They Can’t Hear You On Mute
Achieving Success Through Social Engagement in Open Source
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BNY Mellon

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Who am I?

Instructional Coach and Open Source Advocate in Application Platforms and Services

• iDeveloper
  – Clipper ‘89 – ’95, Smalltalk ‘94 – ’00, Java ‘00 - Present
• Active in Java Community
  – Member of Java Specification Request (JSR) 335 (Lambdas for Java) Expert Group since 2011
  – Previously a member of Java Community Process (JCP) Executive Committee (EC)
  – Conference speaker - 4x JavaOne, JVM Language Summit, Devoxx US, EclipseCon, Great Indian Developer Summit (GiDS)
  – Presenter at New York Java User Group, London Java Community, Pittsburgh Java User Group
• Active in Open Source
  – Open source contributor since 2012
  – Project Lead and Committer at Eclipse Foundation since 2015

Twitter: @TheDonRaab
Medium: @donraab
Agenda

- Welcome to open source!
- Now what?
Welcome to Open Source!

Congratulations on the wonderful success you will now achieve after solving for Step 2!
Best Practices to Plan for Success

- Goals
- Funding
- Measurements
- Committed Engineers
- Marketing Strategy
- Community

OSS Foundation
### Establish your Goals

Here are my goals for Eclipse Collections

<table>
<thead>
<tr>
<th>Goal</th>
<th>Status</th>
<th>Result</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve Java programming language</td>
<td>On-going</td>
<td>Java 8, Java 9…</td>
</tr>
<tr>
<td>Achieve productivity level I had in Smalltalk in Java</td>
<td>Complete</td>
<td>GS Collections</td>
</tr>
<tr>
<td>Get Lambdas into Java programming language</td>
<td>Complete</td>
<td>Java 8 (JSR 335)</td>
</tr>
<tr>
<td>Build and grow a community of users</td>
<td>On-going</td>
<td>GS / Eclipse Collections</td>
</tr>
<tr>
<td>&quot;Free as in speech” – Open to external contributors</td>
<td>Complete</td>
<td>Migrate to Eclipse Foundation</td>
</tr>
<tr>
<td>Teach several million Java developers how to code</td>
<td>On-going</td>
<td>Eclipse Collections Katas</td>
</tr>
<tr>
<td>Create Java Specification Request for Collections 2</td>
<td>Needs JSR &amp; Spec Lead</td>
<td></td>
</tr>
</tbody>
</table>

[http://www.eclipse.org/collections/]
“Measure, Execute, Repeat” – A former Mentor of Mine

Proven ways to track success with Eclipse Collections on different channels

<table>
<thead>
<tr>
<th>Source</th>
<th>Metrics</th>
<th>Frequency</th>
<th>History</th>
<th>Referrers?</th>
<th>Demographics?</th>
</tr>
</thead>
<tbody>
<tr>
<td>GitHub</td>
<td>Stars, Watchers, Forks, Visits, Unique Visitors, Clones</td>
<td>Real-time</td>
<td>Two weeks</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>Maven Central</td>
<td>Downloads, Unique Ips, Dependencies</td>
<td>Monthly</td>
<td>12 Months</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>StackOverflow</td>
<td>Question Views, Votes, Reputation, Tagged Questions</td>
<td>Real-time</td>
<td>Unlimited</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>Twitter</td>
<td>Followers, Impressions, Engagements, Likes, RTs, Replies</td>
<td>Real-time</td>
<td>Unlimited</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Views, Likes</td>
<td>Real-time</td>
<td>Unlimited</td>
<td>No</td>
<td>Yes</td>
</tr>
<tr>
<td>Medium</td>
<td>Claps, Views, Reads, Fans</td>
<td>Real-time</td>
<td>Unlimited</td>
<td>Yes</td>
<td>No</td>
</tr>
<tr>
<td>InfoQ.com</td>
<td>Metrics available upon request</td>
<td>Adhoc</td>
<td>None</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

Other channels: YouTube, Github Pages, Document Hosting, Meetup.com, Store Fronts
Are you trending positively?

