STATE OF DRUPAL
In local languages
LOCAL LEADERSHIP
Makes the difference
ONLY 40% ARE ONLINE
(IN 1995 IT WAS LESS THAN 1%)
WE HAVE THE POWER TO CHANGE LIVES
WILL MAKE THINGS EVEN EASIER
Blog post: Help me write my DrupalCon Amsterdam keynote
Personally, I’d like more about robots. And hugs! Robots hugging, YES!!!11!!
Warn people not to drink Dutch “beer”, promote Belgian beer instead
FUNDING CORE DEVELOPMENT

COMPLEX CODEBASE

DEVELOPER BURNOUT

LOSING HOBBYISTS

INNOVATION

RELEASE SCHEDULE

SUSTAINABILITY

FUNDING CORE DEVELOPMENT
FUNDING CORE DEVELOPMENT

losing hobbyists

innovation complex codebase

DEVELOPER BURNOUT

SUSTAINABILITY

RELEASE SCHEDULE

FUNDING CORE DEVELOPMENT
IT'S A BIT ACADEMIC
But **really** important
BUT **REALLY** IMPORTANT
The Pure Theory of Public Expenditure
Paul A. Samuelson, 1954
PUBLIC GOODS ARE:

**NON-EXCLUDABLE**

Everyone can use them
PUBLIC GOODS ARE:

NON-EXCLUDABLE
Everyone can use them

NON-RIVALROUS
One use does not reduce availability
roads
roads

schools
roads
schools
parks
roads

schools

parks

streetlights

defense
NON-EXCLUDABLE
Nobody can stop you from using Drupal

NON-RIVALROUS
My use of Drupal won’t prevent your use of Drupal
THE ROADS
built by volunteers
THE RIDGEWAY
Mongwell England, ~3000 BC
improved by businesses
PRIVATELY HELD TOLL ROADS
19th c English.
PENN STATION, NY

Pennsylvania Railroad Corporation
the community benefits
infrastructure expands
infrastructure deteriorates
Infrastructure deteriorates
governments maintain
governments maintain
volunteers
volunteers → business
volunteers → business → government
road system
education system
national defense
parks
volunteers → business → government
invention → product → utility
REACH

TIME

invention

product

utility
REACH, COMPLEXITY, COST

invention

product

utility

TIME
innovation, development, maintenance

REACH, COMPLEXITY, COST

TIME
are crucial
VOLUNTEERS ARE CRUCIAL
business

public good
TRAGEDY OF THE COMMONS
Garrett Hardin
BOSTON COMMON

Boston, MA, USA
SHARED GRAZING
CARETAKERS

I use the commons & help maintain it
FREE-RIDERS

George will do it
OVERUSE
OVERUSE
COLLAPSE
THE LOGIC OF COLLECTIVE ACTION
Mancur Olson
As you grow: The cost of contributing increases.
AS YOU GROW: THE COST OF CONTRIBUTING INCREASES
AS YOU GROW: THE BENEFIT OF CONTRIBUTING DECREASES
When the project is small

3:1
When the project is small

When the project grows you get this

3:1

4:1
When the project is small

When the project grows you get this

But what you need is
It's not that free riders are bad!

Gratuitous: free as in beer

Libre: free as in speech
FREE RIDERS:
FREE RIDERS:
SPREAD THE WORD
BECOME CARETAKERS
IT'S THE RATIO THAT MATTERS
How do you achieve that?

Why should I contribute?
taxation
Reducing costs
Privileged groups
TAXATION
ALTRUISM
Social capital
Privatization
Legislation
mambo
power in simplicity
Reducing costs
Privileged groups
Social capital
Privatization
Taxes
Altruism
Legislation
Reducing costs, social capital, privatization, taxation, legislation, altruism, privileged groups.
Caretakers who get selective benefits for contributing
PRIVILEGED GROUPS

CARETAKERS WHO GET SELECTIVE BENEFITS FOR CONTRIBUTING
Privileged groups

- Social capital
- Reducing costs
- Privatization
- Taxation
- Legislation
- Altruism

Privileged group: Automattic
Privileged groups

- Social capital
- Reducing costs
- Privatization
- Taxation
- Legislation
- Altruism

Privileged group: Mozilla

Firefox
WHAT ABOUT DRUPAL?
Reducing costs

Privileged groups

Social capital

Privatization

Taxation

Altruism

Legislation
Reducing costs
Privileged groups
Social capital
Privatization
Taxation
Legislation
Altruism

Not the open-source way
WHAT WE DO MOST

- Reducing costs
- Privileged groups
- Altruism
- Social capital
We’re doing this too.
Benefit

Cost
WHAT ARE THE COSTS?
WE DELEGATED INFRASTRUCTURE
WE DELEGATED INFRASTRUCTURE
WE OFFLOADED MAINTENANCE
WE OFFLOADED MAINTENANCE
BUT CORE GOT BIGGER
BUT CORE GOT BIGGER
BUT CORE GOT BIGGER
MAKE THINGS AS SIMPLE AS POSSIBLE BUT NO SIMPLER

Albert Einstein
WHAT ABOUT THE GAIN SIDE?
altruism
Reducing costs
Privileged groups
Social capital
altruism
Reducing costs
Privileged groups
Social capital

individuals
agencies
end users
Track organizations in addition to individuals.

