Contribute to OS without Coding
Nithya A. Ruff
Head, Open Source Strategy Office, SanDisk
January 23, 2016
Something About Me

Open Source Work:
- SGI
- Tripwire
- Avaya
- Intel

Twitter @nithyaruff
SanDisk Enables Innovation

Enterprise and Hyperscale Data Centers

Client Computing

Mobile and Connected Devices

Consumer
Open Source > Code
Successful Open Source Has Many Dimensions

- Code
- Documentation
- Community
- Finance and Operations
- Education
- Legal
- Marketing
Documentation Makes a Project Accessible

What Do they Do?
Document the workings of the code

**Skills:**
Self motivated
Technical
Curious, inquisitive

**Resources:**
Bob Reselman’s talk at SCALE
https://opensource.com/business/16/1/scale-14x-interview-bob-reselman
Follow @annegentle

Anne Gentle
Principal Engineer
Rackspace
Community Engagement

What Do they Do?
Get the community to work together

Skills:
Often a developer or user in the project
Generalist
Peacemaker and works well across the group

Resources:
http://www.communityleadershipsummit.com/
Jono Bacon’s Book “The Art of Community”
Follow @geekygirldawn, @jonobacon

Dawn Foster
Phd Student,
Former Dir. Of Community
Puppet Labs
Legal Advice and Corporate Compliance

What Do they Do?
Policy, Licenses, Compliance, Guidance

Skills:
Can see the technical side of things
Open Minded, friendly and helpful
Balances Risk with Innovation
Read of Community Norms

Resources:
Legal Track at SCALE
Open Source for Business – Heather Meeker
Open Source Licensing – Lawrence Rosen
OpenChain
@laforgeJD

Lisa LaForge
Legal Director and Chairperson of Open Source Steering Committee, SanDisk
Outreach and Legal Education

**What Do they Do?**
Educate, connect people, demystify legal aspects of Open Source

**Skills:**
Can see the technical side of things
Open Minded, friendly and helpful
Able to connect the dots and be data driven

**Resources:**
Legal Track at SCALE
http://www.openinventionnetwork.com/
Deb’s talk at SCALE
Look for #debnichols on Twitter

Deb Nicholson
Director of Outreach - OIN
Board Member - OpenHatch
Project Advocacy and Marketing

What Do they Do?
Awareness, evangelize, advocate, events

Skills:
Understand audiences,
Key messages and positioning
Communication and program management

Resources:
https://www.youtube.com/watch?v=d_OGueGPhfs
Talk to experts like Tracey and me
Look for talks at events like SCALE, OSCON, LinuxCon

Tracey Erway
Product & Open Source Marketing
Yocto Project, MinnowBoard.org
Intel
What Do they Do?
Promote Open Source and the Open Way
Education on Open Source

Skills:
Helps to have a journalism background
Keen interest in the technology
Understanding of Open Source community

Resources:
Opensource.com
Linux.com
Openstack.org

Rikki Endsley
Community Manager
Opensource.com, Red Hat
Project Financial and Operational Management

What Do they Do?
Manage the operations and finances of the project
Help keep things moving

Skills:
Program Management
Organized
Integrity

Resources:
Not to many. But find someone
Good in finance, ops and educate them on OS

Lieu Ta
Advisory Board, Yocto Project
Director, Wind River Systems
How I contribute to Open Source

Open Source Office

- Communication
- Contribution
- Collaboration
- Compliance
- Competency

open @ SanDisk
What we like about FOSS?

- Collaboration
- Rebellious
- Innovation
- Openness and transparency
- People of Open Source
- Pay it forward, the willingness to help new entrants
- Inspect, use, modify and contribute code
- People come together to solve problems especially humanitarian ones
What are some of the barriers to entry in FOSS?

- No one path to participate
- Every project is different
- Tools can be intimidating and established
- Fear and ignorance of open source
- No low-hanging-fruit work for newbies
- Training does not scale today
- Contributing in the open can be intimidating
Best Way For A New Person To Get Involved?

- Attend conferences and go to the beginner session
- Pick a project that aligns with your interests and dive in
- Volunteer to help on a project – share your strengths
- If you are a user, submit bug reports, fix a bug or documentation
- Design a t-shirt, blog, write a grant
- Present the project or technology at a conference
- Ask someone for help; seek a mentor
Ideas To Welcome New Contributions

- Appreciate people, show they are important
- Make time to bring in new people with varying capabilities and time
- Make projects friendly – communication tools, mentors, starter projects
- Make a special effort to have a section of the conference for new people – classes, BoF, scholarships etc.
- Have project members at booth; Easier for new people to approach people vs. on mailing lists
- Be friendly, help new people, be a mentor
- Open Source and tech. education in schools
Resources

- https://openhatch.org/
- http://www.openinventionnetwork.com/
- http://www.openstack.org/
- http://www.linuxfoundation.org/
- http://opensource.org/
- https://www.linux.com/
- https://www.gnome.org/outreachy/
- http://www.linuxpromagazine.com/
Takeaways

- We need to grow Open Source and make it more inclusive
- Recognize the contributions of non-coders
- Create an environment where new people find it easy to get involved
Thank You

SCALE
14x
The Fourteenth Annual Southern California Linux Expo

@nithyaruff
Abstract

- Many people want to make a difference but believe that they need to be a coder or a developer to make a difference in open source projects and communities.

- However, there are many roles in open source that need someone who supports and believes in collaborative development to create change.

- I will cover some of these areas and show how you can get involved, make a difference and create an impact.

- My own personal story is one where I have worked in commercial company creating an open source based product; I have done open source marketing and advocacy for the Yocto project and now am the open source strategy person for my company. These roles have allowed me to increase open source understanding and engagement forward in a positive way without coding.

- This is aimed at encouraging people new to enter open source and to find their own ways of contributing.