Lessons from 6 Virtual Ansible Contributor Summits

FOSDEM 2022 - Conference Organisation devroom

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Carol Chen

Principal Community Architect

Ansible BU, Red Hat

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$ whoami

- Software engineer in Nokia (9 years)
- Community Chief in Jolla (3 years)
- Community Architect in Red Hat (6 years)
- 3 continents, 40+ countries
- Orchestral timpanist/percussionist
- @cybette (Twitter, @mastodon.org.uk, :matrix.org, :ansible.im, Libera.Chat IRC)

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Ansible Contributor Summit

- Full day working session especially for community contributors to interact with one another, as well as with Ansible development teams.
- https://github.com/ansible/community/wiki/Contributor-Summit

- More about Ansible if you are interested: https://docs.ansible.com/
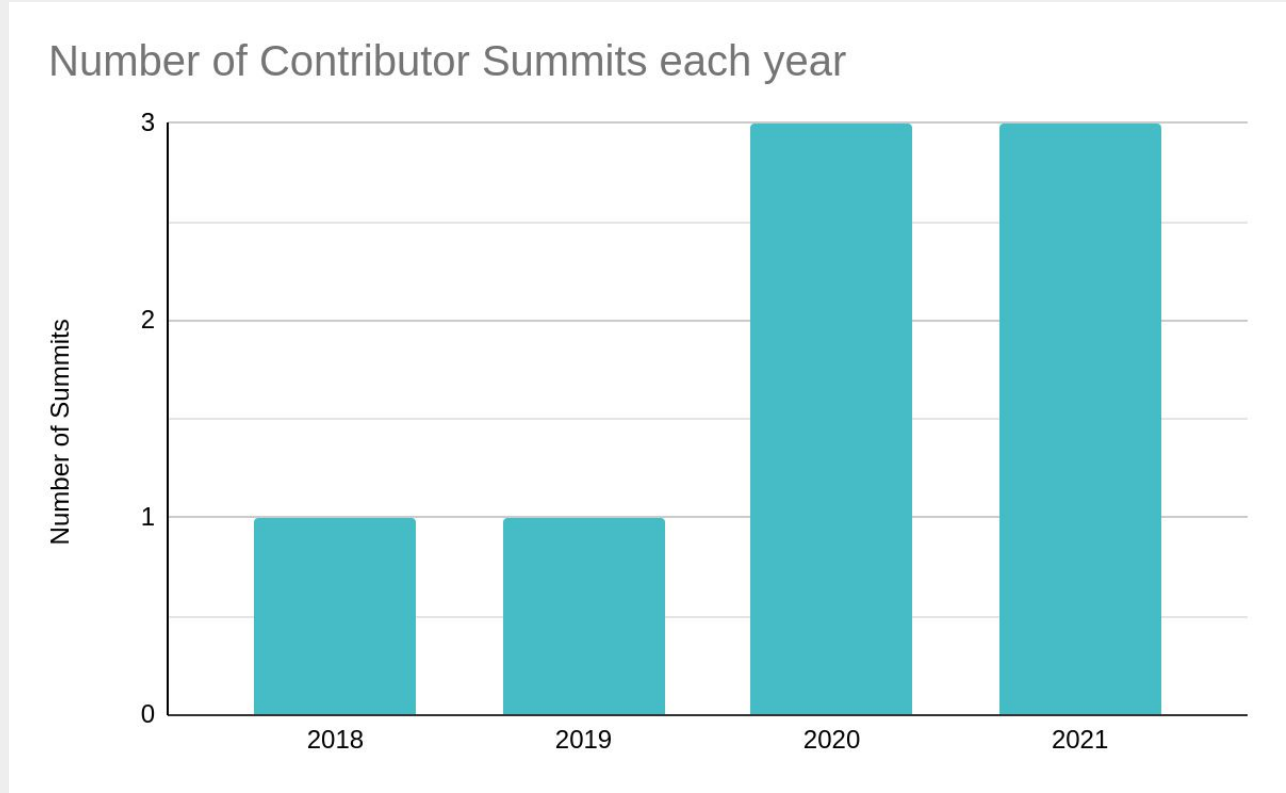
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Ansible Contributor Summits