There are tools available to show you how you are doing

• Tracking Star Growth in GitHub
  – https://porter.io/github.com/goldmansachs/gs-collections (Top 1000)
  – https://porter.io/github.com/eclipse/eclipse-collections (Top 4000)

• How’s your competition doing?
  – https://porter.io/github.com/apache/commons-collections (Top 6000)
  – https://porter.io/github.com/vigna/fastutil (Top 4000)
  – https://porter.io/github.com/leventov/Koloboke (Top 3000)
  – https://porter.io/github.com/carrotsearch/hppc (Top 4000)
  – https://porter.io/github.com/vavr-io/vavr (Top 1000)

• Deprecated (as of 10-24-2017)
  – https://bitbucket.org/trove4j/trove
What’s your Marketing Strategy?

My Strategy

• Present and demo at Java related conferences
• Write articles and give interviews on Eclipse Collections
• Answer questions on StackOverflow
• Write blogs on Medium
• Develop and teach code katas internally and conferences
• Market all of the above
  – Twitter, LinkedIn, Facebook, Direct Messaging, Email, Planet Eclipse
  – Talk to people
Funding

The work that happens after open source

- Money
- Conferences, Travel, Foundations, etc.
- Time

<table>
<thead>
<tr>
<th>Activity</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Releases</td>
<td>10 Major / 32 Minor</td>
</tr>
<tr>
<td>Commits / Reviews</td>
<td>1,483</td>
</tr>
<tr>
<td>Issue Requests</td>
<td>53 Open / 95 Closed</td>
</tr>
<tr>
<td>Articles</td>
<td>&gt;5</td>
</tr>
<tr>
<td>Conference Talks</td>
<td>&gt;20</td>
</tr>
<tr>
<td>Blogs</td>
<td>&gt;10</td>
</tr>
<tr>
<td>Tweets</td>
<td>&gt;500</td>
</tr>
</tbody>
</table>
Getting Engineers to Commit

Both time and code

**H**ave a clear social media policy covering multiple channels

**E**ncourage developers to be social and contribute to open source

**A**llow your developers time to be successful

**R**ecognize developers positively for contributing
Engage the Community

With bi-directional communication

Train your developers on how to engage the community
Help and hire developers who want to engage
Respond to issues, requests, emails in the open
Invite developers to adopt, contribute and participate
Follow active developers in your community on social media
Talk to developers in person and on social media
Your active participation and support can make a difference
Join a Foundation

Create a level playing field for the community

<table>
<thead>
<tr>
<th>Benefits</th>
<th>Lessons Learned</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Learn from seasoned developers and mentors on how to manage a project</td>
<td>• Issue of awareness on the difference between Foundation and Branded Product</td>
</tr>
<tr>
<td>• Leverage process from the foundation for managing Contributor License</td>
<td>– e.g. Eclipse Foundation and Eclipse IDE</td>
</tr>
<tr>
<td>Agreements (CLAs)</td>
<td>• The release process has a ceremony that needs to be followed</td>
</tr>
<tr>
<td>• Raise awareness with community of developers already working with the</td>
<td>• More mature foundations may be slow to adopting and supporting newer infrastructure</td>
</tr>
<tr>
<td>foundation</td>
<td>(e.g. GitHub, Issue Trackers, build infra, etc.)</td>
</tr>
<tr>
<td>• Co-branding / Marketing opportunities with the foundation</td>
<td></td>
</tr>
<tr>
<td>• Trademarks managed and approved and hopefully defended by the foundation</td>
<td></td>
</tr>
<tr>
<td>• Management and tracking of IP of contributors</td>
<td></td>
</tr>
<tr>
<td>• Leverage hosted infrastructure at the foundation</td>
<td></td>
</tr>
</tbody>
</table>
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