrie, Michael, Meera

Agenda and notes:

- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach
    - [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)

- [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
  - [Retroactive release blogs](#)
- Announcements and updates
  - Michael Park has created a rough draft of an operational workflow for handling partnerships.
  - JetBrains would like to do a blog entry announcing our partnership and incorporation of our templates into their product.
  - Lucy Mitchell would like to create stickers for the project and other merch. See the discussion on: <https://gitlab.com/tgdp/ux-and-outreach/-/issues/12>
- Agenda
  - Reviewing Ravi's blog entry: [https://gitlab.com/tgdp/www/-/merge\\_requests/38](https://gitlab.com/tgdp/www/-/merge_requests/38)
  - Brainstorming session about blog content (Miro board?)
    - Who is our audience and what kind of content (topics) would be interesting to them? What unique angle could we bring to this audience?
    - What is an ideal cadence for posting? Length of posts?
    - What are some successful blogs that speak to our target audience?
    - Is there a misalignment between our contributors and our target audience at all? If so, how should we manage that misalignment or redirect our alignment more productively?
    - Do we limit promotional posts or posts for our community and internal audience?
    - Day 2 considerations: subscriptions, tracking feedback and comments, putting on social media

## Aug 15, 2024 | AMER - APAC (Outreach focus)

Attendees: Alyssa, Carrie, Cameron

Agenda and notes:

- Reminder of our current release commitments
  - UX
    - [\[UX\] Meta issue: Conduct user research sessions](#)
    - [\[UX\] Do a series of dry runs to test our Research kit](#)
  - Outreach
    - [\[Outreach\] Create contributing guidelines for blog posts, social media, and public presentations](#)
    - [\[Outreach\] Increase blog content frequency and expand the pool of regular blog contributors](#)
    - [Retroactive release blogs](#)
- Updates
  - The Tech Team changed the permissions on merge requests on the website so that they now require two approvals: one from a member of the Tech Team

- and one from a member of the Outreach leadership team (which is currently Alyssa, Carrie, and Greg)
  - Bryan creating a new frontmatter CMS proof of concept for website editing
  - Ravi is planning a blog entry
  - Givanna is planning a blog entry
  - Christine is considering a blog series
- Quick discussion: what types of blog content (posts) do we think we'll have and do we think we might need to separate out news from other posts?
- Working portion of the meeting
  - How about we work on [Retroactive release blogs](#) ?
  - Related question: can we update the image on the keystone blog?

## Aug 8, 2024 | EMEA - AMER

Attendees: Lana, Givanna, Alyssa

### Notes:

- Welcome Givanna! We're super excited to have someone with your background helping us out!
  - Givanna wants to help out on the Outreach side, but this meeting works better for her than the Thursday evening one, so she'll attend this one more regularly.
  - **Action:** Alyssa will add Givanna to the monthly EMEA meeting invite.
- Today we focused mostly on UX, but touched a little bit on Outreach as well.
- Updates on the [User research epic](#)
  - Lana and Valeria ran a few dry run sessions to test the user research process. They identified a few friction points and they're going to work over the next few weeks to improve the user research kits based on what they learned. They'll keep up updated on their progress. After they make those improvements, they'll run 1 or 2 additional dry run sessions.
  - After the research kit is in a good place, they'll start training volunteers to run sessions.
- We had a good discussion with Givanna about her experiences getting resistance from developers who don't want to write or create documentation. Givanna will do some qualitative research (e.g. asking devs for their perspectives) and capture some of these insights in a blog entry.
  - **Action:** Alyssa will create an issue to track the blog entry and create a Google Doc where we can collaborate.
  - **Action:** Lana will share a picture of a board from a user research session JetBrains conducted where they got feedback from devs about documentation resistance.

## Aug 1, 2024 | AMER - APAC

Attendees: Carrie, Alyssa, Kai, Cameron (late)

**Notes:**

- We had a discussion at the top of the hour about Ravi's presentation about TGDP at the World Food Program. We're all glad that the presentation went well, but we also agreed that there is a strong need for more guidelines around representing the project publicly.
- Release commitments for Outreach:
  - We will commit to creating a set of guidelines around contributing to the blog, social media, and public presentations. These guidelines might also include decisions around branding, tone, and voice.
  - We want to start contributing content more regularly in the blog this release cycle.
- Discussion about the blog
  - We have two different audiences we might create content for: our primary audience of developers and our secondary audience of technical writers who will advocate for our project with developers.
  - It will be really easy to write content for that secondary audience, so we might want to write some content for them purely to build muscle memory and get into the habit of producing blog content more. We might also begin to build out our content calendar in the process.
  - Kai had some ideas around adopting a format similar to the one used on Smashing Magazine where they explain how to use UX principles to build website as developers. We could adopt that model but with a technical writing focus and build out use cases for the templates.
  - Cameron recommended having tags for different types of content such as news.
  - Action: Kai is going to brainstorm some possible blog content ideas and will consider making his first contribution.
  - Action: Alyssa will follow up with Christine about her idea for a blog series about our community.

## 18 Jul 2024 | AMER/APAC

Attendees: Tina Luedtke, Alyssa, Michael P, Valeria, Cameron, Carrie

**Decisions made:**

- UX would move to EMEA.  
Open Q: What to do with regular UX attendees? (Meera?)
- Partnerships timeslot would overlap with DocOps (Breakout rooms)
- Alyssa can only attend Outreach biweekly → US Thursday evening would be biweekly

**Notes**

- Michael: Summarized the partnership discussion and identified possible bottlenecks (e.g. not having enough POCs if they want to partner up).
- [Referring to the [discussion paper](#)] Level 3 and up would require a lot of effort from us. For level 1 and 2 we have scalable structures in place already.  
Related: [meeting notes from Macaw](#)  
Next steps to create a framework around a team to handle partnerships and a framework for assessment and approval for partnerships.
- Alyssa wants to give writers from the Good Docs Project exposure to real life experience (user journey mapping) so she started a “partnership” with the Salt community.  
→ Helps the writers with their template process
- Ongoing GitLab Partnership (DEI policy): Deanna wants to possibly engage with CHAOSS to have them adopt our templates// improve their templates.
- EkLine: Bryan initiated this one, but should we keep it?
- Regular check ins to see if a partnership still serves us
- Inform PSC with pros/cons/requirements and have a vote before we formally commit - until we have a formalised approach to partnership assessment and approval.
- Lana and Valeria to check on next steps and help needed

#### Action items



## 17 Jul 2024 | EMEA Friendly time

Attendees: Tina Luedtke Lana Novikova, Gregg Babb, Alyssa Rock, Carrie Crowe

#### Notes

- Lana is leading the UX research effort and agrees that the first step is to identify people in the project that want to help run a session.
- [from US meeting]:  
UX: Next steps for UX  
Prereq: Do a dry run with someone who doesn't know anything about the tool yet.
  1. Rally people inside the project that we can leverage to run sessions
  2. Train these people on how to run a session and using the material we built.
  3. Find/Invite participants (sourcing through blog post, Engineering communities, Eng friends you might have, etc.).
  4. Schedule sessions & run them :)
- Meeting cadence: Gregg prefers 1x month  
Lana is open to both 1x or 2x a month. Lana makes the point that the EMEA folks can sync up more freely.
- Tina: If we have specific asks/tasks, we should also post them into Slack, so that others can help.

- Cameron: Is attending US/APAC meeting, and is currently driving partnership stuff. We could repurpose some of the UX/Outreach meetings into “incubator” meetings for the Partnership (+Vision).
- The Outreach group tentatively plans to commit to:
  - [Creating a set of guidelines for our social media presence and blog posts](#)
  - Evaluating and improving the SEO on our website
    - Action: Greg will create an issue for this task in the [UX and Outreach repo](#)
  - Creating a content calendar for blog and social media posts
    - Action: Carrie and Alyssa will create this issue this week
- The UX group plans to commit to running the user research sessions
  - Action: Lana will create the issues to represent the tasks in this epic

Action items



## 12 Jul 2024 Good Docs / World Food Program

Attendees: Cameron (Good Docs), Mich-Seth Owusa <[mich-seth.owusu@wfp.org](mailto:mich-seth.owusu@wfp.org)>

Summary:

- Mich-Seth from the world food program has a team of ~ 200 in the knowledge management team. Around 10% (20 people) are tech writers.
- Have a complex task, with lots of organizations involved, lots of systems, lots of silos of information.
- Would like to be proactive.
- Have a challenge having management see knowledge management as a priority, and would like to pitch the value of improved knowledge management.
- Has been impressed with The Good Docs Project mission, noting the value of good tech writing discipline.

Cameron’s feedback:

- Seems the WFP needs a full time, senior information architect to assess current status, then manage a path forward.
- Note: The Good Docs Project is volunteer driven, and helping the WFP would be of little value to improving content within The Good Docs Project, so likely wouldn’t be attractive from collaboration from the Good Docs perspective.
- However, there are a few individuals within the project with the skills required, who could be hired through one of the vendors that the WFP contract from.
- Resources mentioned:
  - 6 minute overview of how to approach tech writing: <https://cameronshorter.blogspot.com/2022/09/when-to-call-in-us-tech-writers.html>
  - [Draft - Business case for documentation](#) (Under development)
- Next steps:

- One of us Good Docs people could provide a one-off presentation about above material.
- Suggest WFP look around for a suitable Content Strategist. (We could help you find one if needed.)
- Suggest current WFP tech writers make use of existing material within The Good Docs Project, however value may be limited if you don't also have a suitably qualified mentor.

#### Raw Notes:

- In Rome
- WFP is in phase of transforming knowledge management
  - Want to learn from different countries
  - WFP more agile than other orgs
  - Some countries donate, but not much bureaucracy
  - Often don't have ... mindset
  - Use MS / Teams / Sharepoint
  - Internal Drupal, WFP Goal
  - Doc Repository
  - Issue of volume
  - Emergency driven
  - Need to focus on logistics.
    - Hard to consider knowledge management as a critical management
  - Trying to be proactive and work around priorities
  - Org focuses on people who organise
  - Often don't have a knowledge manager
  - 200 staff working on knowledge management
  - 15% are knowledge managers
  - Need different templates
  - Global Knowledge Management team
  - How to you bring together different platforms and content
  - Less than 20 trained tech writers, out of 200 (mostly project management)
    - Also acting as knowledge management
    - Outsource work to companies producing docs
  - Hoping to get business case to pave the way for knowledge management
    - Put it to leaders
  - Have different projects, with independent
  - Looking long term vendors to make possible for teams to reach out to us.
  - Have a lot of vendors who have knowledge management strategy
  - WFP is impact driven
  - Notes that IT has led the way with regards to standards, so expect that Good Docs can lead as well.
  - Working on LTAs
  - Approach is how to solve the problem
  - Rely on knowledge partners, institutions, think tanks

#### Cameron:

- Effort required is going to be huge
- Suggest WFP would

## 11 Jul 2024 | 📅 UX and Outreach - The Good Docs Project (US)

Attendees: Tina Luedtke, Cameron, Meera, Alyssa, Valeria, Carrie

### Discussion items:

- Tina: Will have less time for Good Docs. (Building a house)
  - Talked with Lana re sharing interviews, who would like a US buddy.
  - UX/Outreach takes up most of Tina's time.
  - Considering some of the tasks are larger.
  - Running UX sessions.
  - Thinking about Project Vision.
  - Wants to step down as chair at end of release. Happy to coach a new chair.
- Valeria
  - Is moving to Spain, not sure of bandwidth.
  - Considering buddying with Lana
  - Hesitant about bandwidth available to be a chair.
- Alyssa
  - Considering moving this UX meeting timeslot to be more AMEA friendly. (General agreement)
  - Normally only meet every month. Suggest we connect with AMEA soonish. (Lana and Greg, and optionally Bolaji)
- Carrie
  - Having less spare time, (2hr work commute, and personal commitments). Still up in the air.

—

What is the next thing for us to focus on? Per Mirro board.

- Outreach
  - SEO (with Greg's help)
  - Blog cadence
- Blog
  - Maybe tell stories about their stories about how they got a job from The Good Docs Project.
  - Cameron:
    - We potentially could have a blog aggregator. (Could be from our members. Could be broader)
    - Could require approval before being included.
  - Tina
    - Question for us: Who should be allowed to talk on behalf of The Good Docs? Vs saying "I am talking and I am part of The Good Docs"
    - Alyssa: How should we say "yes" to speaking on behalf of the project.
    - Carrie: Probably should say speaking on behalf of Good Docs should first go through a review process, such as from UX committee.
    - Alyssa: What conference events should we present to? What objectives should we ask for?

- Outreach: Who is allowed to represent the Good Docs Project and when?
  - When should we say yes to an opportunity?
  - How much effort is justified relative to what we hope to get out of it?
  - When would your presentation need to be reviewed by someone by the project? For example, more than 40% of the content is about the project.
- UX: Next steps for UX
 

Prereq: Do a dry run with someone who doesn't know anything about the tool yet.

  1. Rally people inside the project that we can leverage to run sessions
  2. Train these people on how to run a session and using the material we built.
  3. Find/Invite participants (sourcing through blog post, Engineering communities, Eng friends you might have, etc.).
  4. Schedule sessions & run them :)
- Should Partnerships be part of Outreach? No, a separate team would be best, since both efforts take up a lot of bandwidth. Collaborations between the two teams are likely. :)

Action items



## 13 Jun 2024 | 📅 UX and Outreach - The Good Docs Project EMEA-AMER

Agenda

- Let's run a retrospective about this release!
- Miro board link: <https://miro.com/app/board/uXjVK-hMtbtc=/>  
Password: UXandOutreach

- 

## 6 Jun 2024 | Outreach

Attendees: Tina Luedtke, Ha, Christine, Cameron, Valeria, Carrie

Notes

- Let's run a retrospective about this release!

- Miro board link: <https://miro.com/app/board/uXjVK-hMtbc=/>  
Password: UXandOutreach

#### Action items



#### Discussion items

- Potential partnership mentioned by Valeria
  - We concluded that we should have a discussion in the PSC, especially if we expect that there will be organizational effort needed on our end
  - Everyone is free to do what they want/need for their career, but Tina's concern was that people might not have enough time for TGDP if they also participate in a Hackmamba sprint
  - Another open Q: If someone produced a great docs page using our templates in a hackmamba sprint, would we merge it as an example into the templates repository? Define relationship between Chronologue / other examples.

30 May 2024

#### Today's meeting will be a working session.

List of items that can be worked on:

- [Needs another read, possibly Tina]: [Review Gitbooks proposal](#)
- [Carrie]: [First draft of Eko release blog](#) ← Possible approach: Look at closed Gitlab issues
- [If you haven't read it yet] Review: [Partnerships proposal](#) written by Cameron
- [Alyssa or Carrie] Cognito form for partners to indicate that they read the CoC

#### Agenda:

23 May 2024

**Attendees:** Alyssa, Carrie, Cameron, Tina

**Notetaker:** Tina

#### Agenda:

##### Communicating with Partners

[Timely] We need a channel for partners to communicate with each other.

Alyssa to share update from the Tech team

→ For now we'll have a channel in the regular slack channel.

→ For Friendship, we'll use a different approach, which Michael P will announce

## Sustain Africa conference

- <https://festival.oscafrica.org/sustain-africa/>
- <https://thegooddocs.slack.com/archives/C023G344YAJ/p1716454483454689>

## Today's meeting will be a working session.

List of items that can be worked on:

- [Tina] Refine [Q&A doc](#) and get back to Scott Abel
- [Needs another read, possibly Tina]: [Review Gitbooks proposal](#)
- [Carrie]: [First draft of Eko release blog](#) ← Possible approach: Look at closed Gitlab issues
- [If you haven't read it yet] Review: [Partnerships proposal](#) written by Cameron
- [Alyssa or Carrie] Cognito form for partners to indicate that they read the CoC
- 

16 May 2024

**Attendees:** Cameron, Carrie, Tina, Christine, Valeria, Ha  
**Notetaker:** Tina

## How's your week going so far?

**Tina:** Very busy 😞

**Carrie:** Busy bee

**Christine:** It's been ok

**Cameron:**

**Valeria:**

**Ha:**

## Agenda

- UX:
  - Website updates
  - Share general update from Jet Brains meeting
- Tina: I have a few tasks that this group could help with! :)
  - [Timely] Outreach: Interview w/ Scott Abel
    - Let's jam in here: [Q&A with the Good Docs Project](#)
    - Cameron could provide a review
- Partnerships: We have been in discussion with a few different tooling partners and it would help if we have some dedicated POCs.  
For reference, Cameron has drafted a [few guidelines](#). Since all of our partners are pretty much on the same page, we need these partners to talk to each other.

