FAmSCo FY09

Activities and Events Report
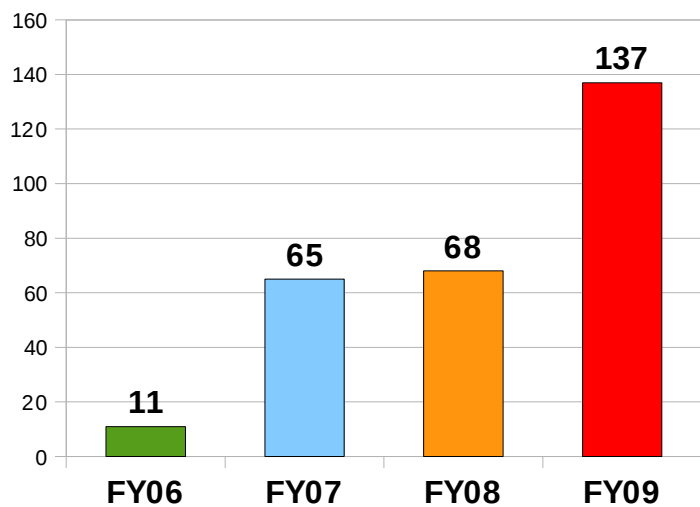
Events

By FY

During FY09 (from February 2008 to Jannuary 2009) the number of events organized/attended by Ambassadors doubled compared to the previous two years.
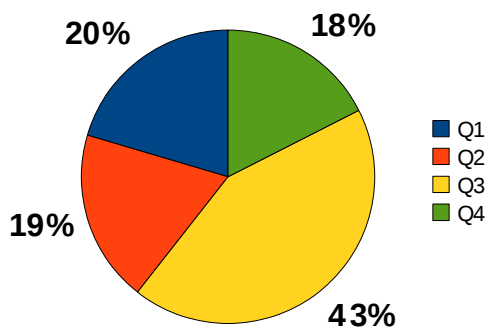
Why?

A new budget policy and a bigger budget, along with more powers to FamSCo, helped having more events sponsored and, consequently, more people encouraged holding/attending events.

Not only, initiatives like F9 and F10 Release Events had a big success among Ambassadors and clearly show the real potential of the community.
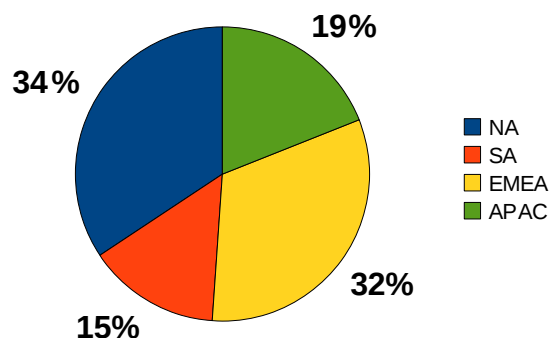
By quarter

Like the previous year, Q3 was the quarter that had more events than anyone.

The main reason is that each region hold a high number of events, especially APAC and NA. This fact suggests, for the years to come, a better distribution of resources proportionally to the number of events hold by quarters in the previous FYs.

By region

According to this chart EMEA and NA are the biggest events holders. If we compare the number of events hold by regions in FY09 with the previous ones, we can see an harmonization between the regions. That's a clear demonstration of the local organization improvements, especially in SA and APAC. It's shows, moreover, that this is the right way to follow in order to have a balanced events distribution.
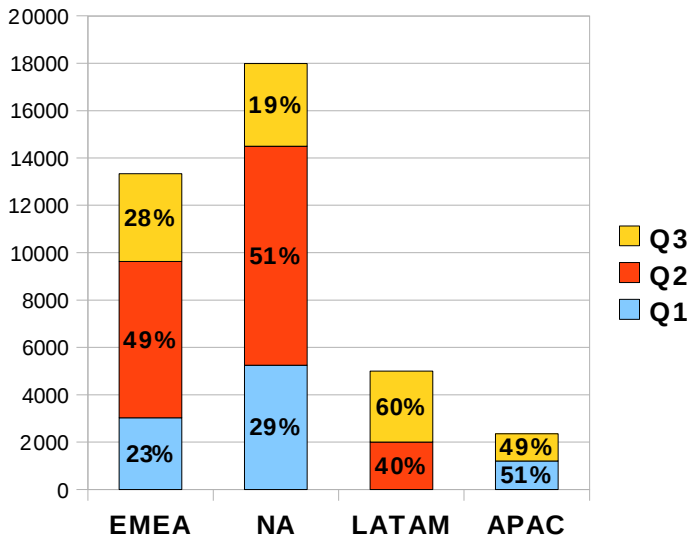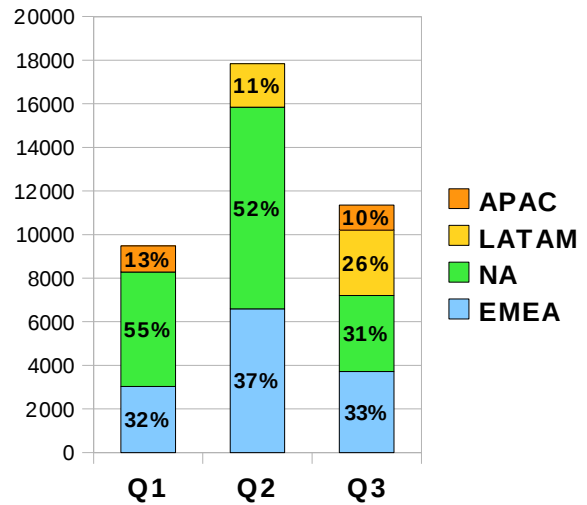
By resources