2018 - 2021

- Ansible Contributor Summit 6 @ AnsibleFest 2018, Austin
- Ansible Contributor Summit 7 @ AnsibleFest 2019, Atlanta
- Ansible Contributor Summit 8 - Virtual (March 29, 2020) *
- Ansible Contributor Summit 9 - Virtual (July 6, 2020)
- Ansible Contributor Summit 10 - Virtual (October 12 & 15, 2020) @ AnsibleFest 2020
- Ansible Contributor Summit 2021.03 - Virtual (March 9, 2021)
- Ansible Contributor Summit 2021.06 - Virtual (June 8, 2021)
- Ansible Contributor Summit 2021.09 - Virtual (September 28 & October 1, 2021) @ AnsibleFest 2021

* was supposed to be held in-person in Gothenburg, Sweden

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Frequency of Contrib Summits

Some fancy graph

Number of Contributor Summits each year

What it used to look like

Contributor Summit at AnsibleFest 2019 in Atlanta (tweet with gif)

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What it looks like nowadays…

Virtual Contributor Summit in March 2020

Format / main platforms

	Physical/Virtual	Video	Chat	Notes/minutes
2018	Physical + online	Bluejeans	IRC	Etherpad
2019	Physical + online	Bluejeans	IRC	Etherpad
2020-1	Virtual	Bluejeans	IRC	Etherpad
2020-2	Virtual	Bluejeans	IRC	Etherpad
2020-3	Virtual	Bluejeans Primetime	IRC	Etherpad
2021-1	Virtual	Google Meet	IRC	HackMD
2021-2	Virtual	Google Meet	IRC (+ Matrix)	HackMD
2021-3	Virtual	Matrix + jitsi	IRC + Matrix	HackMD

Community feedback 1/2

- Because there was no [in-person] room conversation I felt like everyone had a level playing field when it came to communicating.
- Sadly bluejeans does not seem to be very stable in terms of sound quality
- Stop using IRC! As much as I appreciate that there's still people using it, this doesn't help to integrate contributors very often.
- You lose face-to-face conversation [referring to Bluejeans Primetime]
- Too many text communication channels (etherpad, irc, bluejeans)
- It would be great to consider hosting such events on a FOSS platform
- Chatting in two different places (Google Chat and IRC) was annoying.
- Have you considered using jitsi platform instead of google meet?

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Community feedback 2/2

- Not having to use Google [Meet] would be great, I'm looking forward to use Matrix/Jitsi instead
- Partly felt disjointed between video content, irc chats, and website [HackMD], but good to drive people to the IRC
- Registering for matrix and using it was easy - it had very little learning curve.
- The lack of folks on the video call - only presenters.
- Learning how to sign up and work with matrix/element was a bit of a learning curve.
- Minor issues with the video conference app [Jitsi - audio problems]
- Physical meet-ups are always more exciting. [!!]

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Event Marketing 1/2

Q: To those who were not aware of the event, where would you look?

