Effective Outreach in Four Steps
Marina Zhurakhinskaya
MY PATH AT RED HAT

- Code
- Community
- People

Flickr:jcorrius
WHY THE DISPARITY?

- Socialization
- Stereotypes
- Impostor Syndrome
WHY REACH OUT?

- Fairness
- Opportunities
- Contributors
- Perspectives
- Strength
WELCOMING ENVIRONMENT

Leah Silber
CODE OF CONDUCT

- Specifics
- Contact information
- Enforcement policy
- Severity differentiation

Leah Silber
INCLUSIVE EVENTS

- Code of conduct
- Food and drink choices
- Accessibility
- Gender-neutral restrooms
- New mothers room
- Childcare

Flickr:sasha_feather
RESOURCES FOR NEWCOMERS

- Tutorials
- Direction
- Mentors
- Workshops
- Internships
- Travel support

Wikimedia:Bryancalabro
DON'T LET YOUR CODE GET AHEAD OF YOU

- User Experience
- Documentation
- Bug wrangling
- Advocacy
- Inclusive decision making
- Succession planning
- Appreciation for all contributors
SKILLS WORKSHOPS

- Women Who Code
- PyLadies
- RailsBridge
- Rails Girls
- Django Girls
- OpenHatch
- Software Carpentry
IMMERSION PROGRAMS

- Recurse Center
- Hackbright Academy
- Ada Developers Academy
- Ascend Project

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INTERNSHIPS

- Outreachy
- Google Summer of Code
- Rails Girls Summer of Code
- OpenDaylight Internships
FOSTERING CONNECTIONS
EVENTS AT CONFERENCES

- GUADEC
- LinuxCon
- OpenStack Summit
- Red Hat Summit
CONFERENCES
• AdaCamp
• &:conf
• Grace Hopper
• Tapia

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ONLINE

- @outreachy
- @wocintechchat
- Systers
- DevChix
INCREASING VISIBILITY
NOMINATE FOR AWARDS

- Free Software Foundation Award
- O'Reilly Open Source Award
- Women in Open Source Award, sponsored by Red Hat
FOUR STEPS

● Welcoming environment
● Teaching skills
● Fostering connections
● Increasing visibility
PLEASE SUPPORT

- Outreachy
- Software Freedom Conservancy
RESOURCES

- http://tiny.cc/goodcommunity
- http://tiny.cc/imporstersyndrome
- http://tiny.cc/conduct
- http://adacamp.org
- https://twitter.com/outreachy/lists
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