Cameron is open to lead this effort and would love some support.

Cameron thinks that having more partners will make the task easier, since their effort cross-pollinates.

→ Let them do the work for us.

→ We set up the environment to do the work in.

- JetBrains: Waiting for Figma
- Typemill:
- Gitbooks:  Good Docs Project Partnership
- EkLine: [Demo](#) ← Chronologue docs already use this. Yay
- Gitlab (existing partnership).
- **[Timely]** We need a channel for partners to communicate with each other.
  - Set up a Cognito form where they can attest that they read the CoC. They might get a link to the slack channel via automated email?
  - Christine: Instead of slack, maybe we want to have a discussion forum on GitLab?  
Cameron/Carrie: Since we are very early days, it's better to have rapid discussion.
- Looking towards the end of the release: How can we close out on a strong note?
  - Docs maintainer survey: We need to draft this in Cognito and publish it (either on the new or the old website, or both?)
    - Action item: Tina to ask Tech team if Valeria can get access.  
Tina to meet with Valeria for onboarding on Monday night. :)
  - Developer interviews (face to face): We need to test our pipeline, ideally with internal developers.
    - Action item: Find a few people we can interview, e.g. Payam?
    - Schedule dry run interviews.
  - Outreach:
    - Todo: [End of release blog post](#)
    - Todo: Guidelines for Social media
    - Todo: Guidelines for blog posts

Interview Q&A

[https://docs.google.com/document/d/1t5wOgvDx9hQyorDU2Kk8RVS61J\\_ITMfV\\_yRzwpMCi3U/edit?usp=sharing](https://docs.google.com/document/d/1t5wOgvDx9hQyorDU2Kk8RVS61J_ITMfV_yRzwpMCi3U/edit?usp=sharing)

## 15 May 2024 JetBrains Writerside / The Good Docs Partnership

Who: Carrie, Tina, Lana, Bryan, Anna Gasparyan, Alexandra Maximova

A summary of the discussion with JetBrains:

- JetBrains is planning to fully adopt a suite of templates and receive regular updates, aligning with their focus on assisting developers with writing.

- They've conducted research on common obstacles developers face in writing, such as lack of knowledge or fear of a blank page. Expanding their templates library is requested, reflecting a need for variety.
- Collaboration between JetBrains Writerside and TGDP is emphasized, with an intention to streamline template access and usage. Considerations include ease of consumption, integration with different tools, and preview functionality.
- A timeline is set for early September, with actions including preparing a design document/prototype and addressing formalities. Communication will primarily take place via TGDP Slack.
- Other possible partnership directions include: providing TGDP with JetBrains tools licenses and helping with UX researches by recruiting participants.
- Full notes:  
[https://docs.google.com/document/d/1\\_ovSi10wpWGOVaKS7B5-ZJwAgeEV6PI\\_kCvptAgnyYk/edit?usp=sharing](https://docs.google.com/document/d/1_ovSi10wpWGOVaKS7B5-ZJwAgeEV6PI_kCvptAgnyYk/edit?usp=sharing)

## 9 May 2024 Tilemill / Good Docs Partnership

Who: Sebastian Tilemill, Cameron (Good Docs)

### Prior email thread from Sebastian

To address your questions:

- **Would you consider engaging under such a program?** Yes, it sounds like a win-win situation for both sides.
- **How might you want to engage?** I'm not a technical writer and have limited resources, I plan to contribute by developing a plugin (under a commercial license). This plugin would assist Typemill users in selecting and "installing" templates into their Typemill installations for documentation purposes. If Typemill's commercialization proves successful, I'd be interested in becoming a sponsor. Currently, Typemill is an open-source project with minimal income.
- **What value would you gain from a partnership?**
  - Users of Typemill would benefit from a robust content foundation for documentation purposes, enhancing Typemill's appeal.
  - I could leverage the partnership for communication, public relations, and marketing efforts.
  - As the plugin is intended to be paid (Business-license, see details here: <https://typemill.net/license/buy>), there's an opportunity to make payments more attractive for interested users and to (hopefully) refinance the Typemill project.
- **What value do you think you could bring to the project?**
  - The Good Docs Project could increase awareness among Typemill's target audience, primarily small companies with 1-50 employees, who often lack technical writing expertise.
  - I would publicly include all sources and links on the plugin's page at <https://plugins.typemill.net>.

- Templates and guides would reference the Good Docs Project on GitLab, and I'm open to discussing additional references or programmatically adding them to each template.
- I would actively promote the Good Docs Project within marketing and communications targeting this use case.
- If there's a directory of technical writers for hire related to the Good Docs Project, linking to it could benefit all parties.
- **Any tips on how we could improve the document or proposed program?**
  - Perhaps it would make sense to differentiate the roles of contributors, partners, and product incorporations more clearly, especially considering that product incorporation is described as level 4 within 5 levels.
  - Would there be a formal agreement and a partnership badge for marketing use?
  - Is it permissible to auto-translate templates in the case of product incorporation?
  - Regarding incorporation, defining ways for product users to provide feedback could be beneficial, since I can only act as intermediate.
  - Are there any restrictions regarding the use of templates combined with AI assistance in future product versions, considering copyright discussions?

I trust these answers are satisfactory and look forward to discussing further details in our call.

Best regards,  
Sebastian

#### Notes:

- Considering using Good Docs templates in product
- Want to use more topic templates as well
- Want to sync templates to Tilemill server
- Discussed license
- Who should we pass tech writing to be done?
  - Want some feedback channel
- Asking about setting up a partnership
  - Can the partnership be promoted on the website?
  - Would be beneficial for Tilemill from a marketing perspective.
  - Tilemill a small product.
  - Cameron: Probably but we need to discuss in our Project Steering Committee.
- Planning to develop a plugin within ~ 8 weeks and will try to incorporate other templates too.
  - Such that we don't
- Sebastian Off in a few weeks, then off for 4 weeks.
- Sebastian is Interested to collaborate with other partners.

#### Next steps

- As allowed per open license of Good Docs Project, Sebastian will start developing a plugin to TileMill to incorporate Good Docs templates over next two months or so (with the blessing/encouragement of Cameron on behalf of Good Docs).
- Good Docs will be busy for next month or so with our Good Docs Release, so won't have much bandwidth to engage.
- We aim to start consolidating a partner program and associated processes after that.
- Will loop Sebastian/Tilemill into conversations with other partners as we move forward.

## May 9, 2024 | EMEA-AMER meeting

Attendees: Tina, Alyssa, Carrie, Valeria

How's your week going so far?

### Agenda

- UX: We need to implement Valeria's maintainer survey and make decisions about appropriate length of the survey.  
Tina to implement it in Cognito and send for review in the group

We need to (roughly) know people's availability to conduct interview sessions. :)

- Outreach:
  - Announcement for Lana's meeting she has organized with JetBrains
  - Check in on Bolaji's project
    - Possibly discuss the new pages for the General KB based on existing requests.
    - Bolaji previously shared that he has been working on auditing the content on our current website to determine where this content should migrate to (either the new site, the knowledge base, or GitLab).
    - He drafted a proposal with his recommendation:  
<https://docs.google.com/document/d/1wEnvqEobNSdHCRduQpdLoibB5b9DpT0foLIDH4w-snl/edit?pli=1>
  - Check in on website updates
    - Google search console
    - Right now, Bryan is blocked on making progress on the website because he needs content for these sections:
      - About us
      - Join us
      - Contact us
      - Site map

- Templates - Need the introductory text for this section. Perhaps it could be based on the first section that is on our current home page? <https://thegooddocsproject.dev/>
- Method articles - Need the introductory text for this section. Also, is this the best title for this page in the nav?
- Additional content that Bolaji identified should stay on the website?
- Update on the Outreach task priorities
  - Carrie will share next steps
- Additional items
  - .

## 7 May 2024 Gitbook / Good Docs Partnership discussion

Who: Tina and Cameron (Good Docs), Addison Schultz (Gitbook)

### Summary:

- Pre-reading: [Good Docs Partner Program Discussion Paper](#)
- Sounds like GitBook's WYSIWYG editor has Google Docs like editing and collaborative features - which might be something worth investigating for default use for Good Docs Templates (if someone is interested in investigating).
- GitBook offers templates now, however Addison noted that they could do with some love. (Opportunity to include better Good Docs templates.) Also, existing gitbook templates extend markdown, with php like syntax, such as: `{% integration_dxy %}`
- Opportunity for Good Docs to reach Gitbook user base, if they were to include our templates. (Also to track usage patterns.)
- Discussed adding a "Golden Select a template" button, to make it easy to adopt Good Docs templates.
- GitBook team love open source principles, and hence Good Docs fits in that regard.
- Next steps: Addison will draft a proposal to circulate with Cameron/Tina, then with Gitbook.

### Raw Notes:

#### Gitbook:

- Currently: Trying to build "Hello Word" packs, populated with templates.
- WYSIWYG editor
- Can sync with git repo
- Can import / sync
  - 2 way sync
- Addison: Interested in onboarding, using git-sync
- Use templates which are already in a git repo
  - Potentially pull a template from Good Docs
  - Wording if people could fork Good Docs templates
- Discuss: Google Docs -> Markdown (Yes it is painful).
  - Lots of editing afterwards
- Gitbook offers AI experience

- Like Google Docs
- Commenting
- Collaborating piece is there
- Discuss that having Good Docs use Gitbook would be a marking tool
- Was a CLI team 8 years ago
- 4 years, moved to SAS
- Have a strong open source roots.
  - Moving bits of product back into open source.
  - Believe in giving back.
  - Maybe our business case should talk about open source as good
- Have worked with open source Scalar

#### Q Re templates:

- How we plan for templates we want
- Cameron/Alyssa created a list of templates we want to create
  - Based on Software
  - Based on research of our tech writer community interest (what they use at work)
  - We created packs Tina Luedtke
  - We have been thinking of grouping the templates into packs - that could be very interesting for pre-portioning the templates.  
[https://gitlab.com/tgdp/templates/-/issues/?sort=created\\_date&state=opened&search=pack&first\\_page\\_size=20](https://gitlab.com/tgdp/templates/-/issues/?sort=created_date&state=opened&search=pack&first_page_size=20)
  - We prioritize internally, but volunteers work on what they want:
  - Process
    - Research what is best practice
    - Go through multiple community/editorial
    - Our community is mostly tech writers, who both consume and give back.
    - We are thinking we are at a tipping point, and starting to find out who might also be using our templates.
    - We we like to tap into partner metrics to see who uses our templates through their products.
    - We are looking to be an input into multiple tooling pipelines
  - Gitbook track how people are using gitbook, so potential to get metrics there.
  - Addison
    - Possible workflow
      - Someone wants a template
      - Then forks from Good Docs (within Gitbook tooling)
      - Then get into Gitbook workflow
      - There is a free plan
  - Tina
    - Would be good to have Good Docs templates in Gitbook Hello World Button
      - A “Golden button” solution
      - Would need to consider how downstream users get the latest release. So need to consider dependency management.
      - Addison, this would require a new engineering.

- There is a “Use Template” from Gitbook. These could be improved.
    - Haven’t had time to revisit this.
  - The templates are something that we need to focus on in gitbook.
- Next step:
  - Bullet out a proposal
  - Help users explore the sync functionality
  - Addison to put together a proposal and share. Timeframe: This weekish.
- Bigger concerns
  - Engineering resources
  - Existing templates: Support gitbook blocks. Interactive elements. Tabs. Liquid type syntax, on top of markdown. Template syntax (like php). Example: {% integration\_dxy %}
- Opportunity for both internal and external users in Gitbook.

## 2 May 2024 | 📅 UX and Outreach - The Good Docs Project

Attendees: Tina Luedtke , Alyssa, Cameron, Ha, Valeria

### Notes

- This is a UX-only meeting, since [carriecrowe1138@gmail.com](mailto:carriecrowe1138@gmail.com) can’t make it tonight.
- Review [valeriahhdez@gmail.com](mailto:valeriahhdez@gmail.com) Maintainer:
- <https://www.figma.com/file/xrx2tpiM3jSDaDPgfl6BFL/UX-survey%3A-maintainers-groups-and-research-questions?type=whiteboard&node-id=0-1>
- 📅 Maintainers UX interviews
- Incentives:
  - For docs maintainers: Provide a shareout of the main findings, maybe brand it as “the state of xxx”.
  - Docs or Devs maintainers: If people don’t volunteer, we could raffle out a digital book or gift card.
  - We could also host a tech writing 101 course as an incentive → You have to do the survey/interview and then you can join.
- Alyssa & Cameron to discuss about partnerships with tooling folks
  - Begin by defining what we would want from partners
    - We would like our templates to be used
      - Give us feedback and help us optimize our templates to get them to be what you want
    - To be the upstream feeder for everyone’s documentation efforts, that they are the default templates used in people’s efforts
  - Define what our partners would want from us
    - You’ll have mature product documentation

- When you find the bugs, we'll be able to fix them and update them with you
  - Set ground rules
    - We are not just working with you and we are not just solving your problem. We are solving problems that are generic for everyone. We want to make our templates relevant for everyone, which in the process will help all of us.
  - Profiling and figuring out who we reach out to
    - If we drive it, write a business case to justify our partnership with them
  - If they reach out to us, how do we evaluate whether the partnership would be worth it for us? How do they contact us?
  - Logistics - what are the practical steps we need to put in place, what's the onboarding process
    - Great! How about you talk with one of our onboarding people
    - In that onboarding conversation, we walk through our ten bullet points of things we think will be valuable and which ones of these points align with who you are?
      - Put into a slide deck for an onboarding discussion
    - This is the amount of work that we require from you, this is what we will need in order to support you, depending on our bandwidth
      - The underlying tone in all of this is: are you bringing more value to our project than you are sucking from us?
    - Could be a tier level of community engagement
      - No bandwidth required from us, you grab our templates and use them
      - You give us feedback and we implement your feedback into our templates; if you want to have an influence over the project, you give back to us
      - You become part of our project (part of the PSC, setting direction on the project)
    - What is our communication channel that we open up to them?
      - Do they need to go through our onboarding? Do they need to sign our Code of Conduct?
  - Let's write this down and consolidate it!
  - Should we invite these communities to work together?
    - We should consider setting up a forum for a partners group and invite people into that partners group.
    - Possibly a form that they fill out where they agree to the Code of Conduct and then they join in the forum. Maybe a letter of intent indicating their intent to collaborate.
  - Who makes the final decision about whether to pursue a partnership or not?
    - Ideally it would be led by the partners and would be separate from our group
- What's a possible MVP to handle the immediate requests for partnerships?
  - Schedule a 30 minute conversation, after the conversation the community member who ran the conversation could fill a template summarizing the meeting:
    - Basic information about the organization and what they do

- Their pitch for what they would do to collaborate with us
  - Ways that we think we could collaborate with them
  - What benefits would come from them
  - A brief analysis of the level of work it would take from us
  - A brief analysis of the benefits that it would bring to us
- **Action:** Cameron will reach out to Tina to get added to the Gitbooks discussion.
- **Action:** Cameron will provide a summary of the discussion and we can use this analysis to continue the conversation about how we evaluate potential partnerships.
- **Action:** Cameron will start writing a blog entry synthesizing some of his thoughts about working with partners to share with other members of the project.

Action items



## 11 Apr 2024 | 📅 UX and Outreach - EMEA friendly time

Attendees:

Please add your name and answer: What interesting updates have happened to you over the month since we last met?

- Alyssa - I went to see the total eclipse!
- Tina - Started demolishing the foundation on my property! :)
- Lana: We've bought a new car and now we are out of the town for each weekend, doing short road trips.
- Greg - was disappointed couldn't see the eclipse here
- Carrie - Visited family in KY and also visited a friend in Chicago
- Bolaji: lived an entire weekend without curtains (too much lights :)).
- Radhesh: Fixed My PC and got a cool watch.

Notes

- Potential partnerships with JetBrains
  - Lana would like us to explore a partnership with JetBrains to make our templates easier to interact with. The timing is especially good since Bryan is doing some work on our website related to accessing the templates.
  - **Action:** The general consensus of the group was that we should have an exploratory conversation with JetBrains to explore areas of collaboration. Lana will work on arranging a meeting with stakeholders at JetBrains along with Bryan, Carrie, Alyssa, and optionally Tina.
- UX: Review in the group whether the final interview questions for developers in the group.
  - Map to Outreach funnel: 📅 Developer UX interviews
  - Try for yourself: <https://www.cognitoforms.com/gooddocsproject/uxresearchnotes>
  - Concern: Conversation might run much longer than the promised 30 minutes?
  - To Do: We still need to pick the last few questions.