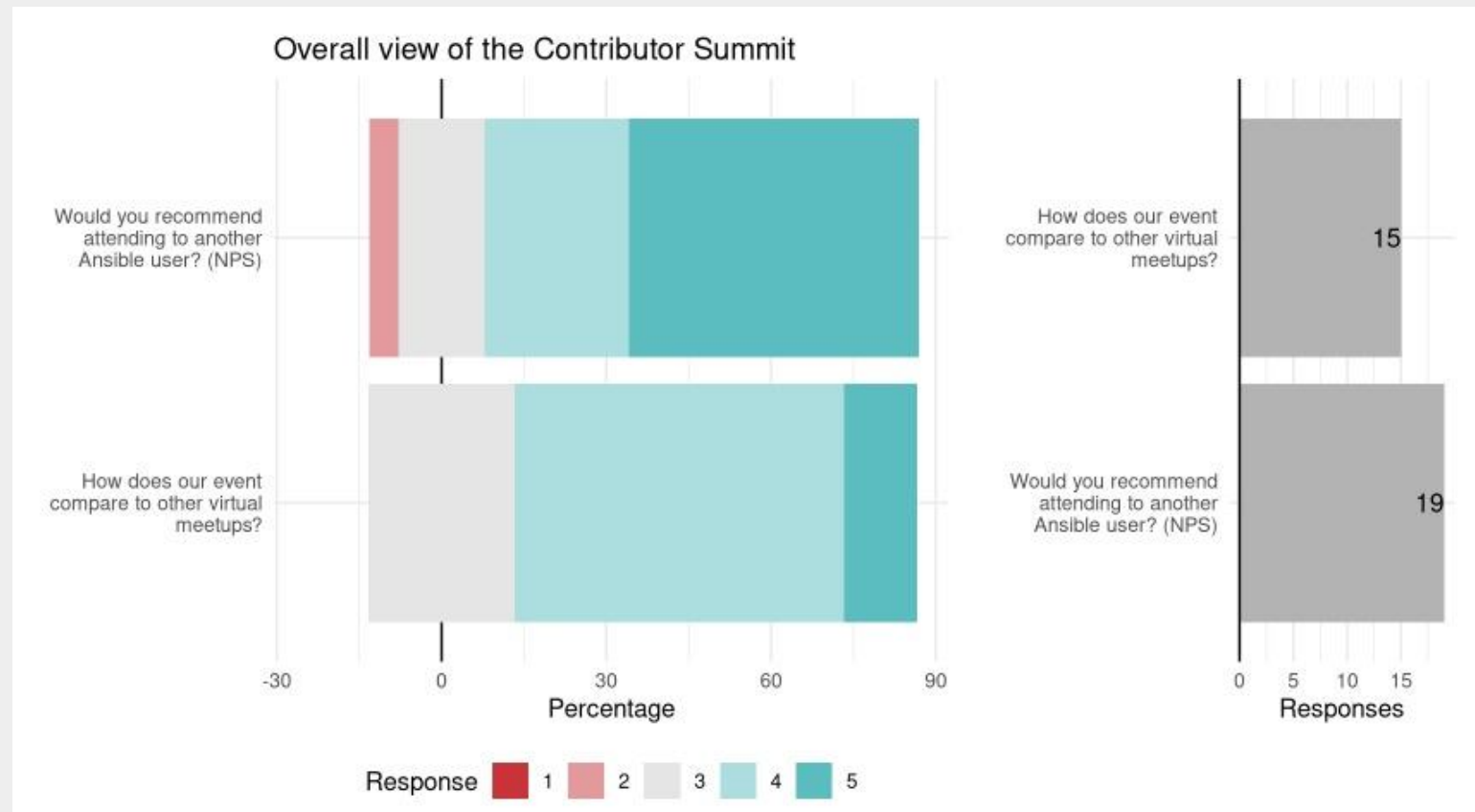|	Top response	# responses
2020-2	Reddit	15 (out of 31)
2020-3	Twitter	5 (out of 13)
2021-1	Tie between Twitter, Reddit, and Mailing list	3 each (out of 13)
2021-2	Mailing list	5 (out of 12)
2021-3	Ansible website / blog	5 (out of 9)

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Event Marketing 2/2

Affiliate links (Eventbrite registration)

