Ubuntu Vancouver LoCo



Welcome to Our April 2009 Meeting! 04.09.200

Agenda:

- 1. Welcome new members!
- 2. One year of Ubuntu Vancouver
- 3. Ubuntu Vancouver Evangelism Advocacy and Marketing Update
- 4. "Jaunty Jackalope" (9.04) Release Party Planning
- 5. Team Reporting
- 6. Other Events (Install-fests, Public Awareness Sessions)





Ubuntu Vancouver LoCo



Evangelism, Advocacy & Marketing

April 9 2009 Update



Who Am I?



Randall Ross Ubuntu Vancouver Buzz Generator

- Ubuntu Vancouver since October 2008
- Ubuntu since 6.06 (Dapper Drake)
- GNU/Linux since ~1996
- *NIX since late 80's
- IT Industry Professional for over 16 years
- Specializing in Direction of Technical & Consulting Teams
- Silicon Valley, San Francisco, Seattle, Toronto
- More info on LinkedIn



UvEAM in Brief



- Ubuntu Vancouver
 Evangelism Advocacy & Marketing
- In short we are the "Buzz Generators"
- We grow the group, we find people who haven't heard of us, we find "new circles"
- Why grow? More fun, more opportunity, greater chance of being the "largest and the best"



uvEAM History



Started at the March meeting... last month!

So, what's happened since then to promote **Ubuntu Vancouver**?



We Have A Logo





I'm not an artist

ubuntu

We Have A Tagline



Ubuntu Vancouver User Group We are: Install-fests, release parties, drop-in help sessions, training classes... and much more! Join us.

Our goal is to be the **largest**, most **successful** and **respected** Ubuntu community in the world. You can help make that happen.



Marketing Channels



These are the ways we reach out to the community to "spread the word".

We're improving existing channels and creating new ones.



Marketing Channels (Past)



Historically, people discovered us by:

- FreeGeek
- Word-of-mouth
- Web search (Google)
- Ubuntu Vancouver wiki (website hosted on Launchpad)
- Mailing List



What's New?



Lots of edits and 'tweaks' to Ubuntu Vancouver wiki (hosted on Launchpad) including the new tagline, logo and a party logo

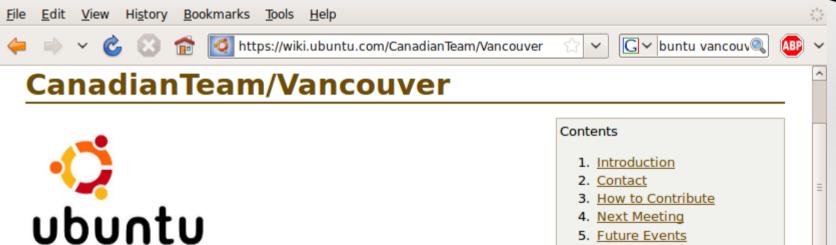
https://wiki.ubuntu.com/CanadianTeam/Vancouver



Ubuntu Vancouver Wiki



6. Past Meetings and Events



Congratulations! You've found the official site of the Ubuntu Vancouver Local Community.

Introduction

Vancouver LoCo

Our goal is to be the **largest, most successful and respected** Ubuntu community in the world. You can help make that happen.

Ubuntu Vancouver was launched in April 2008, mostly to organize a Hardy Heron release party. Since then we have decided to:

- Educate Organize and present courses about Ubuntu, Open Source Software, and GNU/Linux
- · Advocate Spread the word in the lower mainland
- Party Whenever we can find an excuse (which is often)