- To Do: Ideas how to make the form more user-friendly (hint texts, placeholders?)
- Other feedback?
- Outreach:
  - Demo the changes to the website
    - We've made some good updates to the website. The home page is nearly done, but just needs a few color adjustments.
    - If you'd like a preview link, contact Alyssa.
  - Update on Bolaji's project
    - Bolaji has been working on auditing the content on our current website to determine where this content should migrate to (either the new site, the knowledge base, or GitLab).
    - He drafted a proposal with his recommendation:  
<https://docs.google.com/document/d/1wEnvqEobNSdHCRduQpdLoibB5b9DpT0foLIDH4w-snl/edit?pli=1>
    - **Action:** Alyssa will work on getting the Tech Team and Community Managers to review this proposal and offer feedback.
    - **Action:** Bolaji and Radhesh will coordinate and work on developing a migration plan for the content.
  - Update on the Outreach task priorities
    - **Action:** Carrie said the general consensus was that the prioritization task was difficult and she would like to redesign a new prioritization activity.
  - Changes to Alyssa's commitments
    - Alyssa is going to step down as a working group lead for this group and will instead be an individual contributor. She'll continue to work on the website project for this team and will attend the EMEA monthly meetings. Carrie and Tina will continue as working group leads.
  - Additional items
    - **Action:** Alyssa and Bolaji will take an action item to work with the Tech Team to set up Google Search Console for our website and give Greg read-only access so that he can begin analyzing the data for SEO insights.

## 4 Apr 2024 | 📅 UX and Outreach - The Good Docs Project

Attendees: Please add your name and answer: What's your favorite dessert?

- Tina - Tiramisu!
- Valeria - Chocolate brownie
- Carrie - Lemon cake
- Christine - I have too many, but if I had to pick one, it would be vanilla ice cream (with a cookie, cake, candy, or pie on the side)
- Bryan - Peach cobbler and a thick slice of pumpkin pie with alot of whipped cream

Notes

- We decided to help unblock the outreach effort, we wanted to discuss the Miro board.
  - <https://miro.com/app/board/uXjVNj9pzc4=/>
  - Password: Outreach
- Thoughts for UX - Finish working on: **📅 Developer UX interviews** by **10 Apr 2024** so we can verify in the breakout EMEA session at **11 Apr 2024**
- Tooling: Does Google forms support yes/no branching? If not, we have to transfer the questions into Cognito. Follow up: Put into cognito.

#### Action items



## Mar 28, 2024 | UX and Outreach - AMER/APAC

Attendees: Please add your name and answer: How is your week going so far?

- Tina - Busy but productive :)
- Cameron - Already on Easter weekend
- Alyssa - My week has actually been really good and productive; it helps that my meeting schedule hasn't been so bad this week
- Meera - Crazy busy, all work week, ended well.
- Ha - Quite busy with 2 group projects, but also excited for the Easter weekend!
- Christine - Good: doing prep for another interview

#### Notes

- UX
  - Work on: **📅 Developer UX interviews**
  - Map existing questions to the funnel
  - Create fallback questions for users without template experience
  - If time left: Populate interview scripts
    - [Devs with experience in using templates/ the Good Docs project](#)
    - [Devs with no experience in using templates/TGDP](#)
- Outreach
  - Review our Miro board for prioritizing the [Outreach strategy](#) items.
    - Miro board: <https://miro.com/app/board/uXjVNj9pzc4=/>
    - Password: Outreach
  - Cameron: Per request from Alyssa, I'm capturing here my thoughts on looking at classifying tasks on the Miro Board into priorities.
    - I felt uncomfortable classifying the tasks, because I didn't feel like the tasks could be classified easily and convey information I wanted to share.
    - Firstly, what is our goal? Alyssa explained that "we want to bring potential in through our onboarding funnel". Cool.
    - Maybe we can refine this to: Focus on building **trustworthiness**, which in turn should attract the right community.

- What could be **trustworthiness** indicators?
  - Have a leading open source organization start using our templates. (Such as github)
  - Have us speak at conferences and on podcasts. (Some of that happening already)
  - Have tech writing communities talking up our project. (Has been happening for a while, and we can continue this)
- Suggestion: Imagine a 2D funnel. Lets drag tasks to fit vertically at the level of the funnel this task would help with.
- Each task has a cost to implement, and a value it achieves toward our goal. Imagine we now have a width and depth to our funnel, representing cost and value. Now we can move tasks into this 3D graph. (We could cheat by combining into one ReturnOnEffort metric.)
- And there is one more metric to capture: The personas that would be good at making this task acceptable.
- Most of our tasks could be done independently of each other. A great idea for a task could be defined, and then act as a sleeper task until the right conditions come along, and the right person comes who wants to drive it. For instance, it would be great to build a symbiotic relationship with an external partner (such as github or Canonical). But we can't realize that until such a partner is ready to work with us.
  - So we should aim to define some great projects, and then leave them for people to claim.
  - (Similar to the way we define templates to be claimed.)
  - This should include "What it would take to succeed - at least for a Minimal Viable Product". What failure might look like. How much effort is required.

21 Mar 2024

Attendees: Tina Luedtke , Alyssa, Meera, Ha

#### Notes

- UX: We'll map our questions for the developers to the phases in the Outreach plan and ~~build a tool that will generate a new interview script for us! :)~~
-  Developer UX interviews
- We need to clean up this doc, since it's overloaded  The Good Docs UX efforts
- To take notes, we've created Google Docs forms:
  - [Devs with experience in using templates/ the Good Docs project](#)
  - [Devs with no experience in using templates/TGDP](#)

#### Action items



## Mar 14, 2024 | EMEA-AMER meeting

Attending: Tina, Lana, Christine, Alyssa, Carrie, Bolaji, Greg, Melissa, Marat

### Agenda and notes:

- Announcements
  - None today
- We'll do breakout rooms today!
- UX
  - Check in with the EMEA folks about the research questions.[<- This took up all of our time]
  - Talking through logistics for the conference and delegating tasks so that we get to stand up the developer-side of our research.
  - Tina and Lana went over the research questions 1 by 1 and discussed how to proceed:
    - We want to align the UX research questions with the funnel in the Outreach Strategy doc. We've agreed that for the developer interviews, we will focus on stages 1-5, since we think we are getting the best insights from developers here.  
We also assumed that not a lot of our users (if any) maintain/advocate at the moment.
    - We identified that a lot of the research questions focus on template usage, since this is our core offering. Lana and Tina discussed that when we think of who we'll actually end up interviewing, chances are low that we randomly find someone at the conference that actually used our templates.  
→ We want to have a set of more general **interview** questions that don't directly aim at templates to be able to extract insights from devs who don't use templates.
    - Lana and Tina discussed some of the research questions, like "Who is our audience" and "How do people find us/the templates" are valid and important to us - however, using interviews (qualitative method) to get insights here isn't going to give us a full picture. We also need to think of quantitative methods to solidify answers to these research questions.

### Next steps:

- Tina to collect and brainstorm a v1 version of interview questions for developers.  
Sending out for async review once the draft is done.  
The questions should be ready for Tina and Carrie when they are going to the Open Source Summit in 1 month.
- 
- Outreach
  - We'll spend half of our time talking about the website

- Updates on the website design and the [new navigation architecture structure](#)
  - Bolaji: I spent some time collecting all the [current existing pages on the website](#) as a foundation for the work on the KB.
- The other half of our time, we'll work on a Miro board activity for prioritizing the [Outreach strategy](#) items.
  - Miro board: <https://miro.com/app/board/uXjVNj9pzc4=/>
  - Password: Outreach
- Actions
  - Bolaji will spend some time thinking through the content strategy for what content will go on the marketing site and which will go on GitLab or the knowledge base. He'll think through guidelines to help us make those content decisions. Then, he'll build on his [content inventory of the existing website](#) and will make some initial recommendations for where the content should go and who should probably be responsible for maintaining that content.
  - Melissa and Bolaji will find a time to meet so that Melissa can demonstrate to Bolaji what the Chronologue group is using for the knowledge base.
  - Greg will work with Alyssa to think through and [refine the site structure for the marketing site](#). We've got a rough outline in place, but is there anything missing?
  - Greg, Bolaji, and anyone else who can will participate in giving us their feedback about what our priorities will be by sorting our [Outreach strategy](#) tasks into priorities on our Miro board:
    - Miro board: <https://miro.com/app/board/uXjVNj9pzc4=/>
    - Password: Outreach

## Mar 7, 2024 | APAC-AMER meeting

Attending: Tina, Carrie, Alyssa, Ha

Agenda and notes:

- Announcements
  - Next week is the EMEA-AMER meeting so there will be no APAC-AMER meeting
- We'll do breakout rooms today!
- UX
  - Ha and Tina condensed the responses from the [UX survey](#) into research questions  User research kit
 

Please note that the research questions are intended to guide our UX research efforts - these questions aren't meant to be directly used in a survey or interview.
  - Action item for the group: Please review these research questions both in their nature and in their wording. I want to make sure we have unbiased research questions. :)
- Outreach
  - Working on a Miro board for prioritizing the [Outreach strategy](#) items.

- Miro board: <https://miro.com/app/board/uXjVNj9pzc4=/>
  - Password: Outreach
- Note: Next week Bolaji would like us to devote some of our time to discussing the website.
- Actions
  - Your action item here!

## Feb 29, 2024 | APAC-AMER meeting

Attending: Carrie, Tina, Alyssa, Meera, Ha

Agenda and notes:

- Announcements
  - Your announcement here
- We'll do breakout rooms today!
- UX
  - TBD
- Outreach
  - Resolving more comments on the [Outreach strategy](#) and defining some next steps.
- Actions
  - Your action item here!

## Feb 22, 2024 | APAC-AMER meeting

Attending: Cameron, Tina, Alyssa, Carrie, Christine, Meera

Agenda and notes:

- Announcements
- If Christine is here, we can talk about Google Season of Docs.
  - We had a good discussion, but decided not to participate this year.
- Attendance preferences for upcoming events:
  - Write the Docs
    - Yay -
    - Nay - Tina, Alyssa (although a little on the fence) , Meera, Ha, Carrie (maybe)
  - Open source summit/Tech Docs Con
    - Yay - Tina, Carrie
    - Nay - Alyssa Christine, Meera, Ha
- We'll do breakout rooms today!
- UX
  - Let's work on the Docs maintainer survey :)
- Outreach
  - Resolving more comments on the [Outreach strategy](#) and defining some next steps.

- Actions
  - Your action item here!

## Feb 15, 2024 | APAC-AMER meeting

Attending: Alyssa, Christine, Meera, Cameron, Carrie  
Mea culpa: Tina

Agenda and notes:

- Announcements
- We'll do breakout rooms today!
- UX
  - The plan for tonight was to brainstorm questions for the doc maintainers survey.
  - But I think that kinda depends on the "business requirements"/ questions that other working groups may have.
  - Maybe someone could whip together a quick Google form which we can send to the working groups internally to ask them: "What do you want to learn about a person that uses your template"? [Free form answer] (edited)
  - That's a little task that someone from the group can do even with little experience in the Good Docs Project and it'll make them feel involved still.
- Outreach
  - We had a good discussion with Cameron about our project vision and how that relates to potential third party partnerships.
  - We also worked on resolving more comments on the [Outreach strategy](#) and defining some next steps.
- Actions
  - Meera will review the materials that she promised Tina she would review.

## Feb 8, 2024 | EMEA-AMER meeting

Attending: Tina, Carrie, Alyssa, Greg, Bolaji, Lana

Agenda and notes:

- Announcements
  - The DocOps Registry group would like to follow the model of this meeting and create a meeting at this time slot (on a different day, of course).
    - We'll shoot for the same time as this meeting, but instead on the 4th Thursday of the month so that it's offset from this meeting by 2 weeks.
  - We created a new [UX and Outreach](#) repository.
  - Bryan B is leaving GitLab.
- We'll do breakout rooms today!
- UX
  - Talking through Lana's comments
  - Working on the user research survey

- Target audience and sampling:
  - We can focus primarily on writing developers for interviews/UX tasks because otherwise it will be not easy to achieve equal sample sizes for different user groups.
  - Consider attending open-source conventions for recruitment opportunities, e.g., the closest one is a conference in Seattle.
- Research questions:
  - Formulate questions to understand user processes, adoption of assistance, usage of templates, familiarity with information typing, tooling preferences, and sentiments towards AI.
  - What can help us here is to explore business (in our case business can be PSC members, outreach group fellows, any other people from the working groups) requirements and identify gaps in knowledge about our current and potential users.
  - These questions will then help us to check whether the user-facing ones lead us to the needed insights and objectives.
- Interview approach:
  - Interview individuals who have recently or repeatedly written documentation.
  - Avoid segmenting respondents based on template usage to prevent uneven sample sizes.
  - Tailor interview criteria to developers who have written documentation recently (at least a few documents will do the work).
- Potential questions:
  - Explore user processes, including how they approach a task of writing a document, tasks they struggle with, when and how they seek assistance, what are their blockers/drop-out points, do they even need templates?
  - Assess sentiment towards using AI-based editing experiences.
- Higher objective of the research:
  - Aim to move away from reliance on templates and provide resources to aid users in documentation progression.
  - Democratize documentation by making it more accessible to all users.
- Next steps:
  - Formulate the research questions/assumptions.
  - Refine interview protocol to align with discussed objectives and questions.
  - Consider involving Caren Alyssa for insights and potential interviewee recommendations.
- Outreach
  - Updates on the web design progress
    - We talked about what Bryan demoed in the PSC meeting yesterday. Basically, he is developing our new Sveltekit based website. He has created three different ways of adding content to the website: AsciiDoc, an in-page editor, and a Google Docs based CMS.
    - This weekend Alyssa is going to try to create a wireframe of the home page based on the content we developed in this group over the last two release cycles. She's also going to create a flow diagram of the

general site architecture and a list of community related content that we'll want to migrate from the marketing site into our Confluence knowledge base. She'll share anything she creates with this group for review.

- Greg will review the plan and audit it from an SEO perspective. He needs to know the site titles (headings) and what the URL structure is going to be. He also needs to know the function or purpose of the pages to evaluate them effectively.
- Bolaji will work on the information architecture plan for the Confluence knowledge base and think about what the best workflow will be for future or current community members to go from the marketing site to our knowledge base/community.
- Questions for Bryan:
  - Will the website update in real time?
  - Can we make it so that both the blog entries and method articles use the Google Docs way of contributing to make it easier for a wide group of people to contribute content to the site?
  - What will be the DNS relationship between the website and the Confluence knowledge base?
- Going through and resolving all comments on the [Outreach strategy](#) and defining some next steps.
- Actions
  - Alyssa will work on the wireframe of the home page, site architecture, and list of community related content that we might migrate to Confluence.
  - Alyssa will send the DocOps schema to Greg for review and set up the DocOps Registry group.
  - Bolaji will sync with Michael Park about the Confluence knowledge base.
  - Greg will review the website plan and audit it from an SEO perspective.
  - Alyssa will pass on some of the questions to Bryan.

## Feb 1, 2024 | APAC-AMER meeting

Attending: Tina, Alyssa, Carrie, Meera, Ha, Valeria

Agenda:

- Announcements
  - Next week is the EMEA/AMER meeting
  - Bryan B is leaving GitLab
- We created a new [UX and Outreach](#) repository. Let's spend the first 10-15 minutes of the meeting on [issue triage](#).
- UX
  - TBD
- Outreach
  - Carrie and Alyssa will go through and resolve all comments on the [Outreach strategy](#) and define some next steps.

- If time, group will begin to define and discuss strategy for creating Blog Contributing guide.
- Christine's suggestion: The possibility of joining Google Seasons of Docs: <https://developers.google.com/season-of-docs>
- Actions
  - Think of potential projects for GSOD

## Jan 25, 2024 | APAC-AMER meeting

Attending: Alyssa, Tina, Ha, Cameron, Carrie

Minor notetaker: Cameron (Feel free to remove this comment later)

Agenda:

- We'll meet together and check in on everyone and then create a breakout session so we can work on UX and Outreach in parallel
- UX
  - Tina will review Lana's feedback
  - Regarding test design: If we conduct user interviews with every quadrant, we spend a lot of time and possibly money (incentives). An alternative could be to run surveys for documentation maintainers, and do interviews with developers.
  - Tina got feedback from a UX research colleague that the sign-up form was way too long. She & Ha shortened it down to the bare essentials we need to know to run a test or send a survey instead: <https://thegooddocsproject.dev/user-research-signup/> (In Cognito, the previous fields are marked as show never, in case we want to add back things).
  - Next steps:
    - Research legal forms to send before a user test
    - Research hypothesis: Refine together with Lana
    - Create a survey for documentation maintainers
    - Create a task to run with developers during an interview
    - Discuss Tech Docs Con or Write the Docs presence and how to best use them for UX
- Outreach
  - Carrie and Alyssa will go through and resolve all comments on the [Outreach strategy](#) and define some next steps.
  - Next steps
- Actions:
  - We will create a repository for us.

