

# Non-Code Contributions

**The Hidden Gems in OSS**



# Griselda Cuevas

Googler  
(a.k.a doogler mom)

- Worked in 11 countries
- Diversity & inclusion advocate
- Love wine & going to the gym



**Brodi**

# About This Talk

- **Why do non-code contributions (NCC) matter?**
- **Types of NCC**
- **The value of NCC**
- **Recognizing NCC**
- **The challenges**

**How would you feel?**

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**Your Open Source Project**



**New Users & Contributors**

## Why do NCC matter?

The perception of project stability and value  
is the bridge to project growth

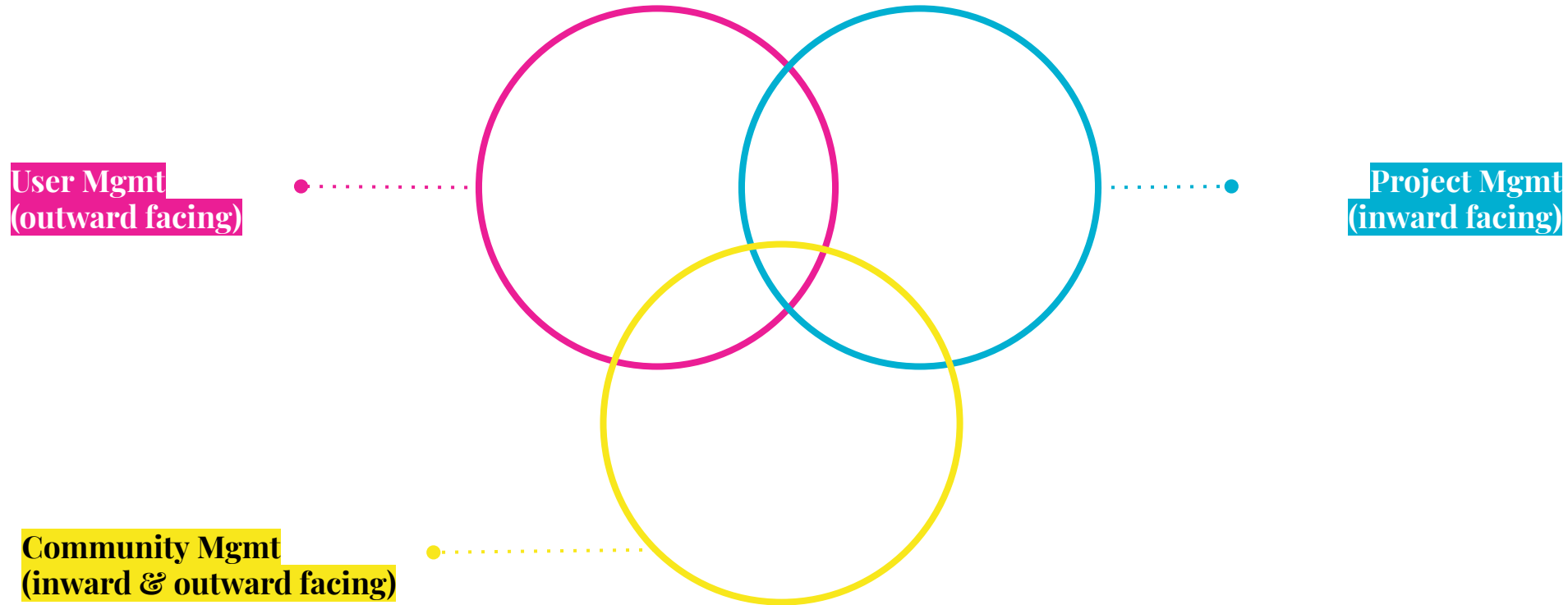
Non-code contributions **provide stability and  
increase project value**