Contact

... and more



Added presence on **identi.ca** microblogging service

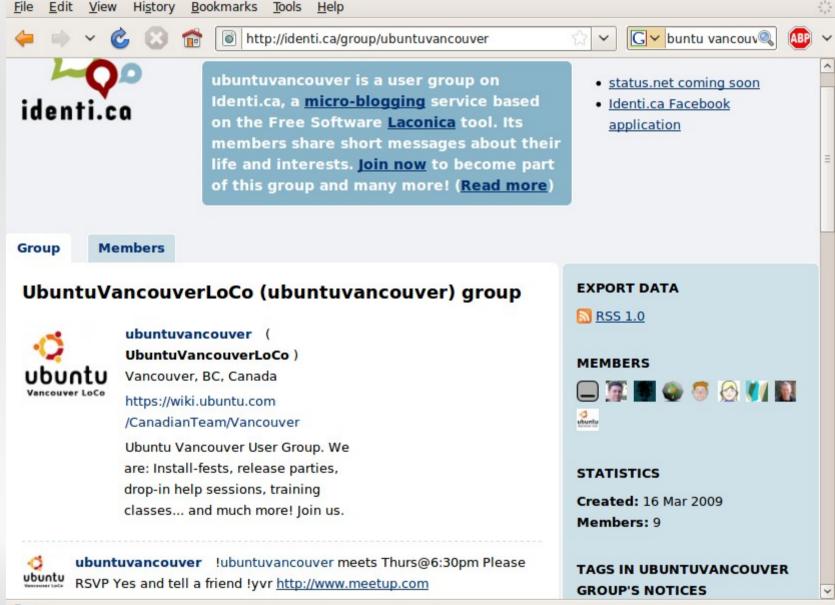
http://identi.ca/group/ubuntuvancouver

(feeds to other groups !yvr !ubuntuca)



identi.ca





ubuntu

... and more



Twitter

Why? It's huge and popular. Your non-techie friends have probably heard of it!

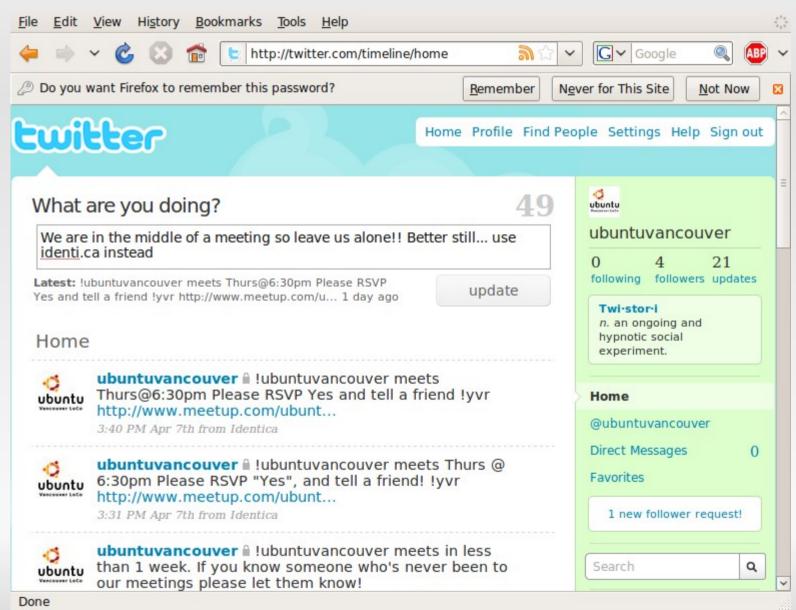
Why not? It's PROPRIETARY

Don't worry. It's **connected** to identi.ca



Twitter







... and more



Meetup Group!

http://www.meetup.com/ubuntuvancouver/

17 members (so far)



Meetup





community in the world. You can help make that happen.

ubuntu

Apr 5

... and more



Facebook

Why? It's huge and popular. Your Aunt Mabel is probably on it!

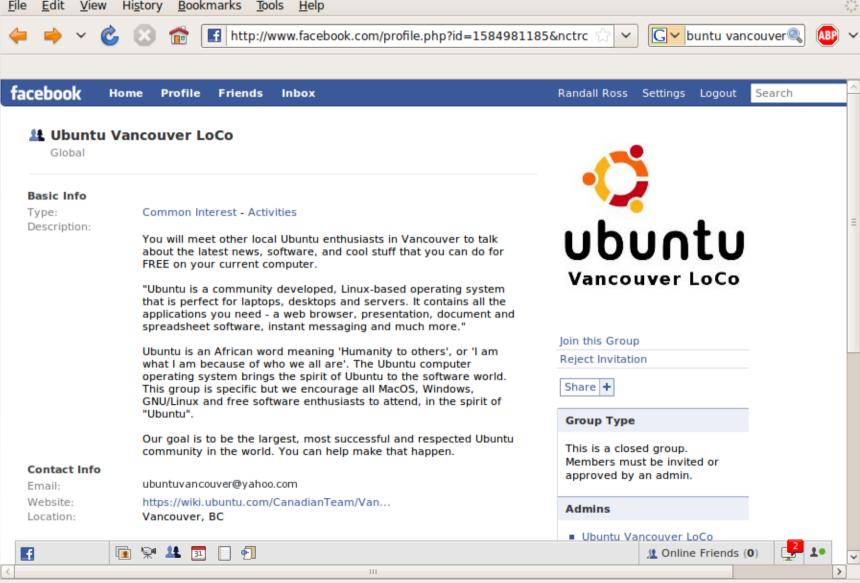
Why not? It's PROPRIETARY

Don't worry. It's **only** a channel, **not** a destination.

ubuntu

Facebook





... and more



Craigslist

It's huge, free, and popular

(Vancouver:Groups)



Craigslist



Ubuntu Vancouver LoCo

"Ubuntu is a community developed, Linux-based operating system that is perfect for laptops, desktops and servers. It contains all the applications you need - a web browser, presentation, document and spreadsheet software, instant messaging and much more."