## Jan 18, 2024 | APAC-AMER meeting

Attending: Tina, Carrie, Alyssa, Cameron, Michael P, Ha Do

Notes:

- Last week we brainstormed various initiatives that we could work on for this release and got commitments from most of the working group members about which tasks they wanted to work on.
- This week we'll work on confirming our individual release commitments and our working group commitments:
  - EMEA team
    - Greg will help with the [website refresh](#) project that Bryan is proposing (as a joint effort between Tech Team and UX/Outreach). He'll serve in an advisory role to ensure the keywords and content are designed with an eye to SEO.
    - Lana will help Tina with the user research efforts, applying user research best practices that she received from a training session at work. She also has a lot of UX coworkers that she could invite to review the user research kit being developed by Tina. Lastly, she would love to also help ensure that all the user research feeds into other parts of the project: our Outreach strategy and our template product management decisions.
  - AMER team
    - Ha
      - Help Tina draft the recruitment blog.
      - Assisting Tina with user research, particularly helping with the scheduling piece. [\[draft\]](#)
    - Valeria
      - Help writing blog posts.
      - Volunteer to help run some of the user research sessions, depending on bandwidth
    - Cameron
      - Create a kit for conferences. (committed to that)
        - Will likely be a Lightning Talk, derived from the Welcome Wagon content, with a few variants:
          - 1. What is the Good Docs Project and the Tech Writing Problem we solve (for Developer type conferences)
          - 2. The State of the Good Docs Project - for Tech Writing type events.
      - Floated idea that we could establish a Method Article / Blog Post / Something which discusses the synergies between UX and Tech Writing, and how these two groups can help each other within an organization. For instance:
        - Getting asked to document a complex feature may be a symptom of poor UX, which a tech writer should flag, push back and say "don't fix the docs, fix the product instead".
        - We both have an interest in simplifying terminology through use of glossaries.
        - —

- Alyssa showed material which she had created for her organization, which looks like great foundation material. She'd need to work out if it can be "cleaned" to be made open.
  - This task could be taken out of the UX team and picked up by someone else. Carrie mentioned covering under a blog.
- Tina
  - [User research process](#)
  - [Conduct user research sessions](#)
  - [New suggestion] Plan on how we want to show up and leverage Write the Docs and/or the Tech Docs Con (OSS summit) → Could be used for "guerilla" user testing. [Have 1 issue per conference]  
What do we get out of conferences, what does success look like?
    - [Tech docs con issue](#)
    - [Write the Docs Portland issue](#)
  - [Synthesize user research findings](#) [Stretch]
  - [Analytics & User insight generation from the website](#) [Stretch goal, might want to coordinate with Bryan]
- Carrie
  - Turning our [Outreach Strategy](#) into action
  - Contributing guidelines for the blog and social media
  - Stretch goal: conferences
- Alyssa
  - Assisting Bryan and Greg with the [website refresh](#)
  - Managing partnerships?
- Miscellaneous proposed tasks
  - Content calendar
  - Blog/seo
  - Social media (LinkedIn, etc)
  - Conferences
  - [Cameron] Explain the link/synergies between UX and TW, possibly a blog post?
  - [Cameron] Develop a partnership program. What are our ground rules for partnerships? E.g. use our templates, give feedback to our project. What do we want from our existing partners, what do we want from future partners?

## Jan 11, 2024 | APAC-AMER meeting

Attending: Tina, Alyssa, Carrie, Valeria, Cameron (First 5 mins), Ha

Notes:

- Welcome to our new member Ha!

- We reviewed our Dragon release retrospective board from last cycle to talk about any improvements we want to make on a working group level.
- Tina and Carrie talked through the initiatives that are top of mind for the UX/Outreach working group leads that we would love help with:
  - What's top of mind for UX that we would love your help with:
    - Draft a recruitment blog post to attract people we can interview. [\[draft\]](#)
    - We need a user research scheduling deputy who will create a survey for people inside the Good Docs Project to see who might want to facilitate a user research session. Ideally, we'd want to have people from different time zones be willing to run a session in case someone in a similar timezone signs up.
    - We need to come up with different testing scenarios that work well for the four different user types we've identified.
    - Getting ideas about best practices from some actual user researchers
    - Trying different AI prompts to fuel our thinking
    - Once we know what to test for, we need to finalize the deck so we can actually train people.
  - What's top of mind for Outreach that we would love your help with:
    - Turning our [Outreach Strategy](#) into action
    - Creating a Partnerships team (GitLab and CHAOSS) - NOTE: Needs to be at least co-lead by a PSC member, but anyone can join.
    - Website refresh
    - Content calendar
    - Blog/seo
    - Social media (LinkedIn, etc)
    - Conferences
- We then discussed what each member of the working group would love to work on for this release cycle:
  - Valeria
    - Was interested in continuing her work with the Tailwind UI project on the website, but we might now have to put a pause on that until we get more information from Bryan about the tech stack he wants to move the website to.
    - Carrie and Alyssa mentioned they thought Valeria would be great at working on our third-party partnerships. Valeria will give it some thought.
  - Ha
    - Was interested in joining Tina to help with the UX part of the project. She'll help with creating the blog post to recruit new members and help as the scheduling coordinator.
    - **Action:** Tina will sync with Ha to get her up to speed.
- Alyssa summarized what the EMEA team was interested in working on:
  - **Action:** Tina will sync with Lana about engaging her on the user research project and will share the user research kits with the EMEA team.
- Next steps: Next week we'll start to talk about logistics and release commitments.
- Quote of the day from Tina: "Everyone here at the project has a heart of gold and the spirit of a rainbow pony." LOVE IT.

## 11 Jan 2024 | EMEA-AMER meeting

Attendees: Stuti, Greg, Lana, Alyssa, Carrie, Bolaji

### Notes:

- Welcome to our new member Stuti!
- We reviewed our Dragon release retrospective board from last cycle to talk about any improvements we want to make on a working group level.
  - The big themes from the EMEA group were about pain points around asynchronous communication.
  - We spent some time talking about possible solutions. We'll experiment with some of these:
    - **Action:** Alyssa is committing to taking better meeting notes by summarizing key points and providing adequate context for what occurred in the meeting (key decisions, action items, or additional context). The goal is to make sure they can be understood easily by people who didn't attend the meeting. She'll make sure those notes get sent out regularly to the EMEA members.
    - **Action:** Alyssa will talk to the Tech Team about the feasibility of recording meetings and posting them to unlisted YouTube videos.
    - **Possible future action:** Now that we have a Project Zoom account, anyone can feel empowered to run Zoom meetings on that account without requiring any specific person to be there. If members of the EMEA group want to meet independently from our once-a-month sync to keep the momentum going and collaborate, we'll work with the Tech Team to set that up.
- Carrie and Alyssa talked through the initiatives that are top of mind for the UX/Outreach working group leads that we would love help with:
  - What's top of mind for UX that we would love your help with:
    - Draft a recruitment blog post to attract people we can interview. [\[draft\]](#)
    - We need a user research scheduling deputy who will create a survey for people inside the Good Docs Project to see who might want to facilitate a user research session. Ideally, we'd want to have people from different time zones be willing to run a session in case someone in a similar timezone signs up.
    - We need to come up with different testing scenarios that work well for the four different user types we've identified.
    - Getting ideas about best practices from some actual user researchers
    - Trying different AI prompts to fuel our thinking
    - Once we know what to test for, we need to finalize the deck so we can actually train people.
  - What's top of mind for Outreach that we would love your help with:
    - Turning our [Outreach Strategy](#) into action
    - Creating a Partnerships team (GitLab and CHAOSS) - NOTE: Needs to be at least co-lead by a PSC member, but anyone can join.
    - Website refresh
    - Content calendar
    - Blog/seo

- Social media (LinkedIn, etc)
  - Conferences
- Comments about these initiatives:
  - Greg and Lana both felt that the UX research should have a virtuous relationship with the Outreach strategy. We should design the user research to help us get insights and data that we can then use as part of how we design our SEO and Outreach strategy. Additionally, we should use the user research insights to inform the template product design.
  - Greg is willing to be a mentor if someone else would like to drive the content calendar initiative.
  - Re: our social media strategy, Greg mentioned we can repurpose our blog entries as LinkedIn posts. He recommends condensing them and rewriting them lightly to match the different format that is ideal for LinkedIn, but thinks this could help reduce some of the energy we need to spend creating content.
- We then discussed what each member of the working group would love to work on for this release cycle:
  - Greg
    - Would primarily like to help with the website refresh project that Bryan is proposing (as a joint effort between Tech Team and UX/Outreach). While Bryan is re-architecting the site, Greg would like to serve in an advisory role to ensure the keywords and content are designed with an eye to SEO.
    - **Action:** Greg will reach out to Bryan to volunteer to help and Alyssa will follow up in the Tech Team meeting today.
  - Lana
    - Would love to help Tina with the user research efforts. Lana recently completed an extensive training at her workplace called “Laboratory of UX Research” and would love to apply the insights she gained from that training to The Good Docs Project.
    - She also has a lot of UX coworkers that she could invite to review the user research kit being developed by Tina.
    - Lana would love to also help ensure that all the user research feeds into other parts of the project: our Outreach strategy and our template product management decisions.
    - **Action:** Alyssa will sync with Tina to pass this info along and invite her to share the user research kit materials that she’s developed for feedback from Lana.
    - **Action:** Alyssa will explore the possibility of having Lana join the product management team with Tina.
  - Stuti
    - Would love to work with Greg on the content strategy.
    - Greg suggested she starts by writing a blog entry on one of the SEO topics he identified.
    - **Action:** Greg will send a message to Stuti with the SEO topics and will work with her to find a good fit.
  - Bolaji
    - Had to leave the meeting early because of a schedule conflict but plans to attend future meetings!

- We'll get his ideas for what he wants to work on asynchronously.

Action items



## 14 Dec 2023 | EMEA

Attendees: Tina Luedtke, Carrie, Gregg, Lana, Alyssa

Notes

- Miro board link: <https://miro.com/app/board/uXjVNFz2OAE=/>
- Password: UXandOutreach

Gregg mentioned he'd find it insightful to use the UX sessions to find out how people search for us and how they use the templates vs what do they use if not a template. Understanding these questions would enhance our content strategy in terms of achieving better discoverability by our ideal client profile. Namely, this would allow us to better map Jobs to Be Done and pain points extracted from the interviews to topics for the blog.

Action items



## 7 Dec 2023 | Outreach

Attendees: Tina Luedtke, Kalanit, Alyssa, Michael

Notes

- Agenda for today: Work on interview design
- Miro: <https://miro.com/app/board/uXjVNF6R2s=/> Password: UXTreasureTrove

Action items



## Nov 9, 2023 | Outreach

Attendees: Carrie, Greg

Notes:

- Greg and Carrie reviewed and discussed the Miro board that the group used in the previous meeting to create various phases of the funnel.
- Greg shared his awesome [content calendar template](#) to get us started.
- The goal for the group is continue working on the Outreach plan and have a final document ready by the end of the release cycle.

## Nov 2, 2023 | Outreach

Attendees: Meera, Kalanit, Cameron, Alyssa

Notes:

- Today we continued working on our outreach plan based on the model that Valeria shared at a previous meeting.
- The goal was to adapt the model Valeria shared and customize it to create our own marketing funnel for The Good Docs Project templates. We created the various phases of the funnel. Then, we started to brainstorm possible content that could support our users at that phase and help drive them to the next phase further down the funnel.
- We used this Miro board for our discussion:
  - Miro board link: <https://miro.com/app/board/uXjVNTMx9WY=/>
  - Password: TGDPOutreach
- Screenshot:



## 26 Oct 2023 | Outreach

Attendees: Tina Luedtke, Cameron Valeria, Alyssa, Cameron, Kalanit

### Notes

- Looking at: [The Good Docs Surveys](#)
- Alyssa: What is our goal for this research?
  - A: Validate personas
- Q: How do these questions get us closer?
- Looking at: [Personas - Good Docs Project](#)

- Q: How do we disprove our model?
- What info/answers say we are on/off base
- Alyssa: UX want to avoid biasing
  - What your persona's bin on?
  - What distinguishes?
  - Eg: different based on risk tolerance
- Tina: Can look at someone's role / Valeria
- Valeria: ask what the person "does"
  - Developers don't enjoy writing
  - What are your tasks
  - How much time do you spend on each task
  - How much do you enjoy the tasks
- Cameron: also "What is your decision making framework?"
- Tina: Approach to problem solving
- Cameron: Are our personas changing? (from someone who hates docs to loves docs)
- Alyssa: Are we talking to a cluster of personas?
- Tina: What about people who just want AI.
- Alyssa: Some people are scared of their ability.
  - Some people think they are good, but are not.
- Alyssa: Might be that Olly is the main driver who gets docs to Developer Darby.
- Tina: We'd probably ask different questions of Darby/Olly
- Valeria: Where do developers/writers work together?
  - Ask how valuable developers think docs is?
- Alyssa
  - What are the outcomes from confirming our research?
- Cameron:
  - Should ask: Would validating our personas add much more value. (Will increasing our understanding from 80% right to 90% right change much)
- Tina: Let's recruit developers, use our templates, watch them work.
- Alyssa: Asking "Do templates help"
  - At WtD Atlanta, people talking about how templates fall short.
  - What is the answer if templates are not the answer
- Tina
  - Useful input for Vision working group

Action items



## 20 Oct 2023 Outreach

Who: Valeria, Kalanit, Cameron, Carrie, Meera

Notes:

Carrie: Sharing ...

Valeria

- Writing summary of book about developer journey, full of practical advice: [Developer Relations: How to Build and Grow a Successful Developer Program](#).
  - Another: Business case for developer relations
- Cameron: Maybe make it a blog post

Carrie: Talked through:  GDP Outreach Plan

Cameron: What are our goals

- Identify goals
- Then we can visualize what that looks like, and then how we can measure it.

Carrie: A Grow our user base, create a good user experience for them

Valeria: Goal: Evangelism

- Increase our presence in developer communities
- Maybe be at other events, at podcasts, see if there is an episode where there is docs, start commenting, post in these communities, talk about this project, leave a seed, and a link to our website
- Write blog is good, but we also need people to seed them.

Carrie:

- Brainstorm on what conferences, what ...

Meera

- Maybe add a spreadsheet where we collect spaces to leave comments
- Goal: Promoting more templates, getting more downloads of templates?

Valeria

- Signal: Increase awareness
- Metric: Increase downloads

Carrie: Increase dev awareness

Cameron

- Create a list of Good Docs speakers
- Collate a list of prior presentations
  - Tag (length, topic)
  - provide summary,
  - We should set quality criteria, (note, still hard to apply without quality criteria)

Valeria

- We could create a youtube channel of past presentations

Carrie

- Have a welcome wagon for Developers, (like the welcome wagon for developers)

Action: Meera/Carrie to start a list

How do we select quality?

- Selected for conference
- Kalanit: Set quality criteria rubric
- Have a community
- Standing of presenter in community

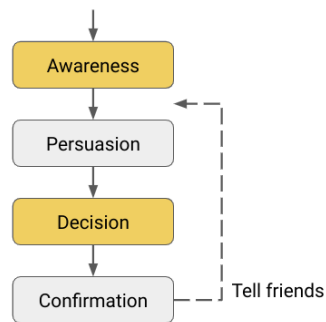
Multiple steps to onboarding

- Awareness
- Valeria - howto

Slides referenced by Cameron:

 Electrifying Friends 1.1

### Five stages of the adoption process



Derived from [Diffusion of innovations](#), by Rogers, Everett.

### Business Cases - Decisions - Metrics

## Oct 12, 2023 | Outreach EMEA meeting

Attending: Ketan Sevekari, Greg Babb, Carrie Crowe Wattula, Alyssa Rock, Tina Luedtke, Kalanit Knackstedt

### Notes:

- Outreach
  - We're working right now on developing a community outreach plan.
  - Carrie created a document with a rough draft for us to work on: [GDP outreach plan](#).
  - At the end of our last meeting, we made a decision to define the stages of our marketing funnel and what content will support users at every point in that funnel.
  - We discussed the Developer Journey that Valeria shared.
    - Greg: What would "scale" be for us? We talked about maybe it means the point where they become power users and make contributions back to our community.
    - Carrie: Do we maybe want to combine "Learn" and "Build" together since our project isn't too complex from a technical perspective?
    - We had a discussion about what our current Google Analytics capabilities are.
  - Greg talked through his SEO keyword analysis that he did for the project and how we could potentially use it.
    - [Keyword research](#)
    - [Keyword clusters](#)
    - In terms of how we can use this info, we should make sure we use some of the keywords from the document in our website. We should also do targeted blog entries using these keywords.
  - We also talked about creating a content calendar. Greg has a template we could use to create our content calendar in Google spreadsheets. We could

possibly create 3 blog entries a month and use the calendar to schedule authoring and releasing the blog entries.

