

MOZILLA 2012

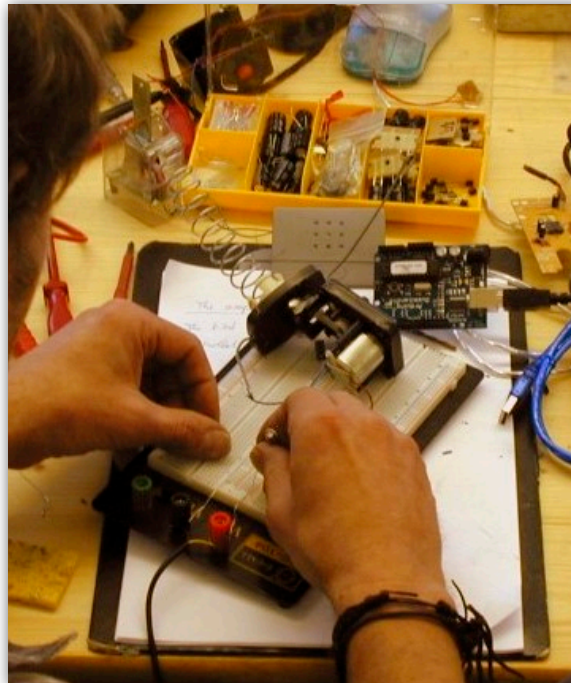
building a generation of web makers

FOR DISCUSSION:
2012 strategy deck

november 2011

0. summary

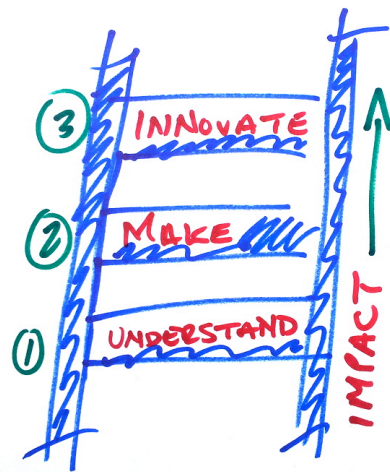
mozilla
plan to build
a **generation**
of web makers



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mozilla plans to:

build a generation of web makers



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

and we have a way to do it!

we can reach this goal if we are great at:

learning and **software**
for web makers that both
excites and empowers

moving from drumbeat to learning in 2012:

1. drumbeat has become web maker **learning lab**
2. **badges** can add jet fuel, focus us on the right skills
3. **grow popcorn, mojo, hive** on learning lab + badges model