# Types of NCC

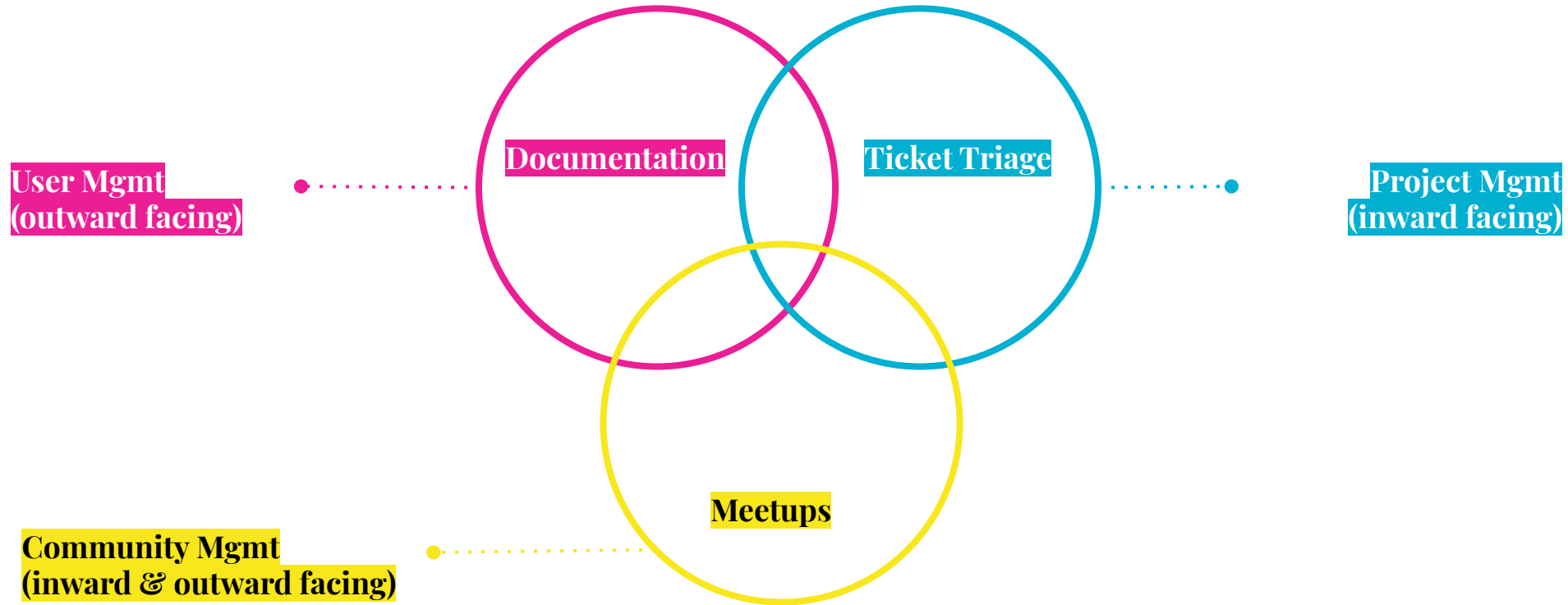
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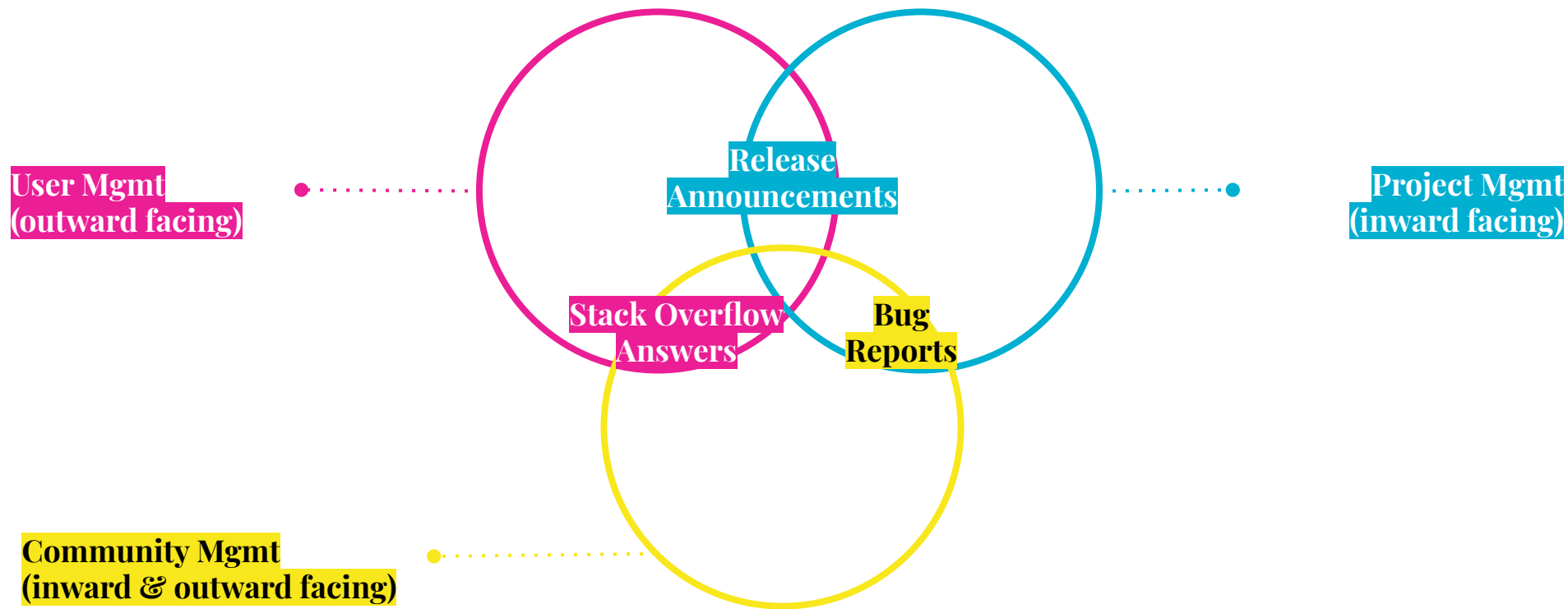
# NCC serve three purposes