- UX
  - Right now we're working on the user research kit.
  - The goal is to run these user research sessions in a January/February timeline.
  - [See TGDP user research interview](#) doc
    - **Action needed:** Review this document and make comments, especially around helping us brainstorm the questions we're going to ask.
    - Greg: Let's also use the data we get from the user research and compare it to our SEO spreadsheet to fine-tune our strategy.
    - Greg: I think the most helpful question is just to ask people about their pain points and let them tell me more about it.
    - Ketan: Do we have a list of questions so far? Yes, see: [The Good Docs Surveys](#).

## | Outreach - TGDP

Attendees: Tina Luedtke Alyssa, Cameron, Meera

### Notes

- Tina is working on the following resources
  - [TEMPLATE - Make a copy] User interview notes
  - User research kit
- Cameron
  - Debriefing on Open Source Collective
- Tina
  - User research kit
  - To run a research session
  - For people in other timezones
  - **Action:** Tina will join the community review for Ailine's user persona template project. This issue has links to the Google Docs for the four template deliverables: <https://gitlab.com/tgdp/templates/-/issues/210>
- Timezones
  - Discussed how we find timezone for lots of people:
    - Alyssa: Also a need for Welcome Wagon
    - Tech team are looking into this
  - Cameron on tools:
    - <https://www.timeanddate.com/worldclock/meeting.html> to see times across timezones
    - <https://doodle.com/en/> pick time slots
  - Alyssa:
    - Scheduling meetings is time consuming
  - Maybe an "office hours"
  - Maybe have an on-call rotation

- Tina looking for note taker + interviewer
  - Carrie: Maybe record?
- Meera offering to be a note taker
- Can do scheduling later
- Timebox
  - Tina wants to timebox research to 2 to 4 weeks
  - Ideally within this release cycle
  - Blog post: Plan for Nov/Dec
  - Want timeframe, sign up form
  - Start in new year for scheduling
- Alyssa
  - Will need to resolve who has Zoom account
  - Blog post good
  - Should have targeted invites, point to the blog post
  - Alyssa has research on doing targeted invites

Tina leaves (at airport)

---

Next week, morning meeting with EMEA group.

- Should we cancel APAC timezone meeting on that date
- Cameron: Suggest not doing 2 meetings in one week.
- What should we cover in EMEA meeting?
- Decision: Will cancel the evening meeting (when doing the morning meeting with APAC)

Website refresh

- Alyssa/Valeria will be focusing on this tomorrow
- Using Hugo rework based on Brian's work

Action items

- ☐ Tina to review [User personas user guide](#) and [User personas process document](#)

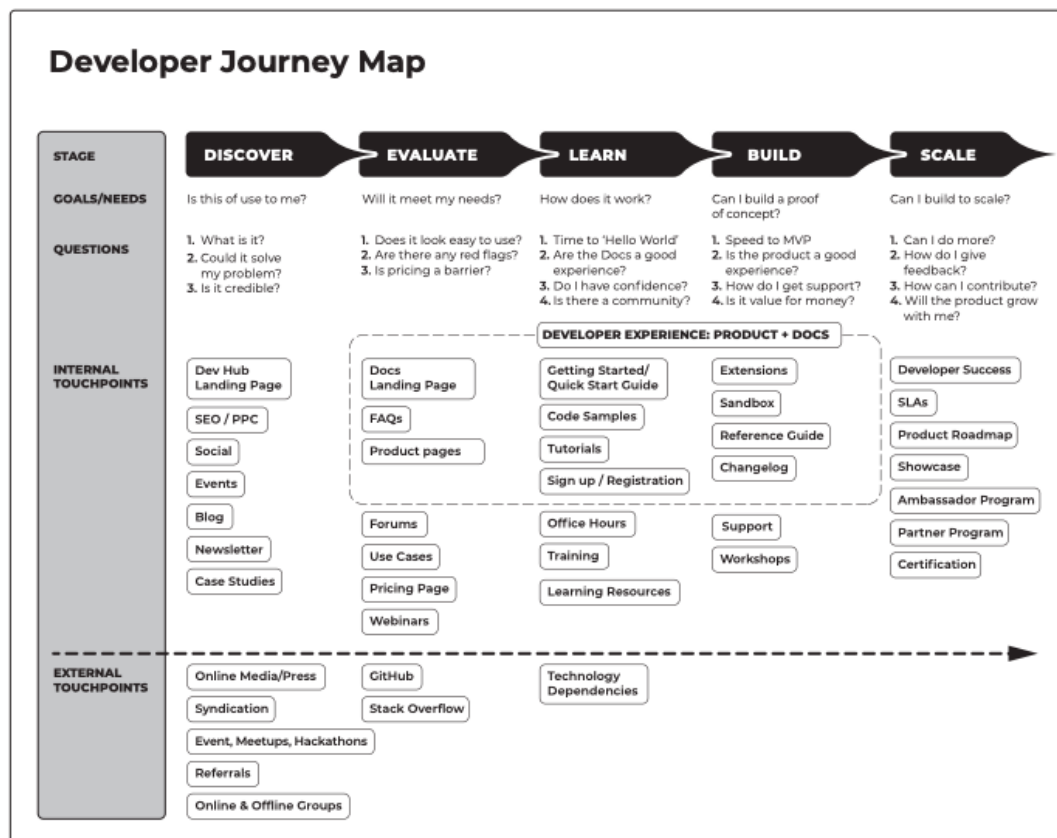
## Sep 28, 2023 | Outreach

Attending: Melissa, Cameron, Alyssa, Valeria, Meera, Carrie

Notes:

- This week is an Outreach week and the topic for today is forming our Outreach plan.
- Working doc from Carrie: [GDP outreach plan](#)
- Cameron: Let's think about things from the user's perspective and what value we can add for them.
- Tina:
  - How do the user pain points translate to what we want to convey: <https://messagehouse.org/>
  - Lead to key messages
  - PR folks: Message House

- What are you about
- Which are ..
- What are your core messages
- Meera: +1 to thinking about things from the user perspective
- Alyssa: While there is value in planning, let's keep it lightweight and start putting some marketing messages out there to learn what gets us the most engagement. We can then refine our messaging from there. We can mine the website Miro board for ideas.
- Cameron: Insights from the business case user group. Everyone needs to go through the business case for documentation in order to appeal to them.
  -  Business Cases - Decisions - Metrics
- Valeria recommends using [Developer Relations](#) by Caroline Lewko, James Parton. Maybe we should use this book's 5-stage marketing funnel and identify the content we provide at each stage in the journey. From chapter 15: *The Developer Journey*



- There's also this article about developer journey by Pronovix: <https://pronovix.com/blog/eliminating-api-friction-along-downstream-developer-journey-1>
- We did a final round robin to get everyone's thoughts.
- Alyssa: Oh, one more thought that hasn't fit into the conversation flow, but it might be interesting down the road to create a coordinated content calendar to ensure we stay regular with our messaging and have a clear division of assignments for who writes/posts what

## 14 Sept 2023 | Outreach EMEA meeting

**Who:** Ketan, Carrie, Alyssa, Gregg, Lana, Tina

### **Notes:**

#### **Next steps/action items**

- Gregg: Recommends keywords for the navigation (info architecture)
- Feel free to add what you'd like to do! :)
- Introductions
- Talked about the UX research release commitments and clarified any questions: The main goal of the UX research initiative is to validate our [user personas](#) and develop some ideas on how the users want to consume/work with the templates.
  - Acquiring users: It would make sense to reach out and acquire potential users to do research with in December/January. Prerequisite is that the [pre-survey](#) is finished and implemented on the website. A blocker was figuring out how we do scheduling → Need to work out the process first.  
The current action item for Tina is to draft a process doc based on the “Empathy Hour” model that’s being run within Google. Since she’s the only Googler at the moment, this is the bottleneck 😞
  - Research methods: Currently we are aiming to do an interview-style 30 min user research session.  
For later iterations of any “product experience”, watching how people work will be very valuable - Thanks Lana for the idea! :)
- Outreach: We currently use LinkedIn and twitter/x (debated) to post messages. The website is getting a makeover 🎉.
- Content needed:
  - Creating a pitch deck for meetups
  - Blog articles that appeal to the Developer Darby kind of persona
- Gregg’s content proposals:
  - Ran a keyword analysis of what other “competitors” are doing.
  - Jobs to be done keywords use really well
  - For example, we can feature every template we have in a blog article and populate the blog with SEO terms.
  - We can find more keywords from the pain points in the UX research sessions. It might make sense to capture actual words that people use here instead of paraphrasing them.
- Links shared in the meeting:
  - [User research planning document](#)
  - [TGDP proto personas](#)
  - Inspiration for template platforms:
    - <https://readme.so/>
    - <https://www.makeareadme.com/>

## 7 Sept 2023 | Outreach research session

Who: Tina Luedtke, Alyssa Rock, Cameron Shorter, Carrie Wattula, Kalanit Knackstedt

### Agenda

- Discuss the general research process
- Based on the research process, figure out how we want to approach the scheduling issue. (which is blocking Tina from finalizing the sign-up form).

### Notes

Cameron:

- What is important to us? What do we want to know?
- What tools (ish) do we have to find out what we want to know? E.g. community, research (each has a cost and an ROI).
- Can approach in waterfall approach, as per slide in:  Requirement Writing

Alyssa:

- Release cycles
- 1 to 3 months of a release cycle

Tina:

I found a step by step blog for how to come up with a user research plan:

- <https://trymata.com/blog/2021/12/26/defining-your-user-research-plan-a-step-by-step-guide/>
- We could also try to answer these questions together
- Pre defined questions

Alyssa

- Might need to adjust to when we can recruit participants
- Such as when we attend a conference
- Defining user personas would be an excellent research goal

Kalanit

- Have done research before

Carrie

- We are doing lots of the components already
- Suggest some online virtual

Tina

- Maybe use blog
- Hear from our community
- Reach could be increased by posting
- Have 60 active contributors
- Reach out 1:1 to people we know use our stuff (Tina knows some)
- Lots of people on github starred our repository before we left to gitlab
- See who has connected on gitlab

Alyssa:

- Our community members might also know people who use them if we put out a call
- Write the Docs might also know people who use them
- Have been looking at protopersonas
  - Have been finding gaps
  - Eg: Didn't have Windows System Admins
  - Eg: A specific job title

- Suggest that we can adjust mid process

Tina

- Pre survey questions
- Persona: Coders, Tech Writers
  - People who have considered our templates, but have not

Cameron:

- Find some trigger events (conferences, release cycle, annual periodic survey etc.) where there's a critical mass of people

Tina:

- We should timebox surveys
- Considering bandwidth from core team, interviewers

Alyssa

- Salt project
- 2 months, to talk to 15 people
- Suggest 2 people do interviews. 1 interviewing, the 2nd taking notes. Helps validating, helps having a buddy.
- Had a script

Tina

- Want material to be able to cross timezones

Cameron

- Notes there are a number of people in EMEA/APAC who could help

Carrie

- Note takers: Should be able to find others step in

Tina

- Primer for researchers
  - Leave feelings aside
  - Remove bias
- Re: Empathy hour, UX researchers lead
  - Breakout room, 20 mins
  - 3 groups of researchers
  - Easy to talk to someone
  - Format
    - Start with background information about the interviewee (In interview page)
    - Intros
    - Follow script for research topic
    - Questions: What was your experience? What would you like to change?
      - Box to take notes for each question
      - Entered into a Google Doc
    - Afterwards: Deep read
      - Researchers + Interviewers debrief
        - Jamboard ideas
- Straight forward

Cameron

- Suggest Tina look at Google's CUJ

Alyssa

- Consider - how do we get people to agree to our CoC beforehand

- Should we interact with users vs contributors differently
- Probably want to communicate differently
- Can have a slack user group that can only go to certain way
- Reason: Aim to add some friction to contributor community
- Want to protect contributors from demanding users
- But want easy to join for a contributor

Tina

- Question to ask if Slack is a good tool

## Aug 31, 2023 | Outreach Website session

Who: Alyssa, Cameron, Carrie, Valeria

Agenda

- Revisiting the explanatory paragraph [website workshop](#). We're continuing to work through the [Marketing Made Simple](#) framework for building our website.
  - **Miro board link:** [https://miro.com/app/board/uXjVPmzOahc=](https://miro.com/app/board/uXjVPmzOahc=/)
  - **Password:** ContentStrategy

## Aug 17, 2023 | Outreach Website session

Attendees:

Agenda:

- Quick review of the results from the [emoji web skills inventory](#).
- This week's session is a [website workshop](#). We're continuing to work through the [Marketing Made Simple](#) framework for building our website.
  - **Miro board link:** [https://miro.com/app/board/uXjVPmzOahc=](https://miro.com/app/board/uXjVPmzOahc=/)
  - **Password:** ContentStrategy
- This week we're working on the explanatory paragraph. The explanatory paragraph helps with your SEO. While SEO algorithms change often, simply including long-form text using words that sell your product is going to help.
- In addition, including a long-form explanatory paragraph allows customers to feel like they've done due diligence in researching whether or not to buy your product or service.
- We'll try creating two styles of explanatory paragraphs in this exercise.

## 10 Aug 2023 | Outreach working session

Attendees: Carrie, Alyssa, Tina, Kalanit, Felicia, Cameron

#### Decisions and tasks:

- Yes, we are going to WtD Atlantic

- [carriecrowe1138@gmail.com](mailto:carriecrowe1138@gmail.com) will reach out to Felicia to ask if she wants to run the user research session on writing day.
- Cameron Shorter (Home) will ask African contributors in the EMEA/APAC meeting if someone wants to attend writing day. Tickets need to be paid themselves or use a possible discount (Alyssa).

#### Next steps:

- [alyssa.rock@gmail.com](mailto:alyssa.rock@gmail.com) [carriecrowe1138@gmail.com](mailto:carriecrowe1138@gmail.com) Run a pre-meeting with everyone that wants to attend and state clear roles and responsibilities.
- [carriecrowe1138@gmail.com](mailto:carriecrowe1138@gmail.com) (lead) Writing day: Organization

#### Agenda:

- [Write the Docs Atlantic](#)  
Attendance: Carrie/Cameron (both maybe)
  - Do we want to use this for user research?  
If yes, how do we want the sessions to look like, since this will be a group setting?
  - Do we want to use Alyssa's previous workshop materials?
  - Do we need to amend them?
- Getting started/unstuck with [Issue 237](#) (User research toolkit)

#### Notes:

Cameron: Even if we don't do a research session, we should maintain a minimal presence for visibility. → Passing over to the outreach team?

Tina: I feel like running a workshop will bind too many resources (time and people) that distract us from reaching our release commitments.

→ Reach out to Felicia because she wanted to run the user session.

→ Anita Ihuman

→ Ayo?

#### Round robin - Atlantic yas/no:

**Meera:** Was skeptical of running the session because she thought that the study was the same. Also likes the idea of maintaining a presence. Lost opportunity: We lose a good opportunity to talk to people, irrespectively of when we analyze the data. If there's a conflict between where to go or somewhere else, then we can re-discuss if

**Valeria:** + Agrees to building presence and Meera's points

**Carrie:** Would be able to attend but would like to take another person with her. She wouldn't like to force it though.

**Kalanit:** Would be in favor of having a presence at WtD. Would like to attend the Sunday.

**Cameron:** Online conferences are better than in-person for collecting feedback. It's an opportunity to create cross-pollination between Africa and the US. → Is mindful of the fact that this is a lot of work for other people

**Alyssa:** Even if we don't get the best data out of the workshop, we learn how to talk to people about this topic. All of the heavy lifting was already done for Portland, so the actual

running the conference part is not the issue.

Onboarding new people after conferences is a burden (good problem to have) for the community managers.

**Tina:** Indifferent. Supports the pro reasons but wants to make sure we are not overextending people.

## Proposed message for slack

Our UX and Outreach group plan to run a Workshop for users of Doc Templates at the [WtD Atlantic conference](#) 10-12 September.

It will be based on a prior Miro board developed for the Portland conference, with some tweaks.

We are looking for Templateers who can help run the session and process the results. In particular, are there interested people in Africa/Europe?