I. learning lab

*part lab
part school
all about the web*

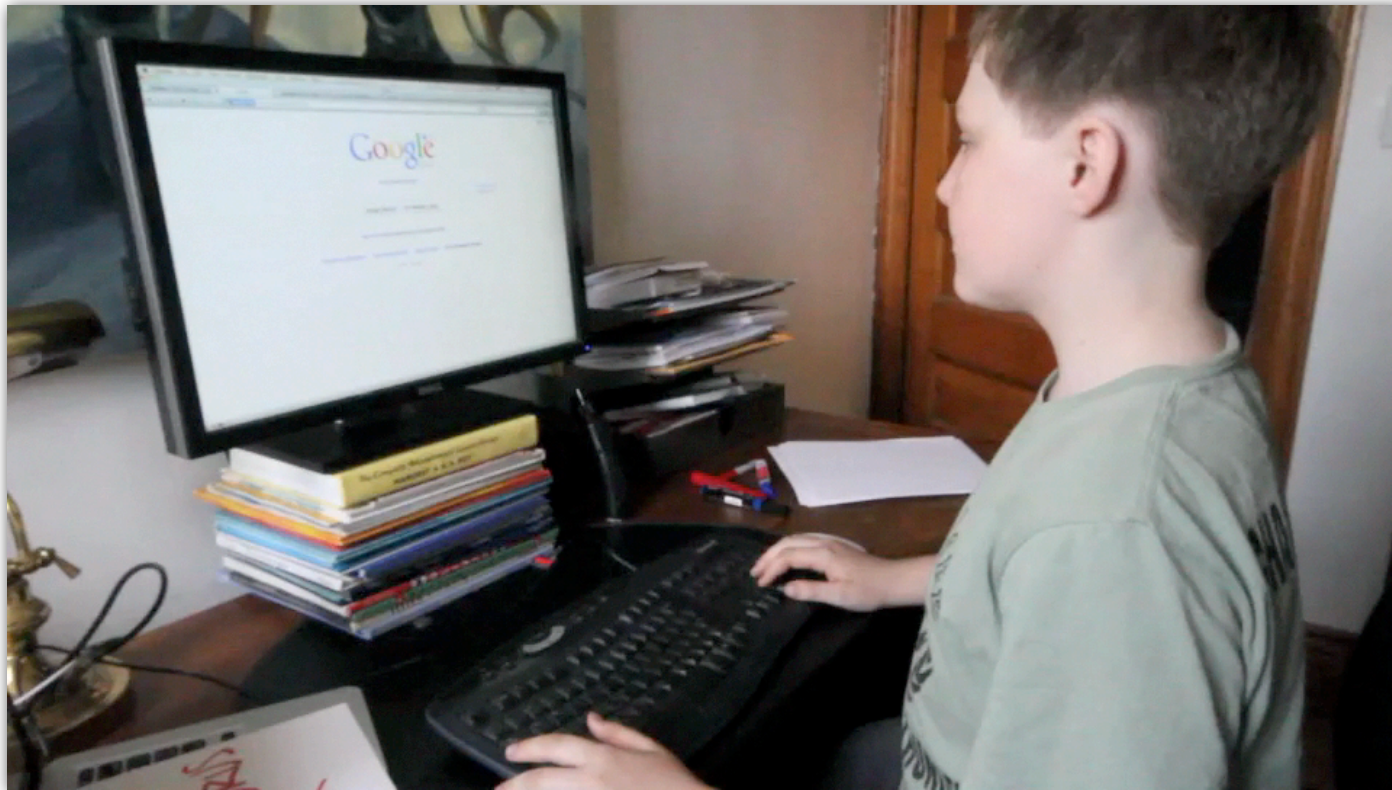


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*drumbeat started as open ended exploration
of 'what should mozilla do beyond firefox?'*

drumbeat = 50k+ strong community

*many are new kind of mozillians:
filmmakers, artists, scientists, teens, journalists
who we then pair w/ developers and engineers*



*“moving people from
consumption to creation
is mozilla’s goal”*

mitchell baker, chief lizard wrangler



*mozilla helps people move from
using the web to making the web*

= **web makers**

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

*this is who drumbeat always worked with,
we just never had a name for it*

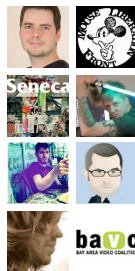
*finding: drumbeat projects produced cool things
and generated momentum when we combine*

software + learning + web makers

*organically, the best drumbeat projects
have evolved into learning labs for web makers*



*drumbeat was always about bringing web makers together
for example, look at the popcorn team:*



a film director
two engineers
a college teacher
a media activist
30 engineering students
15 teen filmmakers in san francisco

*these are the kinds of communities
that have formed around the best drumbeat projects*

*these people started by making software
they ended up doing something bigger*

thing 1 > **software** > popcorn.js

thing 2 > **learning** > web native film course

thing 3 > **hybrid** > popcorn maker app, drives learning

*as a project, popcorn has become a learning lab
combining software + learning for web makers*

*this is not an academic exercise
within 18 months of starting, popcorn is having*



it's working!
influencing what
media builds the web

this is on way we have impact

best projects work
like **learning labs**

*all have some element
of learning + software
+ web maker combo*



stay focused on what worked in 2011

1. stay focused on **web makers** *(via popcorn, mojo, hive)*
2. keep investing in **software** like popcorn
3. build rigorous **learning** labs around this