- Individuals
- Agencies
- End users
ORGANIZATIONAL COMMIT CREDIT

Current commit message:

Issue #42: fixed performance bug by Sam, Megan, Tim, Josh

Proposal: http://buytaert.net/a-method-for-giving-credit-to-organizations-that-contribute-code-to-open-source
ORGANIZATIONAL COMMIT CREDIT

Current commit message:
Issue #42: fixed performance bug by Sam, Megan, Tim, Josh

Suggested commit message:
Issue #42: fixed performance bug by Sam@Acquia, Megan, Tim@Pfizer, Josh@Tag1*Nestle

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Format:

<Individual>@<Agency>*<End-user>
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Format:

<Individual>@<Agency>*<End-user>
Track all types of contributions

Comments

tkoleary commented 2 months ago

Issue summary: View changes

#1
TRACK ALL TYPES OF CONTRIBUTIONS

Comments

tkoleary commented 2 months ago

Issue summary: View change

- Patch
- Documentation
- Design mockup
- Prototype
- Usability test
- Documentation
we can TRACK HOW our community
really works

individuals agencies end users

WE CAN TRACK HOW OUR COMMUNITY
REALLY WORKS
We can track how our community really works.
Drupal agencies WANT

CUSTOMERS  EMPLOYEES  RECOGNITION
Capgemini is one of the world’s foremost providers of consulting, technology, and outsourcing services with around 120,000 employees and presence in 40 countries.

ABOUT CAPGEMINI

We've been working with Drupal since 2007 and believe that Drupal is often the best and most cost effective solution for our customers to build their online presence and business. That's also why we internally chose Drupal to power our knowledge management tool.

We thoughtfully combine onshore with offshore development to assure that the end result is both high quality and cost optimal. To deliver large and complex websites we can leverage our people’s knowledge of Drupal as well as our extensive experience with solving problems in the enterprise world. All this makes Capgemini a capable and reliable partner to help enterprises successfully exploit the power of Drupal and its community.

EXPERTISE

Accessibility  Consulting  Content strategy  Data migration  Deployment  Design

Development  Front-end Development  Planning  Mobile app development

Information architecture  Performance

SECTORS

COMMUNITY BADGES

56 Drupal developers
110 Patches this month

TOP 10 TESTING Contributor

TOP 10 DOCUMENTATION Contributor

TOP 100 TRANSLATION Contributor

TOP DRUPAL CONTRIBUTIONS

55 Modules
32 Themes
29 Documentation pages
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EXPERTISE

- Accessibility
- Consulting
- Content strategy
- Data migration
- Deployment
- Design
- Development
- Front-end Development
- Planning
- Mobile app development
- Information architecture
- Performance

SECTORS

- Development
- Information technology
- Business intelligence
- Business management
- Cloud computing
- Data management
- Operations management
- Application development
- Project management
- User experience

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AGENCY PROFILE

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EXPERTISE

Accessibility Consulting Content strategy Data migration Deployment Design Development Front-end Development Planning Mobile app development Information architecture Performance

SECTORS


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Join the Drupal Association.
Company B is a Drupal development shop specializing in developing Drupal websites.

ABOUT COMPANY B

We are really good at Drupal. We want you to believe this. Please call us because we need work. Our multidisciplinary team comes together and contributes to your job to expand your online presence and allow you to connect with your audience in new meaningful ways.

EXPERTISE

Development Consulting

SECTORS

EDUCATION ENTERPRISE

EMPLOYEES ON DRUPAL.ORG

CEO Company B, Joe Jones

TOP DRUPAL CONTRIBUTIONS

No contributions added

RECENT DRUPAL EVENTS ATTENDED

No events added

MENTORS

No mentors added

ON DRUPAL.ORG SINCE 4/2009

Acct. #123456
Why choose Drupal?

Use Drupal to build everything from personal blogs to enterprise applications. Thousands of add-on modules and designs let you build any site you can imagine. Join us!

Get started with Drupal

Drupal distributions

Distributions are a collection of pre-configured themes and modules for feature-rich web sites giving you a head start on building your site. Build your own online communities, media portal, online store, and more!

Learn about distributions

Made with Drupal

Drupal is used by some of the biggest sites on the Web, like The Economist, Examiner.com and The White House. Read more Drupal case studies.