Commitment includes:

- Attending a pre-meeting discussion
- Registering for and attending the Write the Docs Atlantic conference - at least the writing day on Sunday.
- Support running the UX session.
- Collate survey results afterwards for sharing with our group

## 3 Aug 2023 | Outreach Release planning

Attendees: Carrie, Alyssa, Tina, Kalanit, Felicia, Cameron

Agenda:

- Now that we've listed some goals and tasks that we would like to complete, we will discuss who will be assigned to what issue.
- Discuss how we will use our meeting times (working group sessions, asynchronously, etc.)

Notes:

- **Main topic of discussion:** Working out the logistics of the issues we added to our Dragon work list.
- **Changes to our meeting structure:**
  - We're going to permanently move our Thursday meetings 1 hour later.
  - We're temporarily switching to Zoom until the project is able to pay for a Google Meet account.
  - We're going to alternate between meetings. One week will be user research focused and one week will be user outreach focused.
  - We're going to have 1 meeting a month that is EMEA/US friendly for Greg, Felicia, and others to join. Details forthcoming soon!
  - **Alyssa Rock** will coordinate these changes.
- **User research:**

- Template feedback forms - Tina's almost done with the [template feedback work](#) and might close this issue out soon. Woot!
- Data disclosure doc - Kalanit and Tina are going to work on the [data disclosure](#) page for the website.
- User research questions and process - Felicia and Tina are going to work on the [user research process](#) together.
- **User outreach:**
  - Website home page refresh - This will continue to be our top outreach priority for a month or so. We'll wrap up the content work soon and start putting it into our Hugo site. Alyssa will continue to lead this initiative.
  - Outreach strategy doc - After the website refresh, we'll focus on creating our outreach strategy. Carrie will lead this initiative.
- Tabled topics for future discussion:
  - Write the Docs Atlantic
  - GitLab Partnership

## 27 Jul 2023 | Release planning

Attendees: Alyssa, Cameron, Meera, Kalanit, Tina,

Agenda:

1. Voting on the proposed work items for the Dragon release:

| Item                                                                                                                                                      | Dragon   Stretch goal   Backlog | Link to issue                                   |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------|-------------------------------------------------|
| Finishing the home page website redesign                                                                                                                  | Dragon                          | <a href="#">Issue 217</a>                       |
| User feedback & user research                                                                                                                             |                                 |                                                 |
| Template feedback form                                                                                                                                    | Dragon                          | <a href="#">Issue 11</a>                        |
| Building out user research process:<br>- Creating a research toolkit (interview script)<br>- Building a recruitment funnel/pipeline (includes scheduling) | Dragon                          | <a href="#">Issue 237</a>                       |
| Conducting user research sessions                                                                                                                         | Dragon                          | <a href="#">Issue 243</a>                       |
| Creating a "How we use your data" disclosure page                                                                                                         | Dragon                          | <a href="#">Issue 212</a><br>Kalanit Knackstedt |
| Synthesizing user research findings into personas and details for the product roadmap                                                                     | Stretch goal                    | <a href="#">Issue 235</a>                       |
| Outreach/ growing the user base                                                                                                                           |                                 |                                                 |
| Identify communities and conferences that help us grow our user base → Outreach strategy document                                                         | Dragon                          | <a href="#">Issue 239</a>                       |

|                                                                                              |              |                                  |
|----------------------------------------------------------------------------------------------|--------------|----------------------------------|
| Finishing the home page website redesign                                                     | Dragon       | <a href="#">Issue 217</a>        |
| Blog & SEO strategy to drive engagement and use. Possibly publish blog content.              | Dragon       | <a href="#">Issue 242</a> (stub) |
| Creating a pitch deck for meetups/conferences                                                | Stretch goal | <a href="#">Issue 241</a>        |
| Visiting/Attending developer conferences/meetups to grow user base                           | Backlog      | Depends on outreach strategy     |
| Figure out how to establish a developer community (Purpose: Users helping users/ discussion) | Backlog      | Depends on outreach strategy     |
| Template Editor                                                                              |              |                                  |
| UX ideation: Define a feature set of the template editor based on the user needs             | Backlog      |                                  |
| Wireframe idea template editor experience                                                    | Backlog      |                                  |
| Test wireframes with users (run study)                                                       | Backlog      |                                  |
| Build template editor prototype                                                              | Backlog      |                                  |

20 Jul 2023

## Attendees:

### Agenda:

- Discuss recent changes that were made to the group.
  - Name
  - Focus
  - Leadership
- Updates from Project management team
  - Initiatives
  - Volunteers to assist
- Dragon release
  - Discuss the issues that have/will be created for this release
  - Break down any large issues into smaller tasks/goals and assign by interest/time

### Notes:

- Brainstorm what initiatives are and then make an outside action item to create issues.

- **Alyssa:** Our mission is building the user community. Making sure that our users can use our templates, define our users, and attracting users – connecting with them.
- **Tina:** This goes along with marketing material –connecting with users.
- **Cameron:** Definition of a user: (ex. Dev Darby) -empower dev darby to help other dev darby without us having to interfere. Helping users help themselves .

### Projects/Issues:

- Building out the website/homepage - Tina
- Building out user personas/user research funnel - Tina
- Outreach conferences/talking with Devs
- If we don't have travel budget, we could do virtual meetups, conferences, pitches
- Publish a disclosure on the website -notifying users of the data that we are collecting.
- Lightening talk to give to developers on The Good Docs Project -pitch deck
  - Feedback form for templates
  - Survey - how users would like to interact with us in the future.
  - Follow up to the survey
  - Analysis -user test
  - Come with up a toolkit
  - Recruiting users for the study
    - Publishing a blog post
    - Reaching out to folks who have been sending users our day
    - Check who is subscribed to our repo
    - Reaching out to them directly

**Alyssa:** Problem we are trying to solve - we know people are using our templates but we have no way to track that.

**Tina:** Build a product experience - to have people on our website - to be able to track numbers of users, etc.

**Tina:** Different roles to fill: mocking up, build a prototype, accommodate many different interests

Feedback form is for the template and template quality. The user study is for us to find out the broader scope of what kind of problems users are facing, what tools they commonly use, etc.

**Cameron:** Break these larger goals down into smaller, individual goals.

Think about specific strategies of how we can engage with users.

Concept of measurement: **Goal** is to engage lots of people, the **signal**- we have people coming to website, **metric** is page hits.

Developers helping developers - something we could kick off and then we can reduce our involvement.

Tina: What would that look like? How close would we want to tie dev to dev community with the Good Docs Project.

**Cameron:** Good Docs conference - come and meet our tech writers, get devs to our templates and how it worked with them. Unconference sessions.

**Alyssa:** Some of us can start trying to go to developer conferences and run unconference sessions

**Carrie:** Gitlab Partnership -presentation for devs on templates

**Kalanit:** Do we need a data consent form? Most times we need a data consent forms when tracking user data. Form submission that gets sent to an email box that is strictly for that goal

**Tina:** at the end of every template, there will be some type of boilerplate. Every template has its own url that points to that feedback form –and we can derive what template is provided feedback on.

**Cameron:** Write down a task –and throw it out there and don't look after it, it can be a burden. Writing down a task and putting on the backlog.

**Alyssa:** If you're really passionate about an issue, go ahead and write up. We can take note on stretch goals.

**Tina:** How do we want to define our success for this release

**Cameron:** Basics of tech writing, understanding information of what's needed to be shared at developer events and what information they are interested in - build out our pitch deck on tech writing. An interactive presentation.

**Tina:** Primarily thinking of one on one sessions and the angle is finding more interested in what works well for devs, what they are doing, what challenges they are facing Tool hurdles, cultural resistance etc.Guidance on which questions would be useful to ask.

**Alyssa:** User persona validation -understanding users and another theme of outreach marketing theme. Real simple goal to have a pitch deck.

**Cameron:** What is a technical writer pitch deck that I've created.

**Alyssa:** Opening up the group to EMEA – meeting time once a month. Greg mentioned if we could develop a very simple tag line.

Alyssa: Writing blog content for SEO - Greg would like to take on and would like some more guidance and help and define more of who we are.

First week - brainstorming, next week - commit to it.

**15 Jun 2023**

Attendees:

Agenda: Content Strategy working group retrospective

Miro board (Thanks Alyssa!): <https://miro.com/app/board/uXjVM-PJ0rA=>

**Password:** ContentStrategy

Notes:

8 Jun 2023

Attendees: Alyssa, Carrie, Cameron, Tina, and Valeria

Notes:

- UX:
  - Tina: Talked with Felicity re UX, who is having less bandwidth
  - Looked at issue list, assigned some to Tina
  - Want to learn how users are finding us, fiction points
  - Q: Are there any artifacts / prior work?
  - Carrie: We are in an early stage, so go for it.
  - Alyssa: Some extensive research so far
    - Template brainstorming workshops. 30 - 60 tech writers
    - Asked about templates, what you want
    - Joanne/Alyssa, used data to drive Roadmap
    - We have proto-personas
    - Tara / Bob and wanting to validate those personas
    - Personas not validated
    - Bob went on holidays - worth touching back to see if he is still keen
    - How to guide to create a user person - Eileen m
      - Eileen working with Alyssa in Salt re creating user personas
  - Tina
    - Interested in testing script for Good Docs (different to Salt script)
    - Will brainstorm on the weekend
    - How do we acquire people to poll?
      - Reach to github/gitlab folks, who have marked us as a favorite
      - 600 people have starred our project, and some have shared our email
    - Go to dev conferences
  - Cameron
    - Suggests we build a connection with Devs
    - Build a publishing pipeline to attract people to come back
  - Tina
    - Invite feedback from our site
  - Alyssa
    - Michael building a base template, from Google Docs
    - 
    - Add "Want to give us feedback?" points to a feedback form
  - Tina
    - Suggest boiler plate for each template
      - License
      - ...

- Add questions
  - Contact me for future research/...
- Cameron
  - Create a “Friends of The Good Docs Project” group

Alyssa

- Time sensitive to get in
- Tina/Alyssa suggest meet to brain dump
- Expect to be done a lot earlier than Nov for website workshops

Tina

- Do we still have an email list?

Cameron

- Empty list, we will have to start from scratch
- Take over announcement list
- Push blog content

Alyssa

- How to create a user community?

Cameron

- Interact via platform like Youtube, videos for questions related to group, templates etc.

Alyssa

- Author recommendation: Nadia Eghbal

Cameron

- Basics of documentation presentation for developers

Alyssa

- Reach out to developers through our GitLab Partnership

Cameron

- Prepare a Pitchdeck to share with gitlab partners -developers pitch customized for their project

Alyssa

- Projects coming together - a meeting of the projects
- To connect with Nate weiss - Linux Foundation (?)
  - He has been recommending Good Docs to others
-

## Jun 2, 2023

Attendees: Alyssa, Carrie, ?

This week we finalized the copy for the "plan" portion of our website:

- Pick the right template for your needs
- Empower your team to create documentation
- Write great docs

## May 19, 2023

Attendees: Valeria, Meera, Carrie, Alyssa, Felicity

Discussion:

This week we went through the outcomes from the writing day workshop from Portland Write the Docs conference.

- Workshop
  - Miro board link: <https://tinyurl.com/template-adoption-portland-23>
  - Password: good-docs-portland

## May 12, 2023

Attendees: Bryan, Cameron, Bob, Felicity

**Agenda:**

- Welcome any newcomers
- Focus area Governance: Update on Capilano work ([Issue 62](#)).
- GitLab Partner program Announcement ([Issue 88](#)).
- Idea: Video/Slides for onboarding to content strategy working group
- Updates:
  - Focus area Website: Outcomes from last week's website workshop
  - discussion.
  - Focus area KB (n/a - Portland)
  - Focus area UX

**Notes**

Discussion

- GitLab Partner program. Bryan gave some background.
  - How we use GL. What features are useful to our project.

- We have access to GL dev, if there are features missing that are useful for TWs, we can prioritize feedback that's pertinent to tech writers. As partners, we have a bit of a "in" over just adding things to the issue backlog.
- We have to go to Google Docs because the editing experience is so much better, contrib, collaboration, suggestions/comments, real time cursor view. Editing experience.
- What's painful for us, what do we wish we had?
- We are a use case for GL for a non-technical project. We're not doing code. Kind of a docs-as-code element.
- Migration announcement and success story template. With prompts. [Article templates](#). [Interviews](#)
- Sample YouTube video: <https://www.youtube.com/watch?v=4wlg2M1EoHI> from [GitLab Unfiltered](#).
- We can work with GL to improve their documentation strategy. You've identified docs as important. "Keystone project". OS projects as partners.
  - [Keystone Project - The Good Docs Project](#)
  - And invite gitlab to improve Good Docs docs strategy
  - We are building the de-facto standards for docs.
  - Why "keystone" not "cornerstone". It's based on species, if you remove it, the whole thing collapses. (like bees). If you remove Git, the ecosystem would significantly implode. What we're suggesting is that we're already in trouble cos we don't have docs. If we have keystone docs, then everything becomes rainbows and butterflies.
  - keystones are critical components of a structure. Cornerstones are foundational. Keycornerstone ? Escher bridge.
  - IA image; Doctopus with bees wings floating around a flower.
- Focus area Governance: Update on Capilano work ([Issue 62](#)).
  - It's too long. Make it 5 or 10 bullet points.
  - Bob: as a new person, it's tricky to get up to speed. 5 or 10 bullet points is a good idea. Make them redirections. Here's our meeting points. Here's our goals/objectives, etc. Here's our issue boardf. We need to help new people find their way around. Top level doc should be shorter. A [starting point, launcher](#).
  - Link off to a new-starter document. Couple of links at the top of document. See [business case for docs](#) as an example
- We talked about the knowledge base. Wikis vs something else. Any solution usually needs someone to manage/maintain it. To keep it from devolving into chaos. Do we have a responsibility to use lots of GL features now? We can feedback to GL about missing functionality. Or are GitHub pages easier?
  - Highest level of wiki for project: <https://gitlab.com/groups/tgdp/-/wikis/home> The wiki solution is decentralized. Every WG has some internal knowledge they need to link to. It's the responsibility of every WG to own their project knowledge.
  - We'd need templates for good KB articles to maintain consistency.
  - Regular audit to prune for dead branches, etc
  - Easier to keep updated when people move on or change roles.

- How do other OS projects do it? GitLab handbook is a site with md pages. Others use wikis. It's a big problem.
- We need to check the search - it could be buggy.
- Can we embed the community calendar in the wiki? No - it blocks it.
- [Group wikis are not included in global search](#). Oh no!! But it's okay because we'll use the governance wiki as our de-facto "top" level for the project.
- Blog ideas:
  - Our origin story. Could be different for different people.
  - Migration story (GH to GL)
  - Keystone project idea.
- We looked at Bryan's son's little league AI-generated logo (Thunderhawks). We looked at [Balenciaga - Harry Potter as high-end fashion models](#). Cameron sez: we as a society need to re-think IP. It's restricting our ability to innovate.

May 5, 2023

### Website workshop meeting

Attendees: Alyssa, Cameron, Valeria, and Ryan

Discussion:

This week we did part 2 of the website guide section

We talked about the user research workshop for Portland Write the Docs conference.

- Workshop
  - Miro board link: <https://miro.com/app/board/uXjVPmzOahc=/>
  - Password: ContentStrategy

Apr 28, 2023

**Website workshop meeting** - the "guide" portion of our website - where you introduce yourself as the brand or organization that can solve your customer's problem. The goal of the guide is to 1) express empathy for the customer's challenges and 2) demonstrate authority (meaning you have the expertise to help).

Attendees: Alyssa, Cameron, Valeria.

Discussion:

- Workshop
  - Miro board link: <https://miro.com/app/board/uXjVPmzOahc=/>
  - Password: ContentStrategy

Apr 21, 2023

Attendees: Carrie, Cameron

**Agenda:**

- General discussion and social catchup for 15 mins.

Apr 14, 2023

### Website workshop meeting

Attendees: Bob, Tara, Michael, Felicity, Alyssa

#### Discussion:

- We discussed the cadence of the website workshops ([issue 217](#)). At the current pace, we'll get done November 16. Carrie and Felicity to discuss how to address and let the team know. Zoom with breakout rooms? Incremental publish or refresh?
- Workshop
  - Miro board link: <https://miro.com/app/board/uXjVPmzOahc=/>
  - Password: ContentStrategy

Apr 7, 2023

Attendees: Bob, Cameron, Meera, Alyssa, Michael, Carrie

#### Agenda:

- Welcome any newcomers
- Updates:
  - Focus area KB: Update - Ryan
  - Focus area Website: Outcomes from last week's website workshop discussion.
  - Focus area Governance: Update on Capilano work. [Issue 62](#).
  - Focus area UX: Update - Tara
- Quick showcase of the [Market landscape and competitor analysis](#) doc ([issue 64](#)). Invitation to add to this document.
- New issue created this week: [Issue 87 - How templateers can share and publicize their work](#)
- Release planning - prioritize for Dragon release:
  - [Issue 68 Feedback](#)
  - [Issue 69 Metrics](#)
- Teamwork activity (if time allows)
  - Mind map [Why templates are good](#).