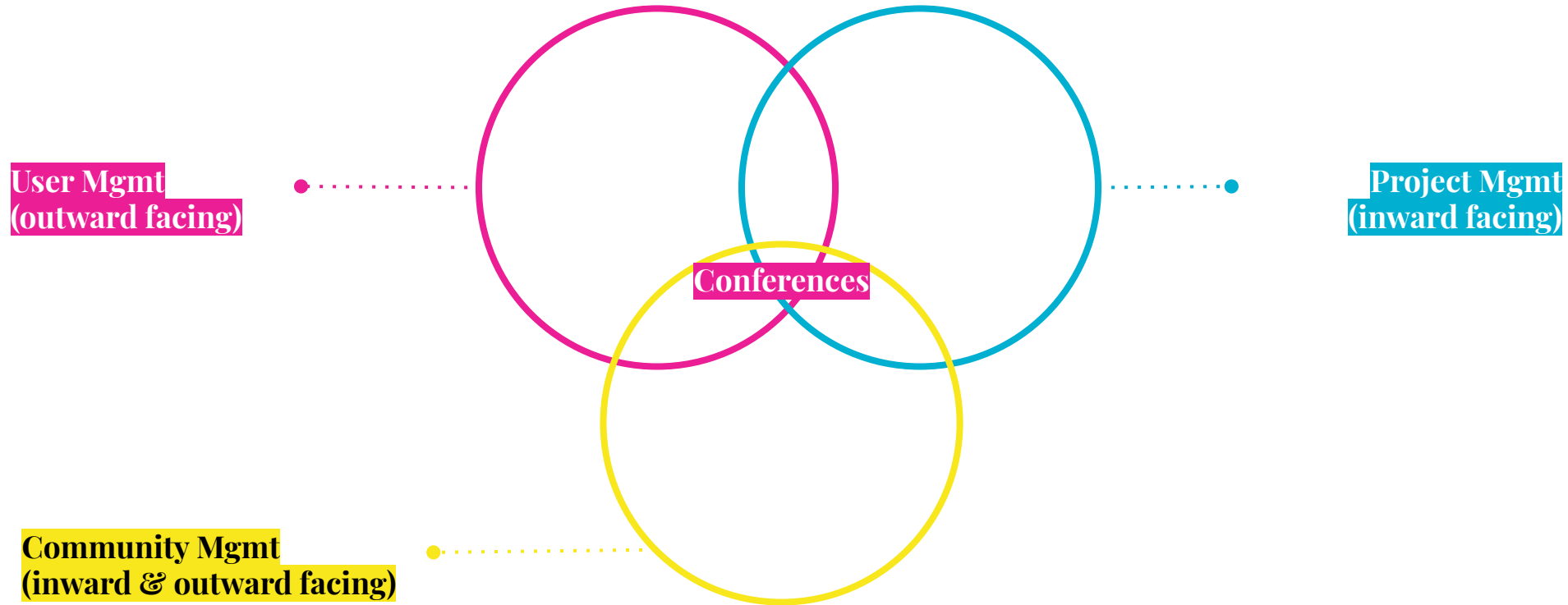
# Some examples of each purpose



# Some of them serve more than one purpose



# Some serve all purposes



# More examples of non-code contributions (NCC)

## User Mgmt

- Documentation
- Answering questions
- Cookbooks
- UX design
- Use case marketing
- ...

## Community Mgmt

- Events
- Recognizing contrib.
- Mentorship
- News feed
- Fund rising
- ...

## Project Mgmt

- Releases
- Jira triage
- Feature req. Triage
- Project roadmap
- Testing
- Quality assurance
- ...