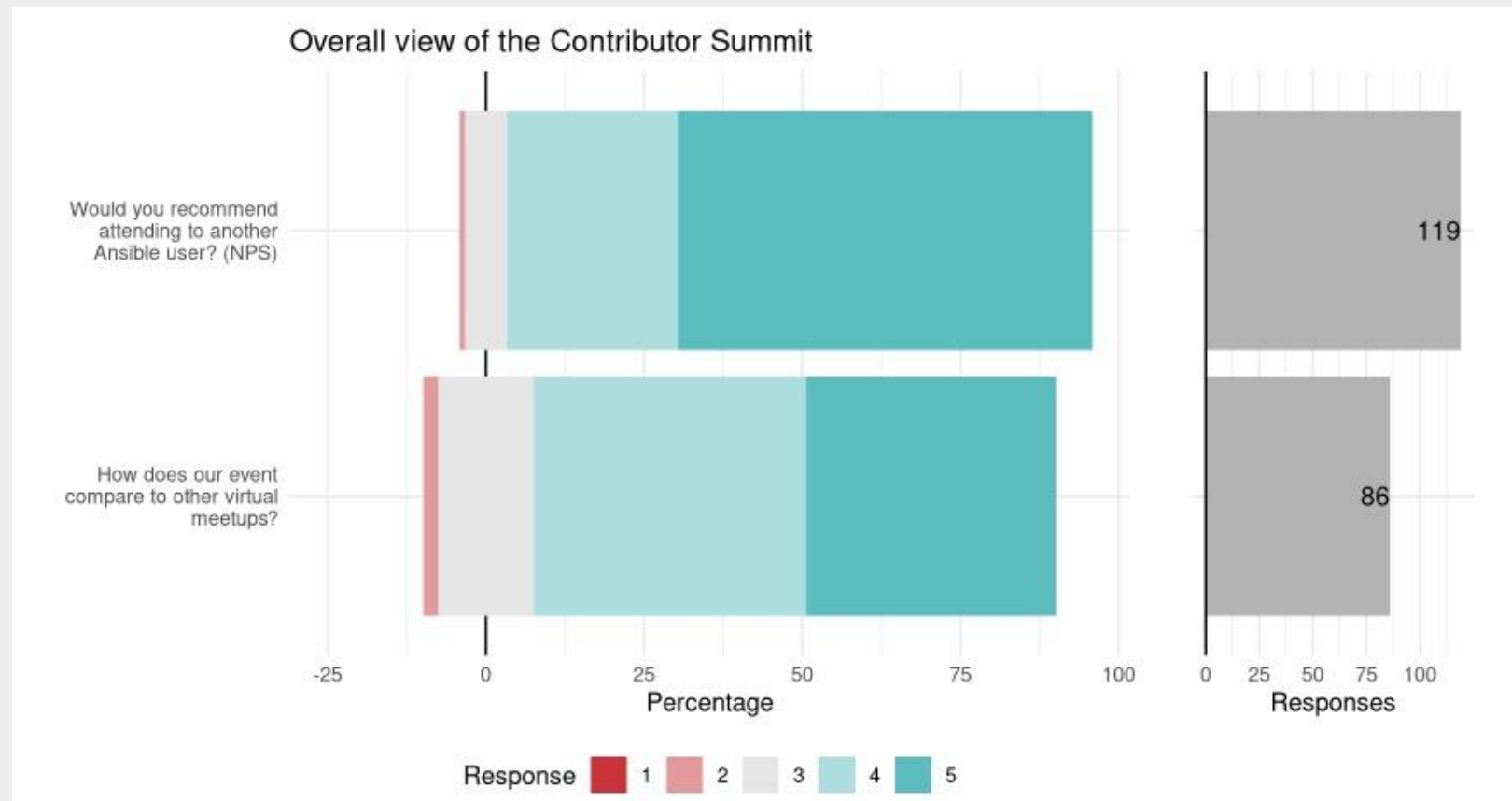| Link Name	March 2021		June 2021		September 2021	
	Visits	Tickets Sold	Visits	Tickets Sold	Visits	Tickets Sold
github	18	6	10	2	210	75
twitter	147	11	134	4	348	10
bullhorn	28	3	47	10	62	12
redhat	22	10	27	12	29	17
reddit	94	10	23	2	57	8
irc	16	4	16	7	123	14
mlist	34	15	15	9	36	16
hackmd	45	15	41	12	166	52
matrix					206	1
meetup					138	44
Total	**404**	**74**	**313**	**58**	**1375**	**249**