#### Notes

- Updates:
  - KB
  - Website
  - Governance
  - UX - "No update. We won't have any progress until we meet on it since we decided not to do a separate meeting."
    - Bob is going to take a look and see what he can do. If nothing, we might hold a dedicated workshop in the CS meeting to do some work.

- Portland is one month away. Alyssa wanted to present the project and do some user research. Bob thinks that taking the personas to the conference is a good idea. Need to validate Ollie, docs-system-owner.
- Pycon will be a good conf for developer-writer Darby.
- We need the journey maps. How will our users consume our templates?
- Bob says it's important to keep our personas separate - product users (devs) and tech writer users for devs, and community members. Templateers need personas (just getting started suzi).
- We need metrics. Start with website then go from there. See issue 69.
- A video idea from Cameron that I missed. "Wishware".
- Are there any projects that have used our templates? People don't have to give us credit because of our license. Marketing, advocacy and outreach is an activity that is captured in an issue and planned for after first release of our product.
- Action: add Meera and Michael to CS meeting invite. DONE
- Quick showcase of the [Market landscape and competitor analysis](#) doc ([issue 64](#)). Felicity issues a general invitation for others to add to this document. Will also share on general channel.
- We discussed this issue. [Issue 87 - How templateers can share and publicize their work](#). It's important for community members to feel that they can share their work. It's an open project! Templates don't have a single author - there is a lot of community review that happens in GDocs format before pull request. Perhaps some defined roles or terminology like "foundational contributor" might be useful to differentiate between responsibilities or effort.
- Metrics is viewed as important for the next release Dragon.

**Mar 31, 2023**

**Website workshop meeting** Working through "[Marketing Made Simple](#)". Results are being gradually added to the [demo website](#).

Attendees: Alyssa, Cameron, Bob, Christine, Meera, Felicity

- Miro board link: <https://miro.com/app/board/uXjVPmzOahc=/>
- Password: ContentStrategy

Action: Alyssa to investigate the Content Strat Google Meet to add Felicity and Carrie as Admins on the meeting so we can let new joiners in.

**Mar 24, 2023**

Attendees: Alyssa, Carrie, Felicity, Cameron, Bob, Bryan

**Agenda:**

- Welcome any newcomers
- Discussion:

- Focus area KB: Update (if Ryan attends).
- Focus area Website: Outcomes from last week's website workshop discussion.
- Focus area Governance: Update on Capilano work
- Focus area UX: Update
- Teamwork activity
  - Brainstorming session for [Issue 78](#): Name the template packs. Brainstorm some different names, then narrow it down to a shortlist.

## Notes

- Updates
  - KB: No update
  - Website: Alyssa and Bryan will start work on for website. [Merge request](#)
  - Governance: Carrie and Felicity will sync this week. Some progress made on Who we are doc.
  - UX:
    - Need to validate proto personas (Dana p). Also need 'how to create personas' (Bob W).
    - Alyssa made the point that Write the Docs community are a good pool of people we can tap into but not necessarily fitting our 'developer darcy' persona. We could test our ux hypotheses with them, but it's possibly not the right crowd to *validate* them.
    - Bob was explaining that talking to users is SO valuable to get past your assumptions - it can change your course entirely. Be careful of confirming bias vs. discovery. "Whenever I've talked to an actual customer, an assumption dies." You do the best you can with what you've got. -> so long as you understand the limitations/scope of what you're doing.
    - Cameron: Can also think about the maturity level of your docs, and your access to customers.
- [Issue 78](#): Name the template packs.
  - "What would you call this?" If we had a basic pack of templates, what would you call them? What about 'advanced' docs - what do you think advanced docs would be? Best case it confirms your research/assumptions, other case is they shine a light on what has been overlooked. Maybe Google form or WtD slack or Miro board. A session like this has the benefit of giving them buy-in and ownership but is a heavy lift.
  - Cameron, Alyssa: Don't want to over-engineer it. Fail fast, fail forward. "Core" might work and it's non-controversial (most people agree with it). Bob said that the maturity model makes sense but people might not self-select well in that case.
  - Templates in the "core" pack:
    - How-to
    - Release notes
    - Tutorial
    - README
    - Reference
    - Explanation (concept)

- Maybe we don't need to ask. Maybe we can go with Core and find another higher-value question to ask.
- Bryan has created a test home page in place:
  - See preview at: <https://deploy-preview-218--gdp-hugo.netlify.app/>
  - Driven off index... page
  - [https://gitlab.com/tgdp/website/-/merge\\_requests/218](https://gitlab.com/tgdp/website/-/merge_requests/218)

Mar 17, 2023

### Website workshop meeting

Attendees:

- Miro board link: <https://miro.com/app/board/uXjVPmzOahc=/>
- Password: ContentStrat

**Notes** from Alyssa posted in [Slack](#):

We had a great meeting today where we finalized the copy for our website header:

- H1: You have great software, but how do you explain it to the world?
- H2: Create quality documentation faster and easier
- CTA (button): Show me the templates
- Smaller text underneath button with our logo: The Good Docs Project templates are free and open source
- Background image/video: Something visualizing chaos going to order, such as scribbly lines turning into straight lines and boxes (we'll keep hunting around for an image)

Next steps: I'll work with Bryan and the Tech Team soon-ish to set up a site for our home page mockup with this header.

Mar 10, 2023

Attendees: Felicity, Alyssa, Michael, Cameron, Carrie, Tara

### Agenda:

- Welcome any newcomers
- Discussion:
  - [Issue 271](#): Discuss how to include front matter in style guide for new templates
  - [Issue 78](#): Name the template packs. Brainstorm some different names, then narrow it down to a shortlist to begin crowdsourcing to see how they play.
  - Outcomes from last week's website workshop discussion.

Notes:

- UX discussion
  - Trying to work out a timeslot, why are people not coming to the UX meeting
  - Are we prioritizing?

- Tara to try to sync with Ívarr Vinter to move ahead with work
- Action item: Next meeting we'll follow the Community Manager's meeting model and devote a segment of time to each focus area.
- Template pack names
  - Maybe "core"
  - Michael: Suggested "quickstart" is possibly is not the best
  - Action Item: Organize brainstorming session for naming.
- <https://gitlab.com/tgdp/templates/-/issues/271> Front Matter:
  - Michael: would like an established process for building templates. At the moment it is quite ad-hoc
  - Internal style guide would
  - Tara: Suggests we have a template for templates (Cameron: This was probably called a "base template")
  - Alyssa: We debated developing in Google Docs vs Markdown
    - Did experiment. Got lots more engagement from the reviews in Google Docs.
    - Means we don't need to delay people's engagement till gitlab training
    - Alyssa: Notes that Google docs template might become unweildly (still possible)
  - Michael
    - Concern about losing a person's access to a person's doc
    - Suggest GoodDocs owns templates
  - Tara
    - Maybe write template, then pull down the base template standard text
  - Michael:
    - We could also potentially set up some automation in terms of all templates being pushed to a specific branch and then automation pulling the documents and adding the frontmatter / etc. and pushing to main. It means any updates to frontmatter would be deployed automatically.
  - 
  - Cameron
    - Suggests that since we haven't been developing Deep Dive docs (for information architect) this information has merging into the Guide (targeted at tech writer).
  - Alyssa
    - Nominating Michael to the tech team
  - Michael
    - Will need access to Google account
    - Suggesting auto including front matter from a template
  -

**Mar 3, 2023**

### **Website workshop meeting**

Attendees: Alyssa, Cameron, Felicity, Bryan

- Miro board link: [https://miro.com/app/board/uXjVPmzOahc=](https://miro.com/app/board/uXjVPmzOahc=/)
- Password: ContentStrat

**Feb 24, 2023**

Attendees: Alyssa, Carrie, Felicity

**Agenda:**

- Welcome any newcomers
- Discussion (updates):
  - A UX kickoff meeting is scheduled.
  - [Issue 76](#): KB update (Ryan). There is now a KB issue label we can use for issues in any repo.
- Review: [Issue 58](#): Draft a polite "no" response to outside template donors. Although this is a low priority issue, it was our first attempt at reviewing a content strategy issue in our meeting, so hooray for establishing a process and getting some practice in. Establishing precedent. It's good for us to work as a team and align on common language and voice.
- Outcomes from last week's website workshop discussion - we polished our one liner!

**Notes:**

- ☒ ~~Felicity to add updates to issue 58.~~
- ☒ ~~Scrape the Miro to make a google doc to capture words and phrases for an "Inspo file".~~

**Feb 17, 2023**

**Website workshop meeting**

Attendees: Felicity, Ryan, Alyssa, Carrie

**Agenda:**

- Welcome any newcomers
- Discussion (updates):
  - Housekeeping: flicstar calendar invites 😬 (2 min)
  - UX update (2 min)
  - KB update (5 min)
  - Blog as project under Content Strat (1 min)
- Website workshop session - first workshop! ~ 40mins
  - Miro board link: [https://miro.com/app/board/uXjVPmzOahc=](https://miro.com/app/board/uXjVPmzOahc=/)
  - Password: ContentStrategy

**Notes:**

- Housekeeping:
  - FB deleted her double-calendar invite.
  - Blog will move to Content Strat. Can update general meeting.

- KB - GitLab wiki proof-of-concept
  - UX - FB met with Kat. UX channel created. Post in #general. Invite templateers.
- Website workshop.

Feb 10, 2023

Attendees: Felicity, Ryan, Alyssa, Carrie

#### Agenda:

- Welcome any newcomers
- Discussion Topic: Results from Miro brainstorming last week. See the write-up in this document: [Content Strategy Plan Q1 23](#)
- If any General announcements (community wide), please share.

#### Notes:

- Action: Felicity invite Google C.S group to meeting.
- Website project:
  - Announce/kickoff in website channel.
  - We'll do workshops then have a way to comment asynchronously.
  - Alyssa will announce and tag.
- Knowledge base project
  - Different needs to the website right now.
  - It needs to exist.
  - Tech team now only meeting bi-weekly (off weeks are Doc-tools meetings)
  - The style guide seriously depends on this. Perhaps a good guinea pig? But we don't want it to block the KB so they should continue to use google doc for now.
- UX service:
  - Action item: Felicity reach out to Kat to get her feedback on the doc and get her thoughts.
- Other focus areas:
  - Felicity create to-dos as issues in GitLab and folks can take them and work on them as they like.

#### Action items

- ☒ ~~Felicity invite Google C.S group to meeting.~~
- ☒ ~~Alyssa announce website project in Website channel to kickoff.~~
- ☒ ~~Felicity create to-dos as issues in GitLab~~
- ☒ ~~Felicity reach out to Kat about UX service.~~

Feb 3, 2023

Attendees: Felicity, Ryan, Alyssa, Carrie

Agenda:

- **Brainstorming workshop** in Miro for goals for the Content Strategy group.

Miro board link: <https://miro.com/app/board/uXjVPtf51sl=/>

Password: ContentStrategyIsAwesome

Jan 19, 2023

Attendees: Carrie, Alyssa, Karl, Felicity

Agenda:

- **Welcome:** Say Hi! to newcomers! .
  - Introductions.
- **Leadership:** Carrie and flicstar are co-leads of the working group.
  - Carrie will be Tech Team collaborator/emissary
- **Meetings:**
  - Schedule - Let's discuss frequency and timeslot.
  - Format - We could follow the template group model and alternate workshop sessions with co-working sessions.
- **Planning:**
  - Capilano commitments
    - LinkedIn
    - New landing page
    - Removing content on website that we will add to internal database/website.
  - Big, audacious goals
  - GitLab categorization and labels - based on the five [content strategy elements](#)

Notes:

- Welcome Karl!!
- Meeting cadence - We'll switch to weekly.
- Planning - Use the five [content strategy elements](#) to categorize our goals.
- Action items:
  - ☒ ~~Reach out to Ryan to check about off-weeks for Blog - shall we combine?~~
  - ☐ Carrie review and add comments to the [Social Media guide](#) for LinkedIn.
  - ☒ ~~KB - Chat with Ryan about Content Strat owning and leading that project. RFC approved but no solution.~~

- ☐ Felicity think about POC wiki/GL pages. How to compare? Need to test workflow for all TGDP working groups.
  - ☒ ~~Felicity propose new name and description for Governance repo — give to Tech team.~~
  - ☒ ~~Alyssa make a Miro board for us to brainstorm our goals for next week.~~
- 

## Dec 16, 2022

Attendees: Felicity, Ryan, Alyssa

### Agenda

- Discuss release announcement - Blog post + LinkedIn message ?
- Website|Tech Team collab
- Co-lead announcement
- Update from Template Audit mtg

### Notes

- We talked about Google meet vs Zoom. GMeet is capped at an hour. We can re-join the same meeting. If we ever want to become a 'real company', we can explore paid video conferencing tools.
- Release announcement: <https://gitlab.com/tgdp/templates/-/releases/v0.3.0> Ryan will draft a blog post. We'll do a linkedin post and tag folks. LinkedIn - link to blog post unless we haven't got it published in a day or two then we'll link to the Gitlab release notes.
- Tech Team collab - we will work out a way to work together.
- Looking into the future: a nice website to display the templates. Distant future: some sites you can go and use their readme template - it'll give you tips as you fill it in. We need user research, user journey to know style, voice. We want users! Then decide on the users we want. Maybe not just devs who lack tools & time. Also a good teaching tool for new writers. Ryan wants to include info about best practice.
- News RFC is now a Content Strategy backlog item. Maybe part of website.

## Dec 1, 2022

Attendees: Carrie, Felicity, Alyssa, Bryan

- Welcome any newcomers
- If any General announcements (community wide), please share.
- Discussion Topic: Updates on collaboration with Tech Team
- Discussion Topic: LinkedIn next steps and idea planning
- Discussion Topic: Continuing using Twitter?
- Discussion Topic: Write The Docs Australia

## Notes

- Updates on collaboration with **Tech Team** - A smaller group will break out to work on the website. A combination of Tech Team and Content Strat members. They'll use #website channel.
- **LinkedIn** - Will make Carrie an admin, and TGDP will become super-admin when Tech Team get around to it. Carrie has some ideas for posting. Currently we've got a company page but should it be a group? Do we want a discussion forum? Something to think about.
  - What is our user story - so they can add to their profile. It affects how we post the message. Follow it, promote it, let ppl know about it.
  - Action item: make Carrie an admin. DONE
  - Action item: find out how we want folks to affiliate themselves with the project. DONE
  - Action item: update the URL to be meaningful DONE
  - Action item: felicity check WTD meta channel to find out how they manage it. DONE
- Add **big template button** to website in time for WtD - Tech Team moved the template download info to the top of the home page.
- **Twitter** - It's a political statement to go and to stay. Maybe Mastadon - but not yet reached critical mass. Possibly move to LinkedIn. Stopgap: not promote twitter. At WtD, we remove our twitter handle. Let's try to sit tight, go quiet a little. We have 244 followers. We'll have this broader discussion with the PSC and decide on our stance. Make a mindful decision about our response on this - > then act.

