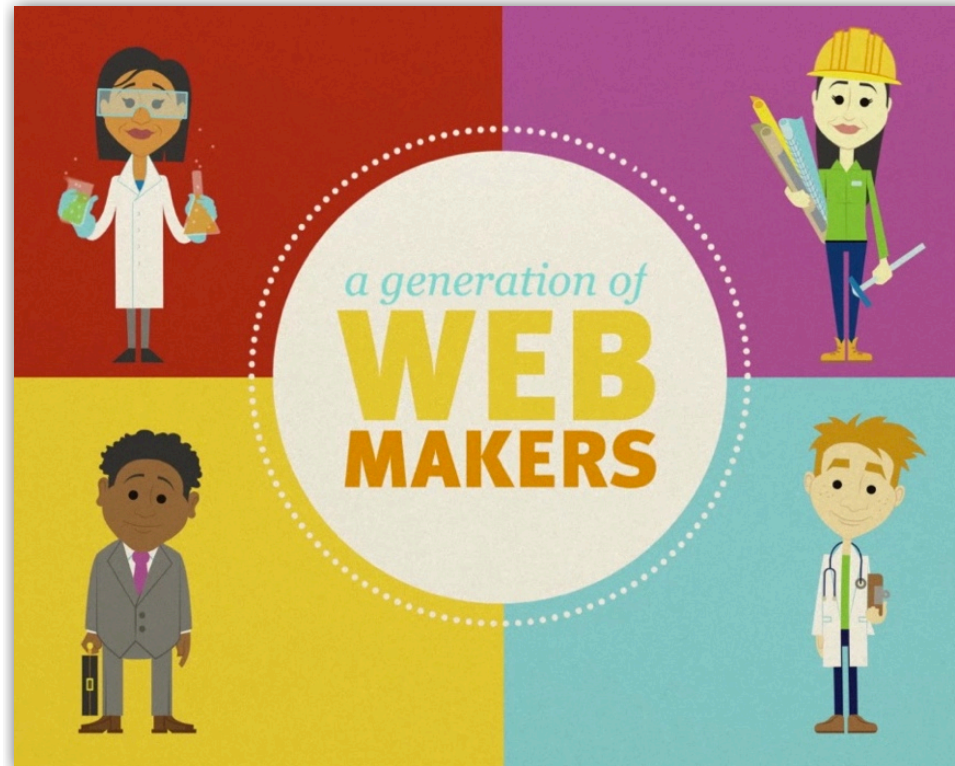
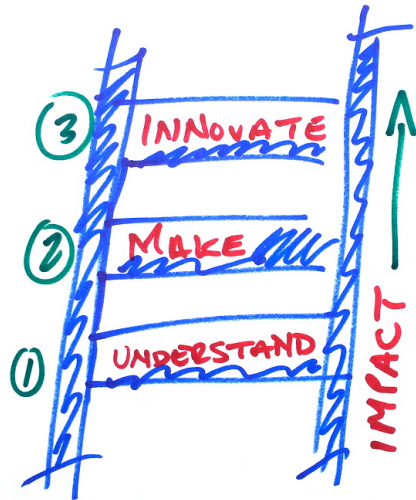


MOZILLA 2012
strategy and goals meeting

board meeting
december 2011

section 0
executive summary





vision

move 10s of millions of people
from using the web *to making* the web

setting

‘web makers’ concept resonating

- *have come a long way from early days of drumbeat*
- *concept is resonating, team strong, community growing*
- *well-defined audience: web version of 'makers' or 'prosumers'*

what we've built

programs, software, learning resources are strong

- programs: popcorn workshops, *mojo*, *hive*, *mozfest*
- software: *popcorn maker*, *x-ray goggles*, *paladin*
- learning resources: *badges*, *hacktivity kit*, *school of webcraft*

what we want to build in 2012

roll best things we've made into 'kit' for web makers

- *kit = tools and recipes that help people make + learn things on the web*
- *build from strength: roll popcornmaker, hacktivity kit, badges, etc. into cohesive offering*
- *then: **distribute, test and improve kit via our programs** (popcorn courses, mojo, hive, etc)*

what this looks like



what this gets us

in a year: **more people making and learning**

make.mozilla.org draws in thousands of teens, filmmakers, and news makers to learn and build together using mozilla tools

long run: **tools and ideas disrupting, spreading**

*millions of people moving from using the web to making the web;
maker ethos permeating into the world of media; badges driving new kinds of learning*