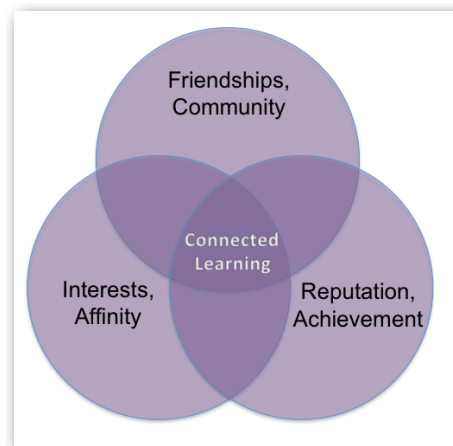
also add badges to mix

2. badges

*badges
= jet fuel*

*way to incent
and focus on
right skills*





mozilla is good at
what macarthur
foundation calls
connected learning

*taps into our natural tendencies to focus on
community, making, passion, affinity.*

interest-driven
learning is especially
important for mozilla

*(e.g., start with film,
and end with html)*



*but we're weak on what's called the 'reputation
and achievement' component, we don't know:*

what skills matter for web makers?

*do we just want them to know the web is editable,
or do we want them to be able to write a web app?*



we can use
'badges' to
describe what
skills matter

*whether filmmaker, journalist or scientist,
there are common skills and ethos needed
to successfully make things on the web*

mozilla can have
badges **from**
basic to expert

e.g. *basic hackasaurus badge*
to web native filmmaking



*a clear set of web literacy badges make it easier
to offer learning labs for new communities, enabling*

learning for all kinds of web makers

*e.g. could use many of the same badges in 'web making for science'
as we do in courses and mentoring programs for filmmakers*

should add badges to our priorities for 2012

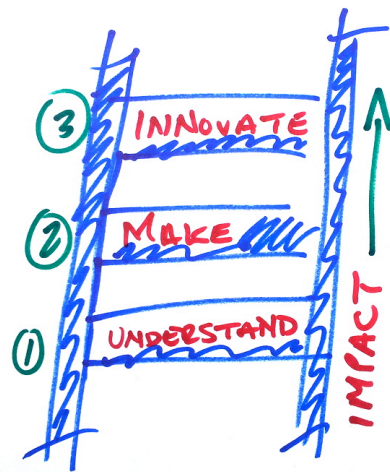
1. develop mozilla web literacy badges
2. test w/ popcorn, mojo, hive, etc.
3. also, build robust open badges software

this provides rigorous skills framework to learning labs

3. 2012 strategy

*more popcorn, mojo, hive,
hone learning labs,
add badges*





reminder of our big goal

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

how? build a set of offerings for
targeted audiences that combine

software + learning + web makers

*building these offerings around our major
projects in is our overall priority for 2012*

some concrete things we'll do to start in 2012

a. take **popcorn maker** and **x-ray goggles** to 1.0

build MoFo-based engineering lab / leadership to drive this

b. expand **popcorn masterclasses**, also take online

c. grow **mojo learning lab**, add 'code basics' course

build p2pu courses for mojo + popcorn as part of this, test learning model

some concrete things we'll do to start in 2012

d. evolve **hackasaurus** into all ages 'intro web skills'

eventually, build full 'novice to maker' curriculum for use in all programs

e. expand size of **hive-nyc**, consider other cities

f. create **web literacy badges** for key skills

integrate these badges into popcorn, mojo, hive, etc.

