

Outreach 2022 Quarter 3 Report

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Outreach.

July - September 2022

Outreach is an extensive department with many teams. Some effectively died before they were added to outreach and others that were under the old marketing banner had died and were teams in name only.

I have continued to put the most time into the teams I see as core to the day-to-day functioning of Joomla and add people as and when they offer their services where they have a good fit. This is slowly working with several teams growing.

Late July I spent two weeks on a bicycle trip in Germany which allowed me to do some planning with Benjamin Trenkle the Production DC. In the middle of that trip I attended a documentation sprint with several other members of Joomla and worked on the structure of Docusaurus.

Marketing team

The marketing team has continued with its twice monthly meetings and is making progress on several fronts. The Birthday celebration competition was well received and Louise Hawkins worked hard with the prize fulfillment.

Several other campaigns have been planned over the period for execution later in the year and the team are a supportive and committed team with noticeable increase in activity.

Magazine

Magazine continues to grow in contributors and range of articles.

There has been an emphasis on adding more outward facing articles to bring in a wider readership to Joomla.

Several articles have been written which show the workings of the production department and help to open out the thought processes as well as the day to day running of Joomla to the community and beyond.

The magazine now feels like its established as a voice for the community and although more contributors are always welcome its not an area I need to concentrate on

Events

With the rebuilt events portal it is easier to add events and as a event organiser myself (Joomla London User Group) I notice I am posting my own events more there.

Events team still needs more people to help it and so its an area I am asking and trying to add people to when the chance arrises.

Social Media

The social media team has one addition who has taken on some duties over this quarter but we do need more hands to help the team.

Other Teams

Outreach got involved in third party webinars with one of Joomla's sponsors and continued to send press releases and do all the articles associated with releases of the CMS

We have also had a volunteer come forward to help with the production and delivery of news letters which is a welcome find.

Document buddies was a concept formed and started in this quarter to help improve documentation of new features right across the production cycle.

My focus on the next quarter will be to look at and try to encourage some of the teams that have died to come back to life and start to show more activity.