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Appendix B: Goals for Outreach

Recruitment

Goal - Foster relationships between people

Task - Identify the missing people (SMEs)

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Connect Mentors to Mentees

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Connect Peers to Peers

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Connect Humans to Topics

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Goal - Create a program to identify potential contributors

Task - Identify the types of contributors needed

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Identify the tasks for each type of contributor

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Create messages for contributor types to get them involved

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Identify methods/channels/etc that push the method

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Identify ways to expand existing contributor roles

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Goal - Improve the visibility of, and respect for, doc efforts

The tasks below are the actions needed to reach this goal.

Task - Identify the target groups

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Determine appropriate marketing tools and channels

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Determine the Drupal message for doc volunteerism

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Identify ways to get the message out

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Identify resources for PR implementation

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
 Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Measure the effectiveness of the PR

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
 Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		

Constraints		
Output		

Description/Scenario

Notable sub-tasks

Learning/Productivity

Goal - Create easy on ramps, match people to tasks

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Identify things that need work

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		

Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Create a list of easy things that need to be done

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Create a way for contributors to jump in and contribute quickly and easily

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		

Output		
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Description/Scenario

Notable sub-tasks

Task - Document and communicate doc sprint processes

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Create a 'first response' program for newbies

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		

Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Identify ways to facilitate work in the most appropriate areas

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
 Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Goal - Document rules and processes (keep them short and to the point)

Task - ???

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
 Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Goal - Establish a model that organizes domain expertise

Task - Identify "best practices" in other communities

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
 Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Identify potential areas of domain expertise

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
 Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		

Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Provide an option for contributors to know when there is a need based on topic, tax, folks, etc

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Create a way to manage workload and distribution among contributors

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		

Constraints		
Output		

Description/Scenario

Notable sub-tasks

Goal - Maintain standards that help ensure quality results

This goal will be re-evaluated after the goals above have been addressed.

Reward/Retention

Goal - Create a reward system that reflects contributor needs

Task - Identify what motivates people

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Identify reasons that cause people to arrive, stay or leave

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Goal - Create processes that manage issues of getting people on board and keeping them

Task - ???

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Growth

Goal - Create contribution maps to show where people can go

Task - ???

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .

Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Goal - Create guidance/mentoring processes

Task - ???

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .

Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Goal - Identify professional growth paths

Task - ???

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Leadership

Goal - Define the roles and scope of the documentation contributors

The tasks below are the actions needed to reach this goal.

Task - Define documentation contributors as a group or not

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Explore if documentation needs a leadership structure

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Decide what it takes to be a contributor

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
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Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Define all the components of documentation that need to be managed

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - List the roles (editor, tester, SME, watcher, etc)

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		

Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Define what it means to "own" or be responsible for content

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Goal - Increase efficiency for community management

Task - Establish consistent communication/contact templates

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) . Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		

Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks

Task - Provide oversight of what people are doing

Requirements can be non-technical and technical (e.g., data, policies, rules, people, etc) .
 Source suggests where/how the requirement can be satisfied (e.g., output from another task, an outreach effort, data tables, a document, etc)

	Requirements	Source
Input		
Mechanisms		
Constraints		
Output		

Description/Scenario

Notable sub-tasks