section I
2011 in review

The screenshot shows the homepage of the Popcorn project. At the top, there is a navigation bar with the 'Popcorn' logo on the left and 'HOME', 'POPCORN.JS', 'POPCORN MAKER', 'LEARN POPCORN', and 'BLOG' links in the center. The 'mozilla' logo is in the top right corner. Below the navigation bar is a large hero section with the heading 'what is POPCORN?' and a sub-headline 'Popcorn is a mozilla project to help creative people innovate with web media.' To the right of the text is a 3D illustration of a red and white striped popcorn bucket overflowing with popcorn. Below the illustration is a video player interface with a progress bar and a '00:00' timestamp. Below the hero section are three columns, each with a circular icon containing a starburst pattern. The first column features the 'Popcorn.js' icon (three overlapping circles) and text: 'Popcorn.js', 'An events framework for web media. Make your video pop.', and 'Download and configure here!'. The second column features the 'Popcorn Maker' icon (a yellow drop) and text: 'Popcorn Maker', 'Make cool stuff, quickly. No coding experience required.', and 'Try it out!'. The third column features the 'Learn Popcorn' icon (a lit lightbulb) and text: 'Learn Popcorn', 'Filmmakers and web developers together', and 'Learn more'.

2011 goals from last december

goal 1: grow drumbeat, more projects and reach

specific commitment to 'refine our focus and expand what's working', add 3 new projects

goal 2: launch join mozilla membership program

first step was: design program and build team. second step: launch campaigns

goal 1: expand what's working

popcorn, hackasaurus + mozfest taking off

- software: shipped popcorn.js 1.0, popcorn maker alpha
- hackasaurus and hive host hackjams and publish first hacktivity kit
- mozfest bigger than last year, builds relationships w/ partners + strong profile for Mozilla

goal 1: grow projects and reach

5 new projects, expands our scope and reach

- added 5 projects: *mojo, badges, hive, hackasaurus, ignite*
- *mojo has successful challenges + learning labs in year one, 5 fellows in top-tier newsrooms*
- *projects like badges and hive establishing mozilla name in learning space*

goal 1: build on grant leads

grants come in strong, carry through to 2012

- macarthur invests in badges, hackasaurus, and adds hive learning network
 - knight foundation happy with year 1 of mojo, next round in spring
- cpb and nsf open up government grant space for apps and popcorn

goal 1: refine focus

focus now squarely on learning for web makers

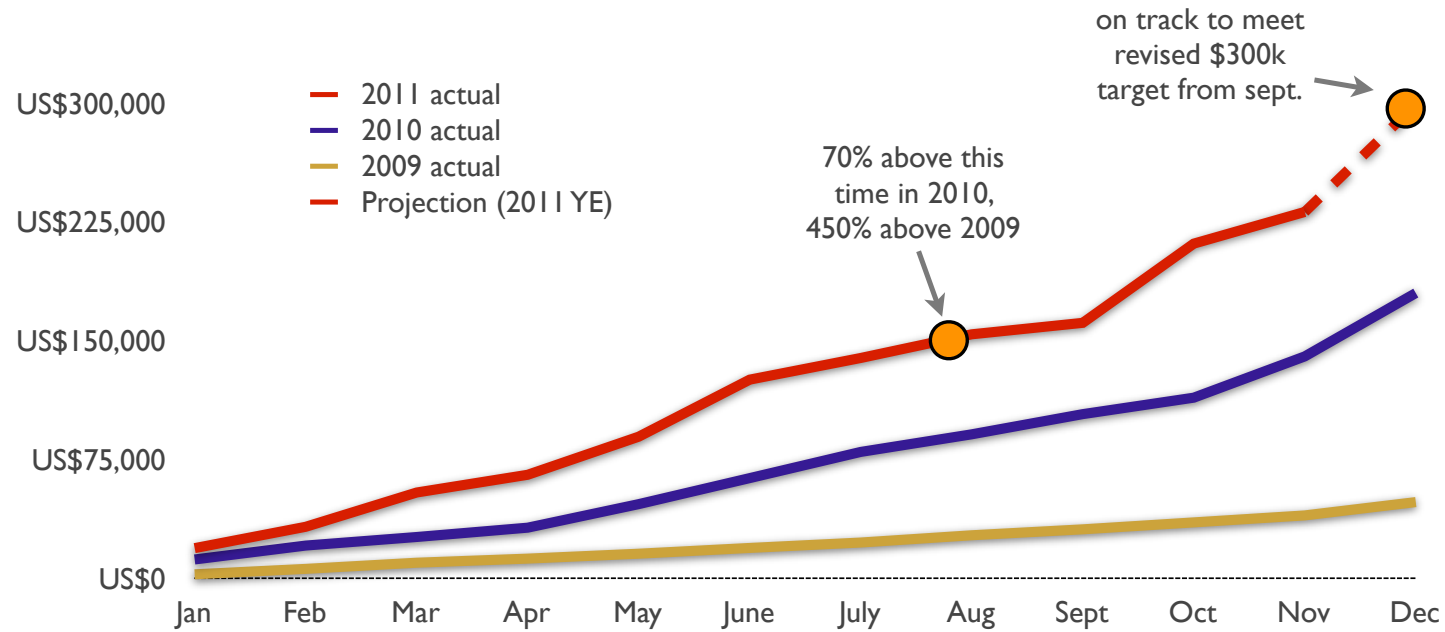
- we agreed on 'web maker strategy' at october board meeting
- moving away from broad search for new projects - focus on learning and making
- projects now combining into cohesive whole w/ learning resources, software and infrastructure