Survey responses 1/5
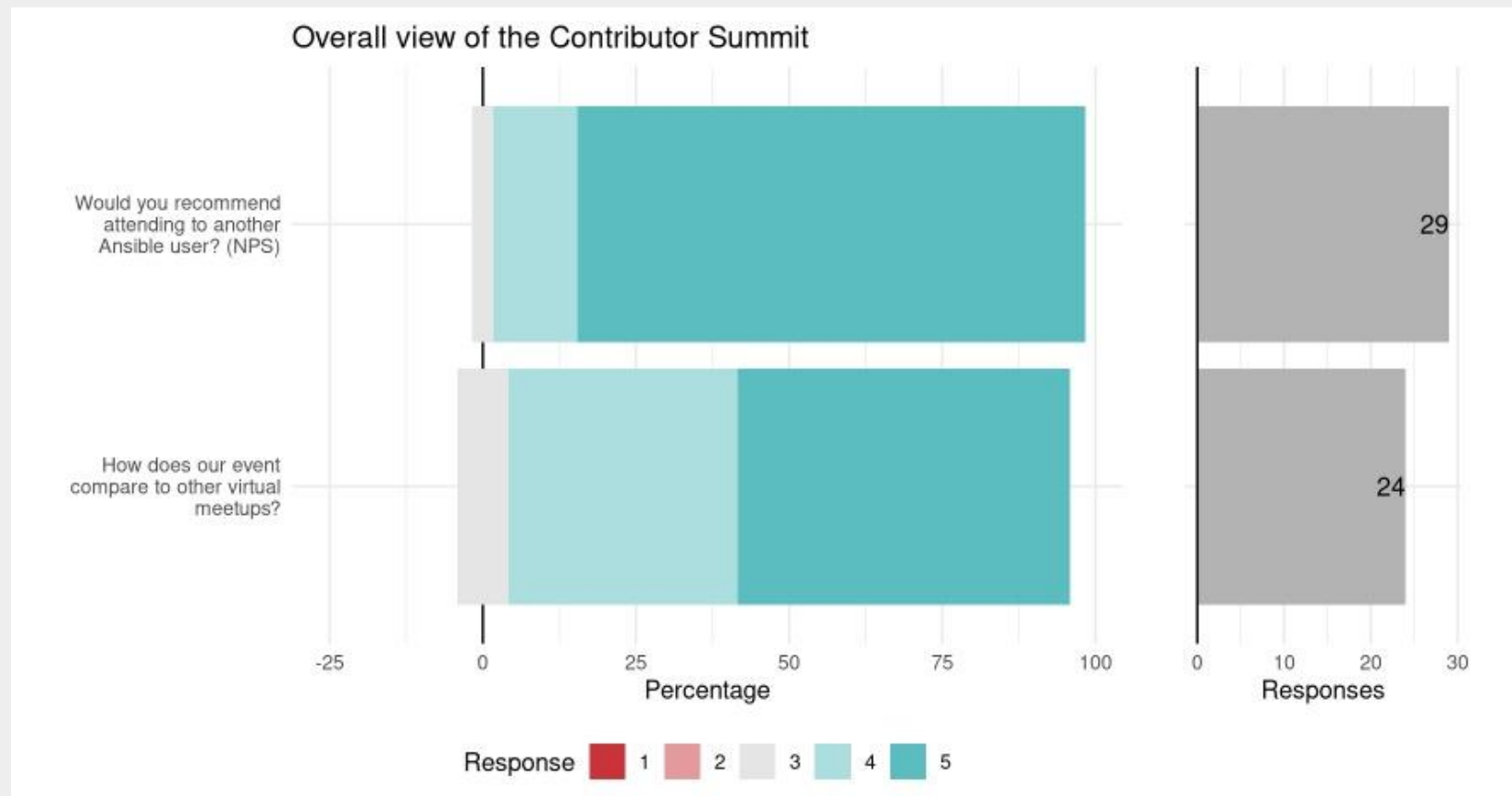
Event survey responses (July 2020)