Member showcase

Develop with Drupal

Drupal 8 is coming soon. Get regular updates about the process or volunteer as a developer, designer or tester.
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Capgemini

consulting, technology, outsourcing
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Member showcase

Development | Consulting | Hosting

Contact us
1 NORMAL BUG =
1 NORMAL BUG =

1 MAJOR BUG =
MENTORING
DOCUMENTATION SUPPORT
TRANSLATION MODULE
UX BUG FIX SPRINT
AN IMPERFECT SOLUTION BEATS
AN IMPERFECT SOLUTION BEATS NO SOLUTION
Drupal end-users WANT

- Employees
- Services
- Recognition
HIRING DRUPAL TALENT IS HARD

HIRING MANAGERS

92% Report Drupal talent pool is too small
82% Will hire Drupal talent within next 6mo

Source: Drupal Association 2014 job market survey
Hiring Drupal talent is hard

**Hiring Managers**

- 92% Report Drupal talent pool is too small
- 82% Will hire Drupal talent within next 6mo

**Contributors**

- 29% Prefer employers who let them work on Drupal

Source: Drupal Association 2014 job market survey
Your search has yielded 125 results

SR WEB DEVELOPER - DRUPAL ARCHITECT
#1653610
NVIDIA  SANTA CLARA/CA/US
25 days ago

Software Engineer-Front End Drupal (New York or Pennsylvania)
Pfizer, US
2 days ago

Junior/Trainee Drupal Developer
Company B, US
2 days ago
End-users / Pfizer

Pfizer and Drupal

Finding solutions to the most pressing health care challenges of our world cannot wait. Pfizer has been using Drupal to achieve our goals for 5 years.

ABOUT PFIZER

Good health is vital to all of us, and finding sustainable solutions to the most pressing health care challenges of our world cannot wait. That’s why we at Pfizer are committed to applying science and our global resources to improve health and well-being at every stage of life. We strive to provide access to safe, effective and affordable medicines and related health care services to the people who need them.

EMPLOYEES ON DRUPAL.ORG

someone, Senior Drupal Architect
another person, Senior Architect
this guy, Senior Developer
buddybud, Senior Developer
myellen, Business Director
jimbob, Senior Drupal Architect
someone, Senior Drupal Architect
another person, Senior Architect
this guy, Senior Developer
buddybud, Senior Developer
myellen, Business Director
Pfizer and Drupal

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another person, Senior Architect
this guy, Senior Developer
buddybud, Senior Developer
mryellen, Business Director
jimboh, Senior Drupal Architect
someone, Senior Drupal Architect
another person, Senior Architect
this guy, Senior Developer
buddybud, Senior Developer
mryellen, Business Director

COMMISSION BADGES

22 Drupal developers
91 Patches this month

TOP 10 BUG FIXES
Contributor

TOP 10 DOCUMENTATION
Contributor

TOP 100 THEME
Contributor

TOP DRUPAL CONTRIBUTIONS

55 Modules
32 Themes
End-user profile

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mryellen, Business Director
jimbob, Senior Drupal Architect
someone, Senior Drupal Architect
another person, Senior Architect
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mryellen, Business Director

Community badges

22 Drupal developers
91 Patches this month

Top 10 Bug Fixes
Contributor

Top 10 Documentation
Contributor

Top 100 Theme
Contributor

Top Drupal contributions

55 Modules
32 Themes
Drupal contributors WANT

RECOGNITION

EMPLOYMENT

EDUCATION
Dani Nordin

UX Designer with specialties in information architecture, design for content management systems, and an ever-growing number of homesteading activities.

COMMUNITY BADGES
- #1 Usability Tests
- TOP 10 Documentation
- TOP 100 Themes

INDIVIDUAL PROFILE
- UX Lead of the Drupal.org Community Tools Team
- Co-organizer, Design4Drupal Boston
- UX Designer and Consultant, The Zen Kitchen

PROFESSIONAL INFORMATION
- Companies: Bentley User Experience Center, Intuit, Staples, Berklee College of Music, Babson College, CVS/Pharmacy

COMMUNITY BADGES
- Contributor
- TOP 10 Documenter
- TOP 100 Themes

TOP DRUPAL CONTRIBUTIONS
- Modules: 55
- Themes: 32
- More contributions...
IF WE ADD THESE BENEFITS
IF WE ADD THESE BENEFITS
WE CAN TIP THE BALANCE
business
provision
cost/benefit
public good
incentives
Business

Provision

Cost/benefit

Public good

Incentives
WE WILL BE READY
one more thing
2,300+ contributors
11,000+ committed patches
200 beta blockers fixed
15 alpha releases
WE WERE AT **ZERO** BLOCKERS

YOU CAME HERE TO **TEST**

WE FOUND 1 **MORE!**
BETA 1 LAUNCHES THIS WEEK
WANT TO SEE FOR YOURSELF?

TAKE IT FOR A SPIN

https://www.drupal.org/project/drupal
BETA TESTERS
Test, test, test
BETA TESTERS
Test, test, test

MODULE DEVELOPERS
Start porting now, but…
THEMERS & WRITERS
Hold off for a while

BETA TESTERS
Test, test, test

MODULE DEVELOPERS
Start porting now, but…
BETA TESTERS
Test, test, test

MODULE DEVELOPERS
Start porting now, but...

THEMERS & WRITERS
Hold off for a while

CORE CONTRIBUTORS
Be more strict
Individual contributors!

STAND UP!
Drupal end users
STAND UP!
Drupal end users
STAND UP!
Drupal agencies

STAND UP!
Drupal agencies

STAND UP!
George will do it
YOU ARE GEORGE
THANK YOU
Q&A

DRIES@BUYTAERT.NET // @DRIES #DRIESSNOTE