# The Value of NCC

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## NCC add value in two main areas



**Development  
Sustainability**



**Ecosystem  
Growth**

# The value of NCC



**Development  
Sustainability**

## **A measurement of efficiency**

- Units
  - Time (hrs)
- Impact
  - Agility
  - Scalability
  - Reliability

# The value of NCC



**Ecosystem  
Growth**

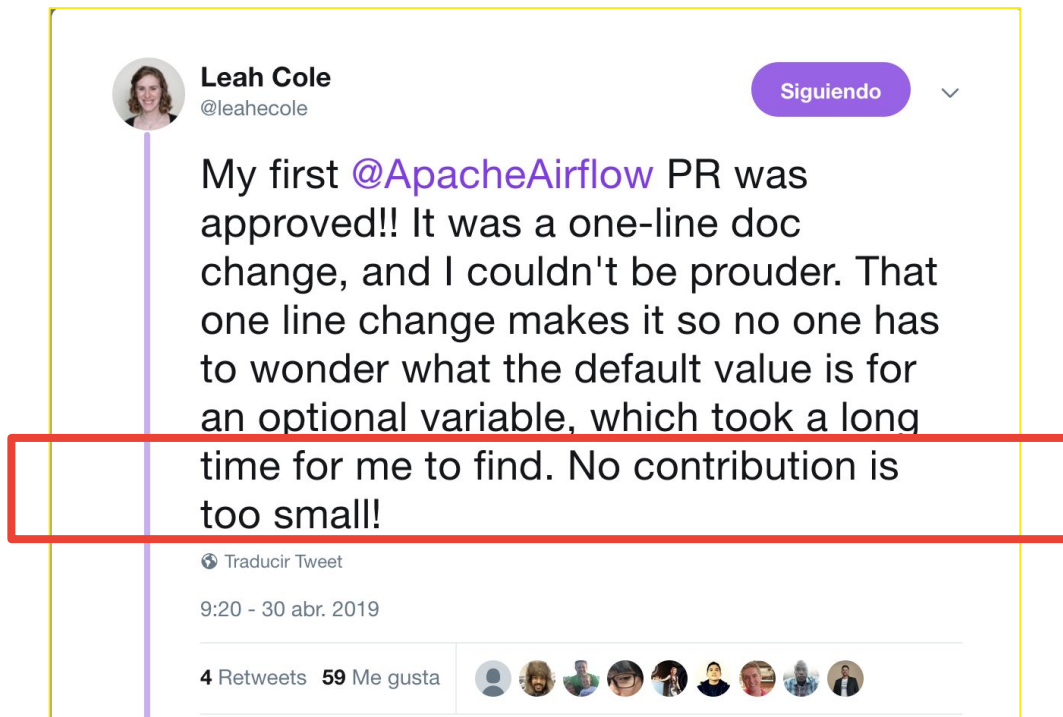
## **A measurement of economic value**

- Units
  - Market size (\$)
- Impact
  - Growing adoption
  - Mature community
  - Better tech features
  - \$\$\$\$ Bigger biz \$\$\$