Survey responses 2/5
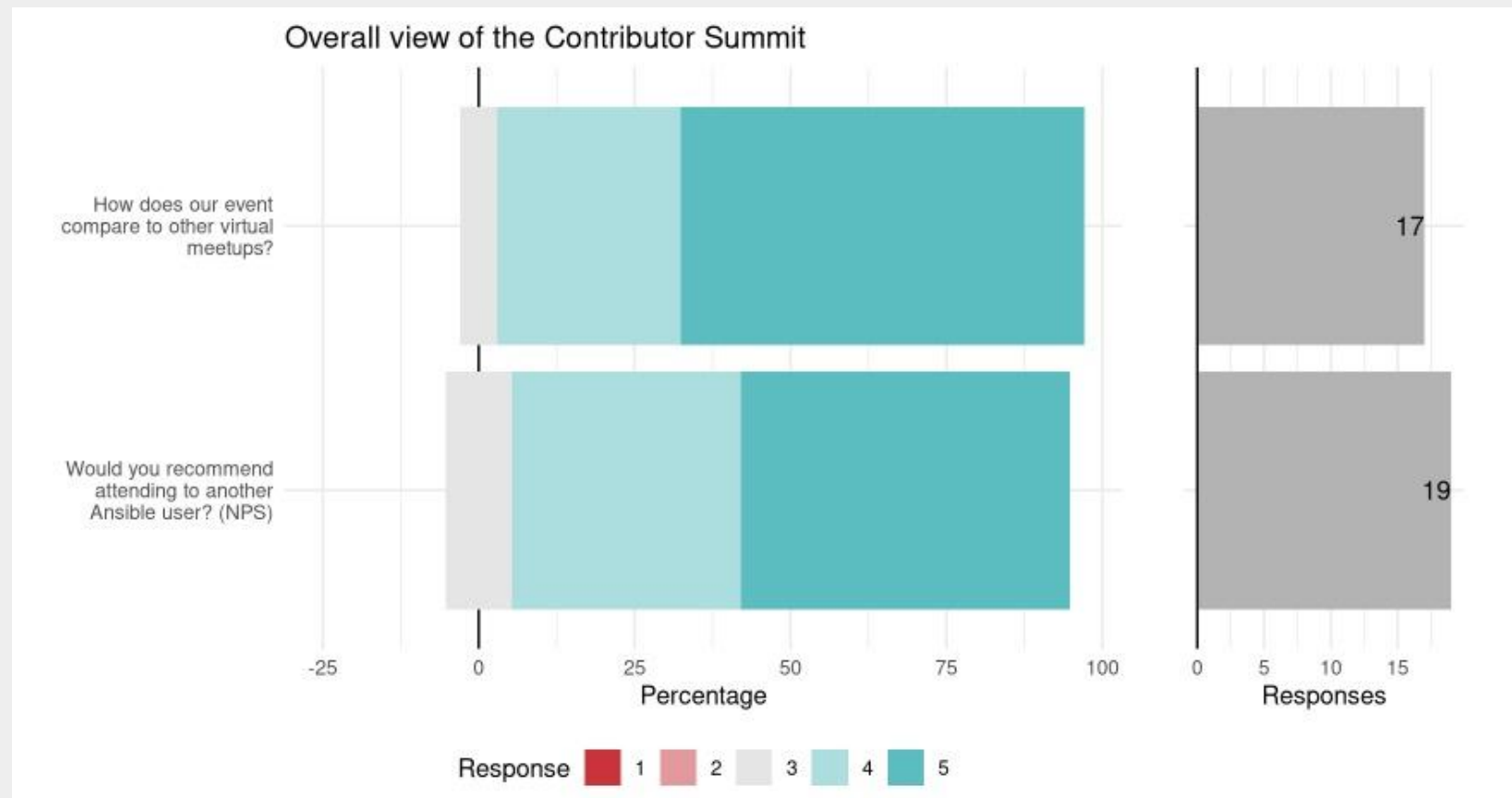
Event survey responses (October 2020)

