



# Effective Outreach in Four Steps

## Marina Zhurakhinskaya

# MY PATH AT RED HAT

- Code
- Community
- People



Flickr:jcorrius

# WHY THE DISPARITY?

- Socialization
- Stereotypes
- Impostor Syndrome



Flickr:joshpuetz

# WHY REACH OUT?

- Fairness
- Opportunities
- Contributors
- Perspectives
- Strength



Flickr:charamelody



# WELCOMING ENVIRONMENT

Lean Silber

# CODE OF CONDUCT

- Specifics
- Contact information
- Enforcement policy
- Severity differentiation



Leah Silber

WALK  
N  
ROLL

## 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



# TEACHING SKILLS

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# SKILLS WORKSHOPS

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



Flickr:stackexchange

# IMMERSION PROGRAMS

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

[adainitiative.org/blog](http://adainitiative.org/blog)



# INTERNSHIPS

- Outreachy
- Google Summer of Code
- Rails Girls Summer of Code
- OpenDaylight Internships



# FOSTERING CONNECTIONS

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## EVENTS AT CONFERENCES

- GUADEC
- LinuxCon
- OpenStack Summit
- Red Hat Summit



## CONFERENCES

- AdaCamp
- &:conf
- Grace Hopper
- Tapia

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## ONLINE

- @outreachy
- #WOCinTech chat
- Systemers
- DevChix

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# INCREASING VISIBILITY

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O'REILLY  
OSCON

**AMPLIFY VOICES**

- Meetings
- Conferences
- Online

Flickr:oreillyconf



## NOMINATE FOR AWARDS

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

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# FOUR STEPS

- Welcoming environment
- Teaching skills
- Fostering connections
- Increasing visibility

Hi! I'm a  
**Rustacean.**  
rust-lang.org

Leah Silber

# PLEASE SUPPORT

- Outreachy
- Software Freedom Conservancy

Flickr:kriztofort

Christopher Craig

## RESOURCES

- <http://tiny.cc/goodcommunity>
- <http://tiny.cc/imporstersyndrome>
- <http://tiny.cc/conduct>
- <http://adacamp.org>
- <http://tiny.cc/womenintechgroups>
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