some concrete things we'll do to start in 2012

g. develop robust **open badges** software platform

h. build in **local events** as key part of all projects

meetups, hackfests, etc. must be key part of the learning labs model

i. create **web sites** and **channels** for all of this

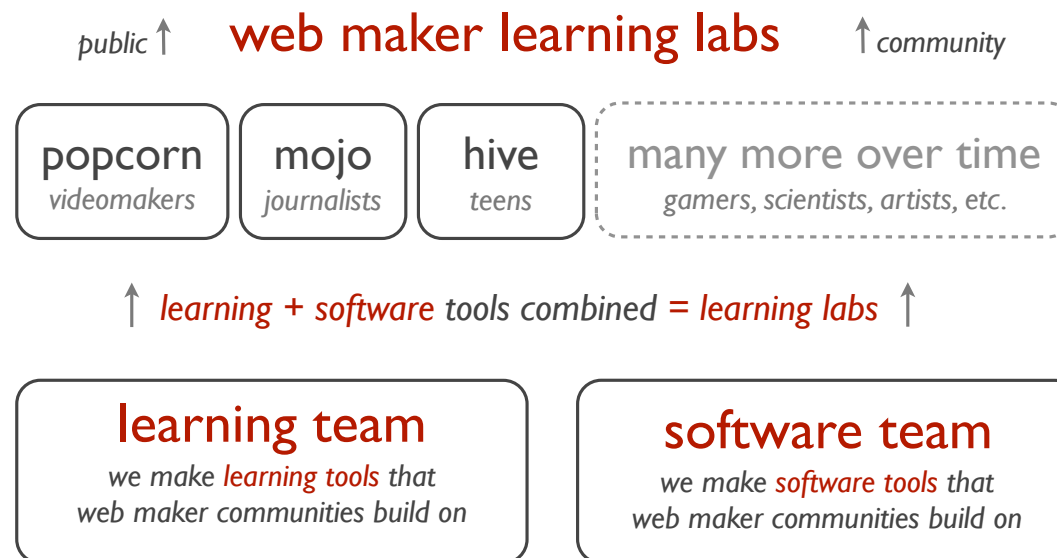
top priority is making it possible to participate easily online

as we start in 2012, we will *focus* on three
groups we've already got traction with

videomakers + journalists + teens

*this is only a start, learning lab platform will support
100s of different web maker communities over time*

organizationally, it will look like this ...



all these wrap up in three main 2012 goals

1. create learning labs for video, journalism, teens

build as extended versions of popcorn, mojo and hive programs

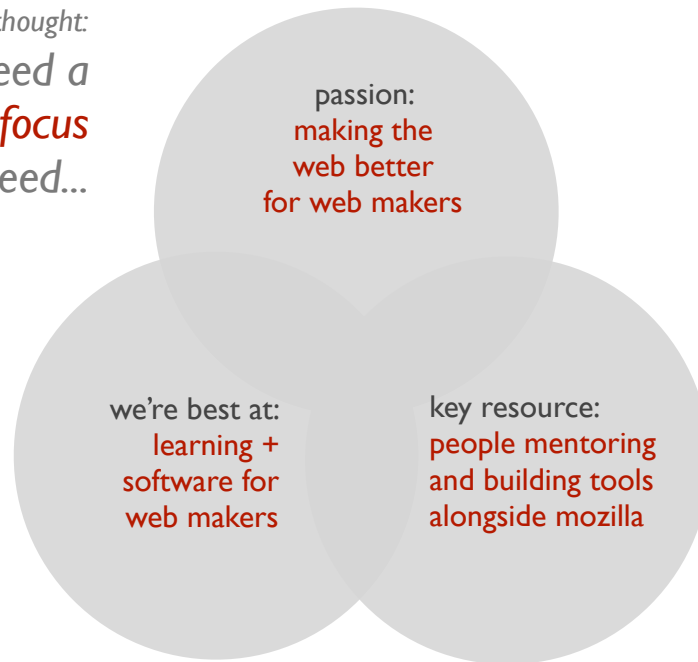
2. get rigorous about learning, what skills matter

focus on web literacy badges and extending work started w/ hackasaurus

3. build in participation, online and locally

this is the work we have ahead of us!

final thought:
we will need a
dogged focus
to succeed...



MOZILLA 2012

**building a generation
of web makers**