Survey responses 3/5
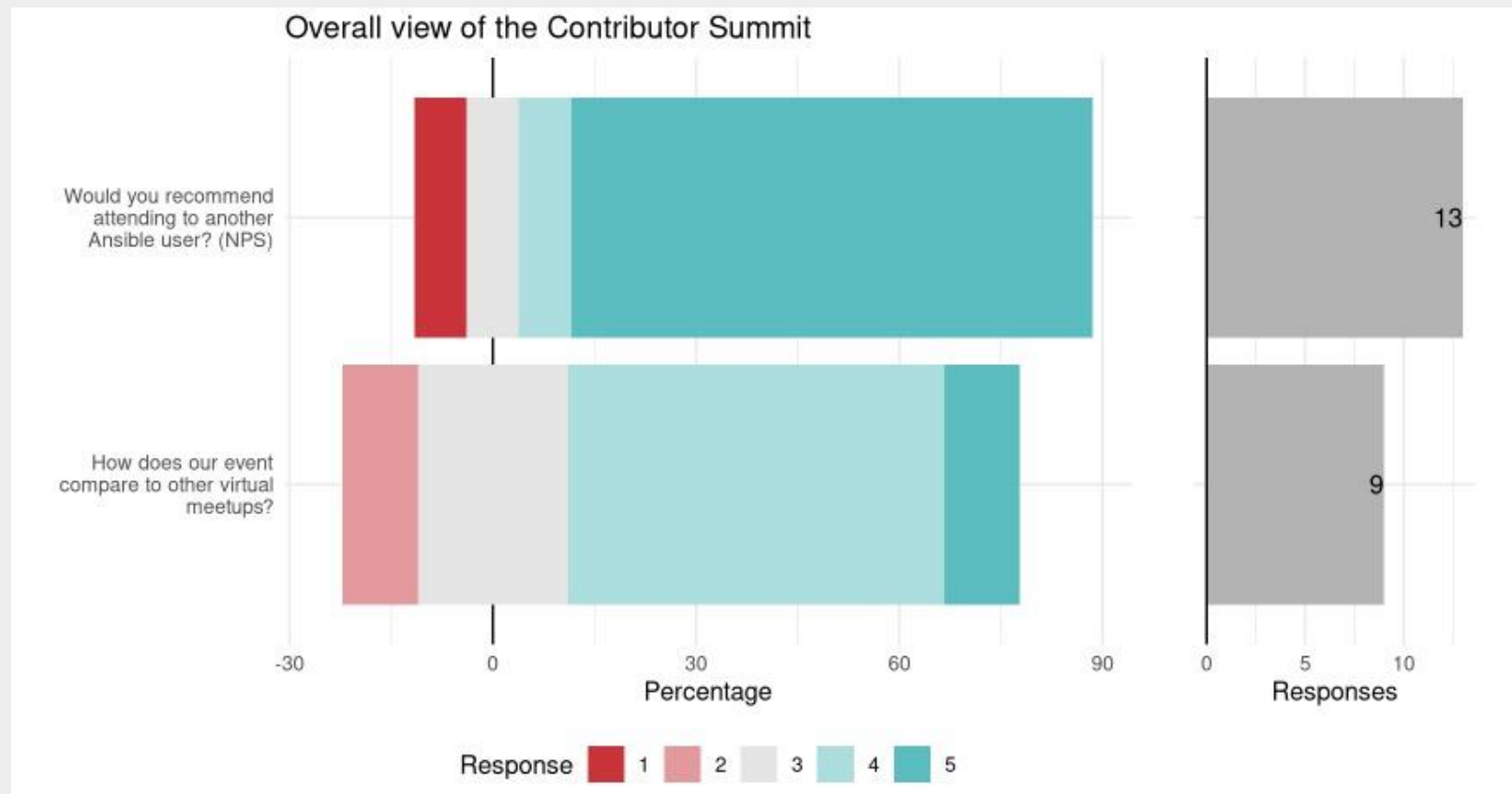
Event survey responses (March 2021)

Survey responses 4/5

Event survey responses (July 2021)

Survey responses 5/5

Event survey responses (October 2021)

Communication with Community

- Early and often
- Reach out to different channels
- Have a main source (usually a website) that you can always point to
- Ansible Community/Developer newsletter: The Bullhorn
  - Subscribe: http://eepurl.com/gZmiEP
  - Details & past issues: https://github.com/ansible/community/wiki/News#the-bullhorn
  - Going from fortnightly to weekly

Lessons learnt…

- There is no perfect tool/platform
- Find something that works for **your** community and type of events
- Prioritize accessibility, minimize confusion
- Keep things simple (as much as possible), keep the focus on contributors (or your target audience)
- Balance the needs of long-time contributors with new contributors
- Communicate, get feedback, iterate and improve, rinse, repeat

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Thank you

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