# Recognizing NCC

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# From user to contributor

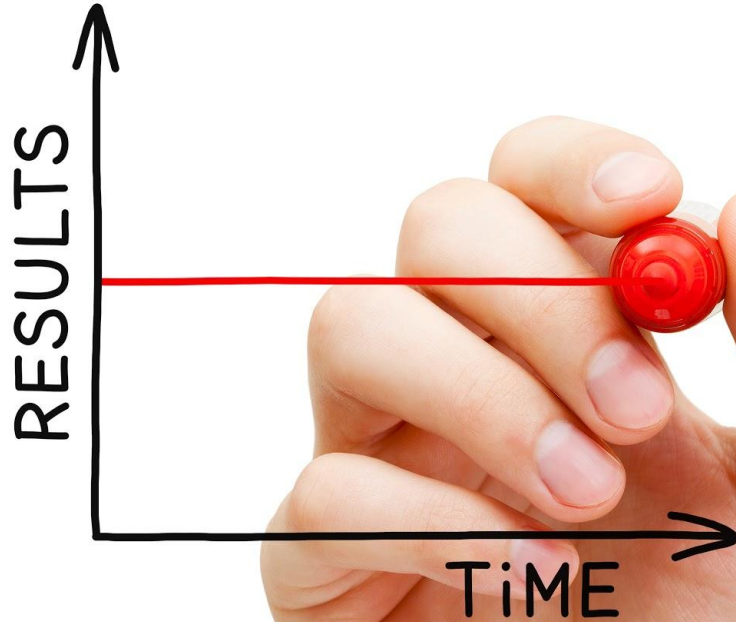




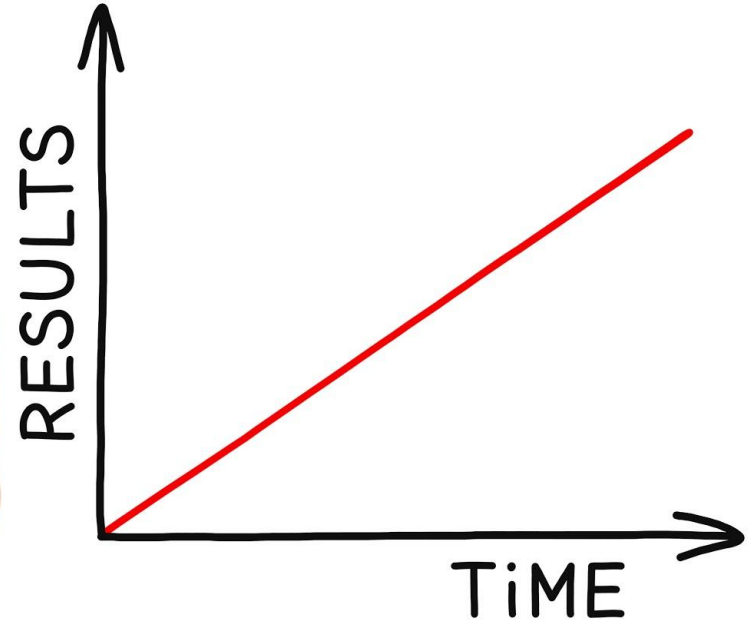
**Recognize early**



TALENT



CONSISTENCY



**Reward consistency**



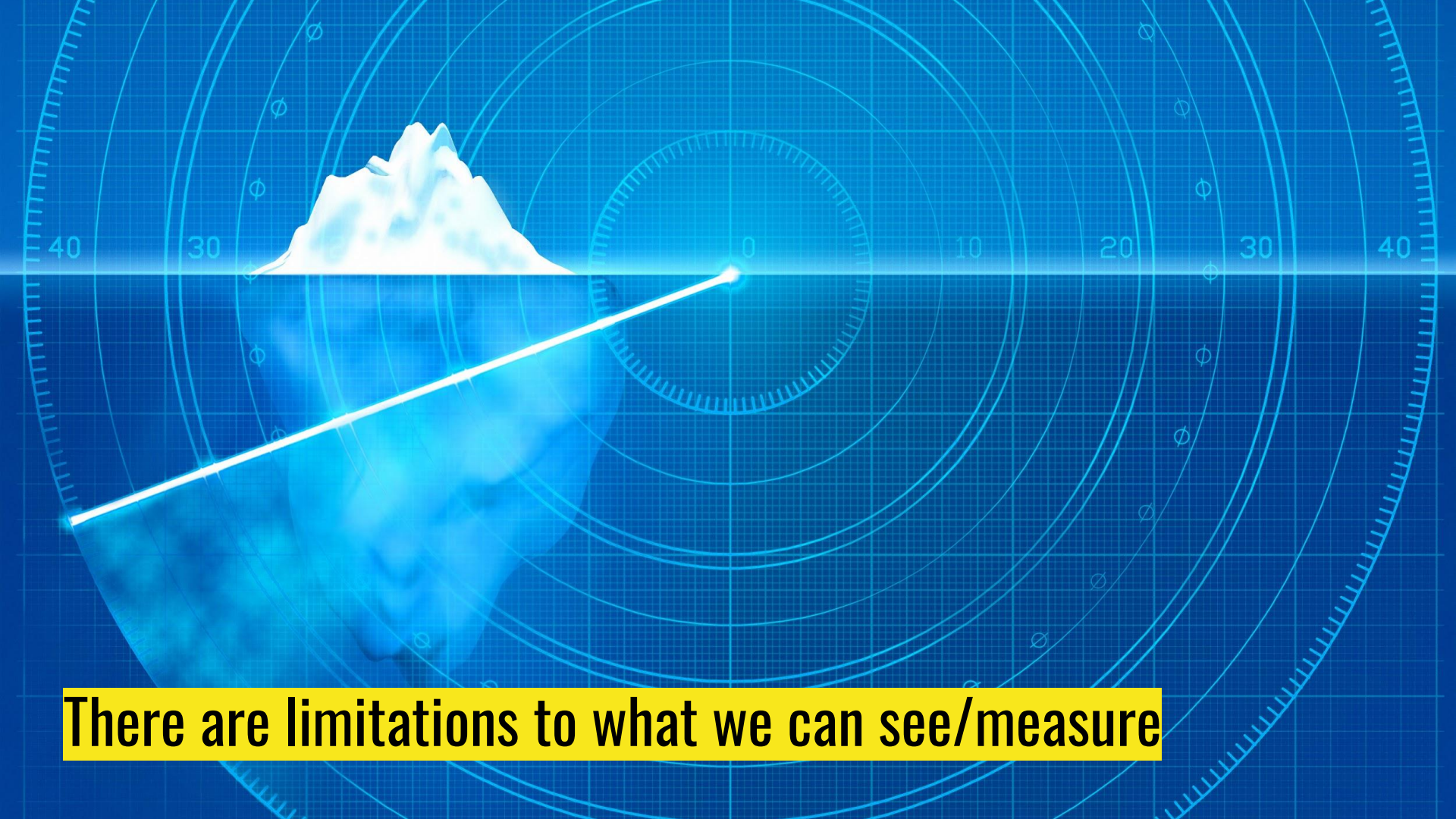
**Build and empower a network**

# Summary

- Recognize early
  - Say thank you!
- Reward consistency
  - Build your community funnel
- Build and empower the network
  - Delegate and distribute the load

# The Challenges

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**There are limitations to what we can see/measure**





**But a community can do it together**





CHA<sup>COSS</sup>



There are projects & companies working to scale this

# The Apache Beam Story

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# Apache Beam Non-code Committers

1. Previous State:
  - 2016: 1 Committer (Training)
2. Action Taken
  - Added 2 more committers
3. Impact
  - Community events and advocacy is helping increase brand awareness, adoption & community engagement
4. NCC Recognized
  - Advocacy, documentation, training, events

# Apache Beam Summit

1. Previous State
  - Organized by commercial vendor
2. Action Taken
  - Created an organizing committee
3. Impact
  - Bigger event, better content, diverse community
4. NCC Recognized
  - Event management, content curation, fund raising

# Recap

- Non-code contributions add value by:
  - Increasing development sustainability
  - Boosting ecosystem growth
- Foster them by:
  - Recognizing and rewarding contributions early
  - Relying on your community to identify them

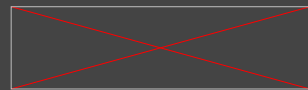
**Thank You!**

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**Join the conversation!**

# Questions

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