



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

Flickr:paulproteus

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





INTERNSHIPS

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



FOSTERING CONNECTIONS

Flickr:wocintechchat



OUTREACHY



EVENTS AT CONFERENCES

- GUADEC
- LinuxCon
- OpenStack Summit
- Red Hat Summit



CONFERENCES

- AdaCamp
- &:conf
- Grace Hopper
- Tapia

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ONLINE

- @outreachy
- @wocintechchat
- Systemsters
- DevChix

Flickr:wocintechchat



OUTREACHY

A photograph of two women on a stage. The woman on the left is wearing a purple shirt and glasses, and has a tattoo on her left arm. The woman on the right is wearing a white blazer over a blue top. They are both smiling. The woman on the right is presenting a large, clear, faceted award to the woman on the left. A semi-transparent dark grey box with the text 'INCREASING VISIBILITY' is overlaid on the center of the image. The background is a plain, light-colored wall.

INCREASING VISIBILITY

Flickr:redhatinc



O'REILLY
OSCON

- AMPLIFY VOICES**
- Meetings
 - Conferences
 - Online

Flickr:oreillyconf



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

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

Leah Silber



PLEASE SUPPORT

- Outreachy
- Software Freedom Conservancy

Flickr:kriztofort

Christopher Craig



OUTREACHY

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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