You will meet other local Ubuntu enthusiasts to talk about the latest news, software, and cool stuff that you can do for FREE on your current computer.

Ubuntu is an African wo...



Ubuntu Vancouver LoCo - April Meeting

Thursday, April 9, 2009 at 6:30PM

We currently meet on the second Thursday of every month. We are: Install-fests, release parties, drop-in help sessions, training classes... and much more! Join us.

For meeting details/agendas and location see: https://wiki.ubuntu.com/CanadianTeam/Vancouver

See the full event details, including location, at http://www.meetup.com/ubuntuvancouver/calendar/9982453/.



... and more



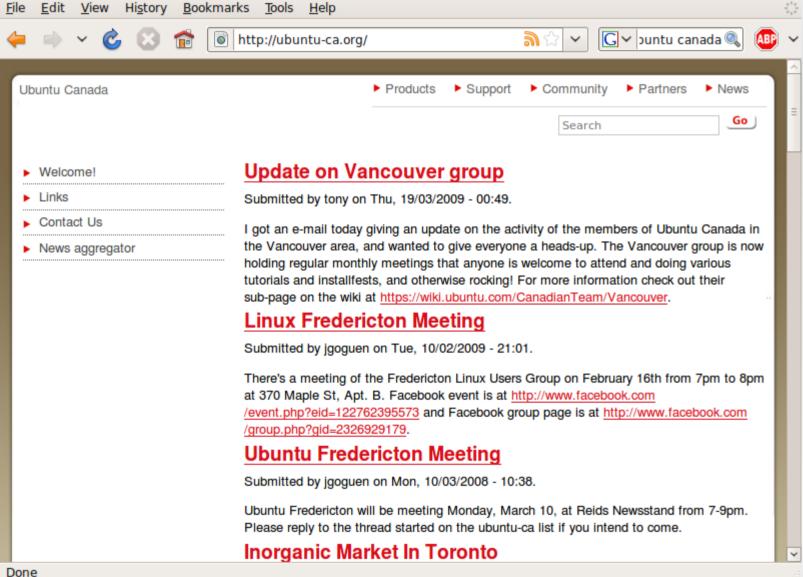
Ubuntu Canada Website

A Plug For Ubuntu Vancouver!



Ubuntu Canada





npnu.

... and more



Search Engine Optimization

It used to be (somewhat) difficult to find us!



SEO: Goals



Make our channels the **Top 5** search results for all pertinent searches. Create BUZZ!

Help us!

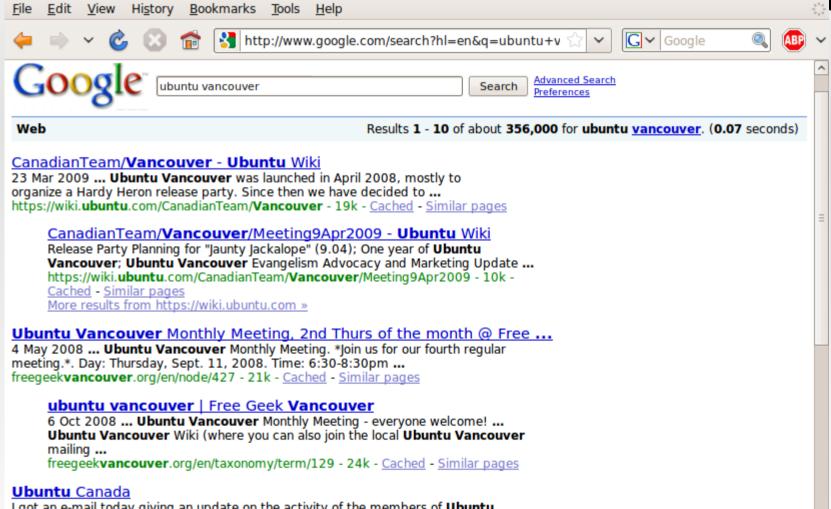
https://wiki.ubuntu.com/CanadianTeam/Vancouver

- 1. Add a link to us from your webpage
- 2. Add the Ubuntu Vancouver URL to your email sig
- 3. Include our link everywhere it makes sense!
- 4. Mention Ubuntu Vancouver in blogs, forums, everywhere!