The charts, updated to November 2008 (Q4 is missing), clearly explain the distribution of FAmSCo's Budget around the regions.

The budget was distributed according to the events and the ambassadors' suggestions. Moreover, if in absolute numbers, the distribution couldn't seem equal for all the regions, we were able to cover all the events and all the initiatives in all those ones.
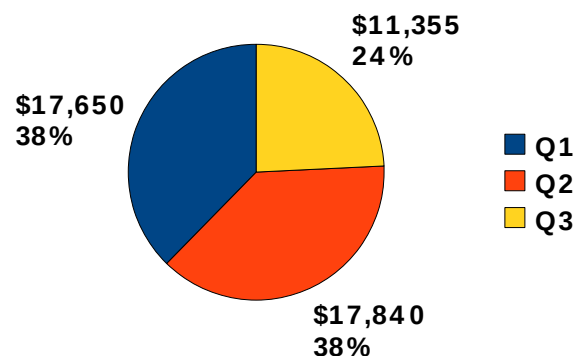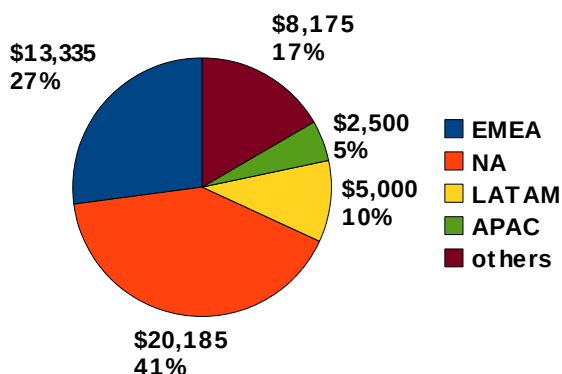
NA and EMEA result the regions that use most of the budget. Compared to the events charts (see the previous page), the numbers are well justify and make clear that money were spent rationally.

Chart (by quarter, stacked):
- Q1: EMEA 32%, NA 55%, LATAM 13%
- Q2: EMEA 37%, NA 52%, APAC 11%
- Q3: EMEA 33%, NA 31%, LATAM 26%, APAC 10%

Legend: APAC, LATAM, NA, EMEA

Chart (by region, stacked):
- EMEA: Q1 23%, Q2 49%, Q3 28%
- NA: Q1 29%, Q2 51%, Q3 19%
- LATAM: Q2 40%, Q3 60%
- APAC: Q1 51%, Q3 49%

Legend: Q3, Q2, Q1

From a quarter distribution point of view, the graph also show the different distribution of events during the year for each country.

Next FamSCo, and the respective local contacts should take in consideration those data for a better distribution of resources along the year. It is also important to underline that both the overall growth of Ambassadors Project, along with local organization improvements, will rise resources requests. This will require a better addressing of budget in order to keep it in a good shape and guarantee the coverage of the events, or, at least, most of them.

For more information: https://fedoraproject.org/wiki/CommunityArchitecture/Expenses and http://fedoraproject.org/wiki/Ambassadors/SteeringCommittee/Budget

Pie chart 1 (by region):
- $13,335 27% EMEA
- $20,185 41% NA
- $5,000 10% LATAM
- $2,500 5% APAC
- $8,175 17% others

Legend: EMEA, NA, LATAM, APAC, others

Pie chart 2 (by quarter):
- $17,650 38% Q1
- $17,840 38% Q2
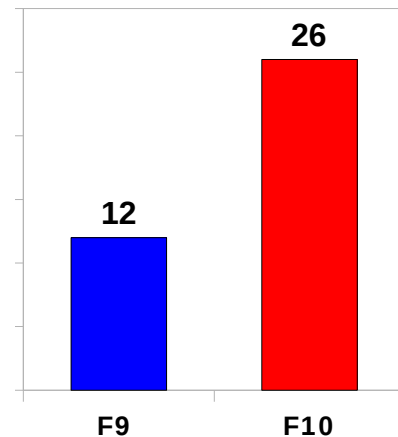- $11,355 24% Q3

Legend: Q1, Q2, Q3

Release Events

2008 could be considered the Release Events year. Starting from F9, in fact, we organized small/medium events to celebrate the newcomer version of Fedora. Release Events mix both the "knowledge" side with the party side, allowing a friendly and direct approach with users and developers.