Nov 17, 2022

Attendees: Carrie, Felicity, Dana P

- Welcome any newcomers
- If any General announcements (community wide), please share.
- Discussion Topic: Social Media Guide - LinkedIn Next Steps
- Discussion Topic: Collaboration with Tech Team
- Discussion Topic:

## Notes

- We welcomed Dana to the project and did some introductions.
- Carrie gave an update from the Tech Team: Content Strategy will hand-off the website project to the Tech Team. We can attend those meetings if we want. This will open up Content Strat to work on our many other goals. This idea was welcomed by the team. It would be good to cross-post meeting reminders for Tech Team meetings in our Content Strat channel.
-

Nov 4, 2022

- Welcome any newcomers
- If any General announcements (community wide), please share.
- **Discussion topic:** De-scope work items for Brooklyn.
- **Discussion topic:** Finding a place for non-template products to live - Guides, white papers, etc.
- **Discussion topic:** Update on any progress of website design in play.tailwind.
  - See Bryan's document [shared in Slack](#).
  - See flicstar's mucking around with the [Home](#) page, and the [Contribute](#) page.
- **Discussion topic:** Finding a place for non-template products to live - Guides, white papers, etc.
- **Discussion topic (flicstar):** We are getting more requests to create a LinkedIn presence for the project. What do people think? Ryan and I talked about this a while back. I did some research back then into how other open source projects do this. We'd need the tech team to create an individual account (and save password in 1Password). Then we need to establish the page details. Felicity thinks this should coincide with website release but what do others think?
- Open/General discussion on building out the new site - RFC in progress

## Notes

Attendees: Carrie, Aaron, Bryan, Felicity, Valeria

- We introduced ourselves and welcomed Valeria
- **Release planning** with Aaron. Focusing on relationships/dependencies.
  - Bryan: separate 'design' and 'build' tasks. Then they can be independent. Achieve the design goal before December.
  - Carrie is working on an RFC that will touch on a lot of the things from the doc [Bryan shared](#).
  - Bryan gave some advice about how to pitch the RFC to avoid the risk of rework or double-handling.
  - Aaron suggests that if we're outlining strategy in an RFC, do that first. But do we even need to do it as an RFC? Perhaps re-frame it as a slide deck that we present in the general meeting - 10 minutes. Frame it as a user story.
  - Carrie: It's a big project that will affect everyone in the project. But we don't want further delays. Carrie will toss that idea to the co-chairs. Then we'll get instant feedback rather than written feedback rather than entering the RFC holding pattern.
  - Bryan: This is not only Content Strat purvey but also Website Project purvey. Even when we set-up Docsy we knew we were going to change it eventually. This is just part of the redesign that was planned all along. Nike: just do it. There will be MRs and issues, etc. People can have their say in that format.
  - Aaron adjusted our tasks, and created an epic for them. Yay, thanks Aaron! He suggests we de-scope everything bar the requirements and wireframe.
- **LinkedIn presence:** After a conference people want to connect. Carrie connects with a lot of folk on her personal LinkedIn. So it would be good if there was a project

presence as well. Risk: maintaining it. Bryan: thinks we should be on it. He's personally abandoned Twitter. LinkedIn is professional and seems like the right place. Valeria: as a job seeker it would help if the project had a presence to link to. It would make it look more valid. Aaron: it seems like an appropriate forum for a project like to be present. Felicity: The goals do align with our project -> educational, etc.

- **Action item:** investigate posting tool so that we can set up with project gmail account and then authenticate felicity. Bryan: Buffer tool or SEMRush. Maybe free version?
- **Action item:** Write policy document for aim, cadence, etc.
- **Discussion topic:** Finding a place for non-template products to live - Guides, white papers, etc.

Oct 6, 2022

- Welcome any newcomers
- If any General announcements (community wide), please share.
- **Discussion topic: Content on bottom of every Good Docs template**  
Do we create a standard wording for template-guides to let them know we welcome feedback? <https://gitlab.com/tgdp/templates/-/issues/276> We should provide standard wording. Let's brainstorm what we'd like to say.
- **Discussion topic: How are we going to handle other high quality templates in the wild?**  
Link to Slack discussion:  
<https://thegooddocs.slack.com/archives/C023G344YAJ/p1663622221488469>
- Open/General discussion on building out the new site - RFC in progress

## Notes

Attendees: Felicity, Alyssa, Ane

- [Issue 276](#) No action required as yet. This is not marked for Brooklyn and will get (hopefully) reviewed during the template style audit and style guide work.
- [Issue 57](#) There are three possible scenarios here to map out:
  - Template in the wild that is out-of-scope (possible content on website?).
  - Template in the wild that is in-scope and referenced/acknowledged in our template (content in template)
  - Template in the wild that is in-scope and we request for it to be donated to the project. (content as email or DM request. Housed in KB)

**Action:** Felicity to update issue with these. We will create content to address these scenarios.

This issue is not marked for Brooklyn.

- Content Strategy issues in GitLab that were assigned to the Governance repo have now been moved to the repos where the actual work will take place (for example, templates repo and website repo). Any issues that don't have a specific obvious repo, for example, internal process, will stay in Governance repo for now.

- General discussion about roadmap for templates. We don't want Content Strategy to be blocked by [RFC 14](#). It's possible to meet Brooklyn commitments with information that we have to hand. We could also assume two possible packs:
  - Minimum Viable Docs starter pack
  - Community starter pack
- **Action:** Felicity to create actionable tasks/issues for CS team to self-assign to work async.
- **Action:** Felicity to create issue to capture idea of creating a LinkedIn presence for TGDP post-Brooklyn. Ane gave two real life examples of TGDP bringing credibility to job interviews. Ryan and Felicity have discussed this in the past.

Sep 22, 2022

Zoom Link:

Agenda:

- Welcome any newcomers
- If any General announcements (community wide), please share.
- Welcome any newcomers.
- **RFC Website Redesign** Share that we are currently in the process of redesigning our site -this initiative is in place to support our future template releases. Our templates and information about our templates will have a place to live that is easily accessible to our "template users". We are currently drafting an RFC to capture and share this process with the community. This should be completed in a couple weeks and I'd be looking to have people within the content strategy group to edit and provide feedback on the RFC before releasing it to the rest of the community. Please be looking out for this draft shortly.
- **Discussion topic: Content on bottom of every Good Docs template**  
Do we create a standard wording for template-guides to let them know we welcome feedback? <https://gitlab.com/tgdp/governance/-/issues/51> . We should provide standard wording. Let's brainstorm what we'd like to say. This is in response to this issue here:  
<https://github.com/thegooddocsproject/templates/issues/256>

Aug 25, 2022

Agenda:

Announcements

Release planning commitments

Issue #256-standardize the front matter (intro text)

Website updates for release-internal/external

Mock up

RFC Write up for our process

—

Work on select page Who We Are

Repolish the calendar page

Sketch out skeleton template packs

Templates in action

Testimonials

Jul 28, 2022

Agenda:

[Website Audit](#)

[Our Website](#)

- Reminder: We will be on a two week project break starting August 1st.
- Written proposal for multiple sites - public site for product (templates, chronologue, guides), internal (but still publicly accessible) site for project documentation that serves our members. A timeline for the two.
- Content Audit updates from Felicity/Tina
- Open discussion/working session to contribute to content audit spreadsheet.

Who:

Jul 1, 2022

Who: Carrie Crowe, Alyssa Rock, Tina Luedtke, Felicity Brand

- Discussion about how to approach website review, what are its goals, what can we achieve by the end of the year, how do we meet the needs of our two, very separate user bases?
- We kind of loosely decided that two separate sites are required. One, a public website for our “product” (templates, chronologues, guides, etc), the other, an internal (but still publicly accessible) site for project documentation that serves the needs of project members.
- Having two separate channels to serve information is a longer term goal, since we don’t yet feel like the project’s product is mature enough to “sell”. So, in the short term, our current website’s purpose is to provide information about joining our project and getting involved with our community.

- **Action items:** Fill out the [Content Audit](#) spreadsheet with page titles and URLs.
- **Next meeting:** Working session to discuss the content audit spreadsheet.

Apr 1, 2022

Who: Carrie Crowe, Alyssa Rock, Kayla Morales, Tina Ludtke, Felicity Brand

- Carries drafted a form for website feedback:  
[https://docs.google.com/forms/d/1QBw5durUO2jrZ4b6pwvKw\\_ErsyInFMevkR-ZZJw1aE8/edit](https://docs.google.com/forms/d/1QBw5durUO2jrZ4b6pwvKw_ErsyInFMevkR-ZZJw1aE8/edit)
- RFC Core Strategy 2022 folder:  
<https://drive.google.com/drive/folders/19kzBXIP3rn2CXcXVs0nW3Am8jKrXO05o>
- We'll propose our first RFC which will be Core Strategy. Carrie walked through the draft document.
- Tina raised the idea of us articulating and fleshing out our values. Some things are implicitly understood. It would be good to make sure everyone in the project is on the same page.
- Alyssa thought of us also articulating what sort of docs we want to see in the world.
- Tina: Maybe technical values rather than interpersonal like, for example, "easy to use templates", "easy to approach templates". Alyssa: A positive value that we would want to advocate for is having welcoming communities, and documentation is a way to achieve that. Tribal knowledge can be unspoken and it is a barrier to entry. We want to break down those barriers!
- We could wait to define our values after the Core Strat is approved.
- The Core Strat hints at things, and this will be a good litmus test to how engaged the community is in the strategy. Once we do this RFC we'll have a better idea of whether people will rubber stamp it or dive in deep to the detail.
- Carrie walked through the RFC draft.
- Carries walked through the content-map doc.
- We discussed the idea, briefly, of a larger philosophical discussion about mono-repo or multi-repo structure. This expedites the need for our user journey mapping. How users will access and use our templates.
- Discussion about the Handbook idea. What to call it, where it lives, how it's structured. It is a larger conversation and more ideas are welcome! Some other names suggested: Project docs, Governance docs, Policies & procedures.
- Next steps: we've got a [Trello board](#) to manage tasks.
- We want to turn this RFC into a slide deck for a TL;DR version. We need help to work on that. Other things needed: Twitter feed.

10 Nov 2021

Who: Alyssa, Tina, Cameron, Carrie

- **RFC**
  - This group is currently working on an RFC - Please check the RFC doc in the Working directory above for more information.
- **How does content and updates move throughout GDP working group?**
  - Cameron suggested a working group overview every 3 months

- Every 3 months, each individual working group could share group status slides with the rest of the community group.
- These slides could consist of 3 main questions.
- 1. What are you currently working on?
- 2. Does this group's current work rely on another group?
- 3. Progress update/Scheduled release.
- **How does someone contribute to and join the GDP? What are their entry points?**
  - Good Docs Website
  - Good Docs Github Repo
  - Good Docs Slack
- **Website**
  - What information needs to be communicated?
  - How to easily find content (templates, blog posts)
  - How to easily join a working group.
  - Google calendar integration
- **Homework**
  - Read Contributing
  - Research Hugo/Docsy

27 Oct 2021

Who: Alyssa, Meg, Ryan, Tina, Carrie

- **Core Strategy**
  - We revisited the Good Doc's Project core strategy.
  - Our most recent version is "The Good Docs Project educates and empowers people to create high quality documentation by providing them with resources, best practices and tools to enhance their documentation in open source and beyond".
- **RFC**
  - We are currently in the process of creating an RFC which will include defining our core strategy, audience, and content.
  - Content Channels: 1. Outreach: social media/newsletters/conferences 2. GDP website. 3. Template Repo
  - What content do we offer and where does it live?
    - Github - Templates
    - Website - Guides, White Papers, Blogs - Non Periodic and Periodic
    - Include a Product/Project tab on the website.
    - Specializations -
    - Chronologue - separate site that is linked to from GDP site
    - Glossaries?
  - What is the purpose of the content
  - How does content move throughout our organization? What are the policies, standards, and guidelines that monitor its quality and performance?
  - How often should we publish our content?

- Who will produce the content (Do they have the process, tools, information they need?)
- Who will maintain the content (Do they have the process, tools, information they need?)
- A guide to using our content -How can we make content useful and usable for consumers (separate doc?)
- **Action:**
- help a new user to find the “how to contribute and build a template” from <https://thegooddocsproject.dev>
- How can a person make a request for a group to work on? Github Issues, Zenhub?

16 Sept 2021

Who: Cameron, Ryan, Carrie

- **Personas**
- A deep understanding of a target audience is fundamental to creating exceptional products/communities. User personas help a team find the answer to one of their most important questions, “Who is our audience and what are their needs?”
- Building Empathy: Creating user personas can help us recognize that different people have different needs and expectations. By thinking about the needs of a fictional persona, we may be better able to infer what a real person might need or want.
- Ryan: Consider the needs of the audience first (person who wants to deep dive vs. person who lacks time and wants quick answers) and then respond with content.
- Cameron: Build trust with contributors/audience.
- **Educational Audience/User (from Persona Outline)**
- Ryan a user may ask “How do I figure out good doc quality? I only have an hour to read stuff because my day is busy. [empower the under-resourced]”
- Ryan: “What best practices can I lean on? There's so many concepts out there, and I'm lost [empower the overwhelmed]”
- Cameron: “Are the experts and docs TRUSTworthy: Experts templates, Author selling their Trustworthiness .
- Cameron: “How can I sell this to my boss?”
- Carrie: “What Tools should I learn for my project?”
- Carrie: “How do I go about learning these tools?”
- **Meetings/Workflow**
- Group discussed that instead of weekly meetings, the Content framework could be broken down into proposals (written by Carrie, Ryan and other volunteers) that then would be reviewed by the GD community and then meetings would be had as needed.

9 Sept 2021

Who: Carrie, Alyssa, Ryan, Cameron

Notes:

- Discussed Core Strategy
- Core strategy: A short statement that defines how your content will achieve its objectives and meet user needs.
  - Cameron: In order to make technology useful, it needs to be understood.
  - better communication = better documentation
  - Ryan: Making tech more effective and teaching others how to make tech effective. Empower people.
  - Alyssa: brief, punchy, inspiring, one or two sentences.
  - Carrie: Focused on the bigger picture not individual products.
- Who is our audience? How broad?
  - Software
  - Technology
  - Open Source
- Core strategy key terms:
  - What: empower, technology [software?], collaboration, communication, confidence, advocate
  - How: Focus on open source software, templates, best practices, education

Group has decided to return to core strategy after completing other tasks (making personas) that will be helpful in finalizing the core strategy.

- Homework:
  - If you haven't already, please sign up for Miro. Miro board:  
[https://miro.com/app/board/o9J\\_l6t9yWA=/](https://miro.com/app/board/o9J_l6t9yWA=/)  
Password: gooddocs
  - Read over the Persona Outline and take a look at the Persona slides (both posted in Slack channel) and provide any feedback if you'd like.
  - Come to the next meeting with Persona ideas.
- Meeting Times
  - This group will meet once a week.
  - Currently Meetings will be 2PM PDT every Thursday (may change)

2021-06-30

Who: Carrie, Alyssa, Aidan, Ryan, Andreas, Cameron

Notes:

- Looked at powerpoint:
- What is content strategy
  - More running bakery, rather than baking a cake
  - Substance, workflow, structure, Governance, core strategy
- Core strategy
  - One or two sentences
  - Motivational, inspirational, ..
- Substance
  - What we deliver
  - Flowchart
- Structure
  - Define content
  - How people deliver
- Workflow
  - Problem now: Who do you go to
- Governance
- Next steps
  - Create core strategy
  - Key questions to tasks
    - Who is the audience
    - What do they need from our brand
    - How are we different
    - How does content achieve our goals
- Core strategy:
  - The Good Docs Project empowers open source projects to: add, maintain and en
- Looking for a roadmap
- Have each group have their own roadmap
- Should each group have a a strategy
- Should request feedback from community
  - Maybe get a RFC
- Re personas, should start look at Alyssa's processes as a starting point
  - Ryan has more personas
- Ryan:
  - Have an interest group for tooling persona
  - Try to "not solve problems we are not aware of yet"
- Carrie will create a drive folder
- Next:
  - Carrie working on personas

- Will set up a consistent meeting time
- Maybe share timeslot with base template meeting

Chat notes:

Carrie Crowe

Chat

Carrie Crowe

To

Everyone

Meeting notes:

<https://docs.google.com/document/d/1x6SExdCncsbRb3XMUYyshXcPo5OIFxT81fvComNJjkc/edit?usp=sharing>

Aidan Doherty

To

Everyone

Could we say "resources and best practices"?

Alyssa Rock

To

Everyone

I'd love to work "docs advocacy and education" into the core statement where possible, but I'm open to other ideas. :)

Riffing here: The Good Docs Project advocates for the high quality documentation we want to see in the world. We seek to empower open source communities and software projects to create good documentation by providing the resources, best practices, and tools to enhance their documentation and improve user experiences with the docs.

Aidan Doherty

To

Everyone

Someone needs to mute

+1 to not over-complicating things

Me

To

Everyone

Love your work! I believe in "do-ocracy" . The person doing the work makes decisions. (Most of these decisions can be reversed if you make a mistake - so make decisions and run with it and get a straw man in place)

# Meeting agenda templates

# Date

Attendees:

Notes:

- Our Jubilee release commitment
  - [Prepare to host Blog-a-thon: A tech writing hackathon](#)
- Standard agenda
  - Review any open Outreach requests in Discord
  - Review any [open merge requests](#) on the website repository
-  Outreach - Blog-a-thon contributing guide
-  Blog-a-thon tracker
- For next week:
  -

# Future discussion items

## Important docs

- [☰ Outreach - Blog-a-thon contributing guide](#)
- [☰ Good Docs Style Guide](#)
- Carrie's thoughts [☰ Blog contributing guide - The Good Docs Project outline](#)
-