goal 2: launch join mozilla

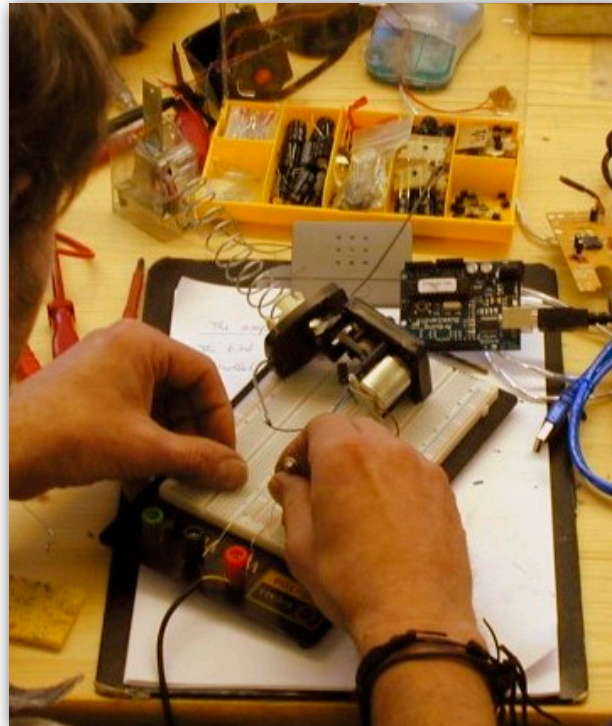
join weak on revenue, but program has foothold

- *program launched after firefox 4 - was timing for original campaign*
- *developing channels difficult at start, now on track towards revised \$300k target*
- *strong end of year campaign - great communications materials and good channel access*

individual donations growth



section 2
2012 plan



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vision

big vision: build a generation of 'web makers'

*web makers =
people who make, tinker and express themselves
using the open building blocks that are the web*

overview

big goal: our best software and learning resources rolled into cohesive web maker offering (a 'kit')

- kit = mozilla's best web maker software, learning resources and badges
- task: package our software and 'recipies' for easy re-use in programs and by others
- then: *distribute, test and improve kit via our programs* (popcorn courses, mojo, hive, etc)

goal 1: programs

grow our programs for teens, journalists, filmmakers

- expand popcorn and mojo 'workshops', both FTF events and online
- grow number hive nyc members, explore bringing hive to other cities
- integrate our 'kit' in all programs: popcorn maker, hacktivity kit, mozilla badges, etc. used by all

goal 2: software

ship great **software that invites making + learning**

- *build a software team inside mofo, expand seneca model to more colleges*
- *release popcorn maker into 1.0 web app for consumers, expand x-ray goggles*
- *experiment with other tools for our 'kit', especially the paladin html5 games engine*

goal 3: learning resources

build badges and 'recipes' to teach web maker skills

- create mozilla web literacy badges for core web-maker skills
- adapt hacktivity kit for all ages, add in 'recipes' or small projects that cover many skills
- deploy both across all programs, also built out online self serve versions to grow reach and scale

goal 4: participation

create web sites and events that drive participation

- *build a simple online hub for all mozilla web maker activities*
 - *roll out online platform for hive learners and members*
- *build localization and community leadership into core offering*

goal 5: mozilla's story

tell the mozilla story well, inspire people

- *tell single compelling mozilla story across multiple web properties*
- *build awareness of mozilla as web maker/learning org with public, media, and mozillians*
- *level up on communications: common elements, simple messages, clear brand architecture*

what does success look like?

metrics: **understanding, skills and innovation**

- *understanding = 'aha's' + people getting mozilla ethos, measure via participation*
- *skills = people knowing how to do things we care about, measure mostly w/ badges*
- *innovation = new web maker tools and techniques, monitor what community is creating*

section 3
closing summary



opportunity

2012 = opportunity for both growth and impact

- *continued mozilla investment in software + learning plus more grants and donations*
- *also, chance to gain genuine foothold in europe in 2012, start thinking globally again*
 - *software and programs will mature, start to show impact*

MOZILLA 2012
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board meeting
december 7, 2011 - 2p - 4pm pacific

dial in: +1 800 503 2899 / passcode: 5435555#