All the regions organized such initiatives, and clearly show us that with the right/balanced resources it is possible to create something really interesting and successful.

For more information:
http://fedoraproject.org/wiki/FedoraEvents/ReleaseParty

FADs

Fedora Ambassadors Day, like the previous years, helped local communities and the whole project figuring out what were the big problems, how to manage resources (major events, release events etc...) and giving ideas to improve the Ambassadors experience (event kit etc...)

There were 3 events:

 - **FAD NA 2008** at Columbus, *OH* - 2008-10-10
 - **FAD EMEA 2008** at Basel, *Switzerland* - 2008-11-14
 - **FAD LinuxTag 2008** at Berlin, *Germany* - 2008-05-27

For the future we encourage to hold such initiative in LATAM and APAC too.

Membership

Ambassadors growth

	Num.	%
Jannuary	298	-
December	642	**115%**

Thanks to the increasing success of Fedora and the constant presence at the events, the number of Ambassadors grown a lot during this year. This growth meant a better event coverage and the necessity to set up a well working infrastructure and QA criteria.

The numbers showed in the table represent an absolute value, but, I'm sure, the number of active ambassadors is as big as the percentage of growth.

For more information:
https://fedoraproject.org/wiki/Ambassadors/MembershipService/Verification

New Membership Policies

Starting from September 15th, we changed the Membership policies. According to Joerg Simon, the Ambassadors Membership Administrator, the aims of this change are to "enhance the Quality of New Members experience" and "reduce Introduction Traffic to Ambassador List".

FAmSCo, after a thought review of all the reasons behind this proposal, agreed to adopt these modifications and the results were self-explaining in fact from 15/09/2008 to 02/12/2008 there were:

- Sponsored Ambassadors: 60
- Not sponsored Ambassadors: 113 (they didn't continue with the procedure)

Compared to the period that goes from 05/06/08 to 14/09/08 when we had:

- Sponsored Ambassadors: 211
- Ambassador become removed: 89
- Ambassadors that needed a reminder: 62

For more information about the Membership process and the new policies:
https://www.redhat.com/archives/fedora-ambassadors-list/2008-September/msg00359.html
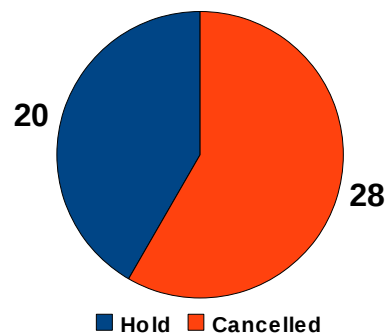
Meetings

FamSCo meetings

The number of meetings hold by FamSCo is not so big as the canceled ones, but in those ones we had the occasion to share our opinions, vote on important policies changes and have clear and useful information about budget, events and local groups.

Next FAmSCo should consider to continue holding weekly meeting, maybe trying to figure out possible solution that could allow all FAmSCo members to be there.

During this year we tried to make weekly report to be used by FAmSCo members, I encourage to think about this possibility, in order to simplify the FAmSCo life.

For more information: http://fedoraproject.org/wiki/Ambassadors/SteeringCommittee/Meetings

Regional meetings

The unique weekly meeting organized before 2008 showed a lot of lacks, from the impossibility to have all the regions represented due to time zones to the lack of attendees. The idea sponsored by some ambassadors to split the general meetings with regional ones showed its effect: while the

discussion are focused on local problems and events, FamSCo can better understand and address the problems and the proposals each region moves.

Actually EMEA, APAC and LATAM hold monthly meetings, while NA holds weekly ones. If certain regions have regularly meetings (see NA and EMEA), the others are trying to figure out for the solution that best fit them.

Next FAmSCo should pay more attention on regional meetings, trying to have a member (or a delegate) attending those ones and should be more responsive to the problems/ideas moved during those ones.

For more information: http://fedoraproject.org/wiki/Ambassadors/Meetings

Conclusion

I hope this brief report could give new FamSCo members some information to start working and all the ambassadors a short summary of what 2008 was for Fedora Ambassadors project.

I'm sure this FamSCo did its best, thanks to the amazing work done by all the ambassadors and the special contributors that follow key and critical tasks (Max Spevack, Joerg Simon). I want also to thank local contacts for their precious work: if local communities are working great it's thank to your daily work!

At last but not least, I want to thank my fellow FamSCo colleagues: it was an honor to work with all of you, with your suggestions, ideas, critics and proposals.