SEO: "Ubuntu Vancouver"





I got an e-mail today giving an update on the activity of the members of **Ubuntu** Canada in the **Vancouver** area, and wanted to give everyone a heads-up. ... ubuntu-ca.org/ - 18k - Cached - Similar pages

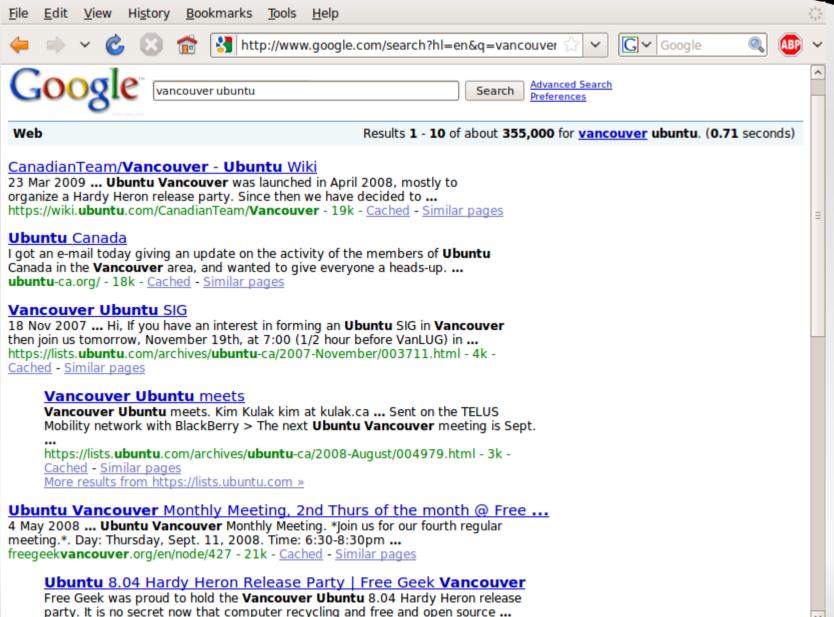
Ubuntu Vancouver LoCo (Vancouver, BC) - Meetup.com

18 Mar 2009 ... Meet other local Software Developers. Discuss various programming languages and techniques! www.meetup.com/ubuntuvancouver/ - 38k - Cached - Similar pages

ubuntu

SEO: "Vancouver Ubuntu"





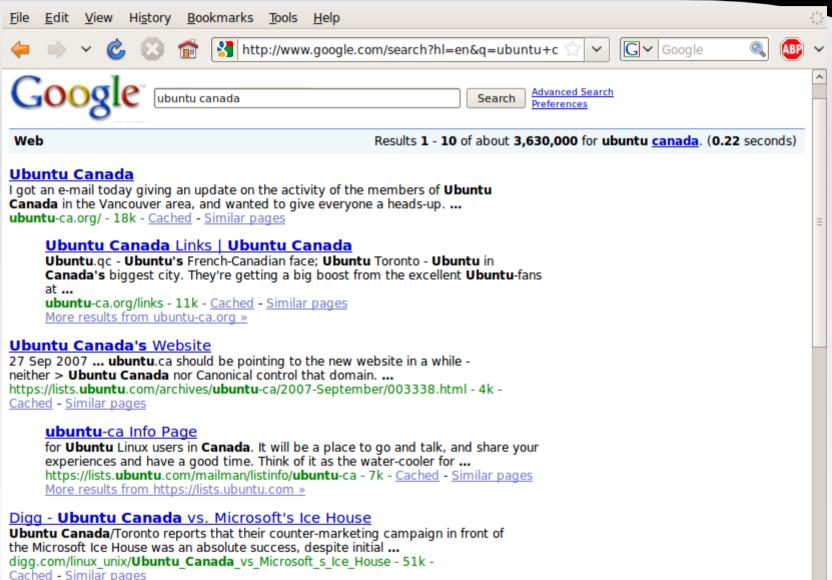
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SEO: "Ubuntu Canada"

canada - Documentation Ubuntu Francophone - [Translate this page]
13 nov 2008 ... La liste de diffusion est ici : Ubuntu-Canada (inscription en







The Poll



Polled the UV email list with a question:

"What should we do as a group to grow Ubuntu Vancouver into the largest, most successful and respected Ubuntu community in the world?"



The Answers



- 1. Spread the word that we exist.
- 2. Increase interest in Ubuntu.
- 3. Recruit new members.
- 4. Retain existing members.
- 5. (Re)energize existing members.
- 6. Tech support outreach
- Ubuntu Support Group
- Location-independent, online (identi.ca/twitter or server-push) or on-location
- Provide special Ubuntu appliance to simplify support task

- 7. Community and school outreach
- 8. Partner with other Ubuntu LoCo's
- 9. Report out to other teams (and report-in)
- 10. Provide a help and resources for smaller area groups
- 11. Events with other LoCo's (e.g. summer campout Kootenay)
- 12. Provide Ubuntu systems to businesses and individuals as a revenue stream



From Past Meetings



- 1. Ubuntu courses for general public:
 - "Introduction to Ubuntu
 - "Introduction to Ubuntu 2 (Customization)"
 - "Introduction to Ubuntu 3 (Administration)"
 - "Fundamentals of Linux Part 3"
 - "Fundamentals of Linux Part 2"
 - "Fundamentals of Linux Part 1"
 - Additional workshops
 - Course evaluation materials
 - Course registration engine
 - Recruit volunteers, instructors and assistant instructors, course designers
 - Ubuntu workshops to specific groups (seniors, women, French, Mandarin, Cantonese)
- 2. Release parties (sometimes in costume, sometimes with entertainment)
- 3. Install-fests
- 4. Add value to Ubuntu Vancouver
- 5. Demo machines
- 6. Ubuntu clinics monthly (Window-less Wednesdays),

- 7. Interesting videos
- 8. Handouts for new Ubuntu users
- 9. Ubuntu Vancouver Wiki site (on Launchpad)
- 10. Online collaboration (FreeGeek wiki and list, UV mailing list)
- 11. FreeGeek partnership
- 12. UBC Linux lab
- 13. Alternative spaces libraries, community centers
- 14. Support non-profits and organizations that want to change to Ubuntu
- 15. Alternate meeting times/dates/places
- 16. Presentations
- 17. Drawings for prizes
- 18. Booths at community (e.g. Earth Day, Media Democracy Day & Car-Free Vancouver Day)
- 19. Get help from organizations/companies (e.g. Canonical)

Other Ideas



- 1. Swag/goodies
- Installation CD's
- Food/snacks/beverages
- 2. Conference in (or bring in) Ubuntu "celebrities"
- 3. Ad-hoc networking
- 4. Get help from System76 (and other companies in the Ubuntu space)
- 5. Increase frequency and intensity of events
- 6. Locate developers in BC that work on Ubuntu & Debian (or want to)
- 7. Public information booths in crowded places
- 8. Borrow ideas from other groups/teams that have been successful
- 9. IRC channel on freenode



What's Next?



More growth!!

Have we tapped the entire Vancouver area for Ubuntu lovers?

- Do something unconventional
- Get more face-time in public places
- Add more online channels, and improve the existing ones
- Organize press events and releases
- Find people that wouldn't traditionally join a LoCo and invite them
- Look outside our circle.
- Tell people about Ubuntu, with excitement!



What Do We Need Most?



Lots of ideas, but more help is needed!

Sign up!

email: randall@executiv.es



Questions and Discussion







... one more thing!



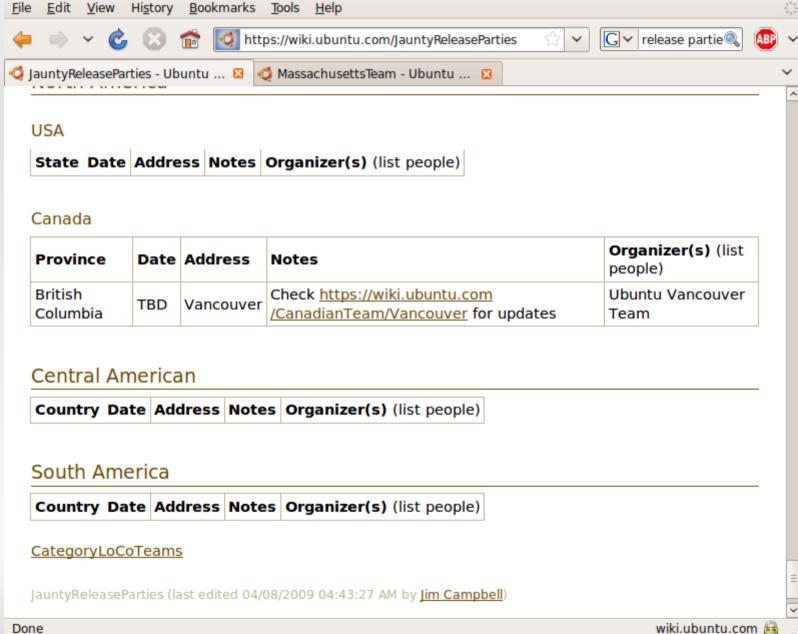
"Planned Parties" link on Launchpad

For our upcoming Jaunty Jackalope Party



Planned Parties







Jaunty Jackalope!



