

## **Breaking Barriers**

**Open Source Community Onboarding** 

Raimund Hook





## GitLab Tragedy of the commons

Once upon a time...

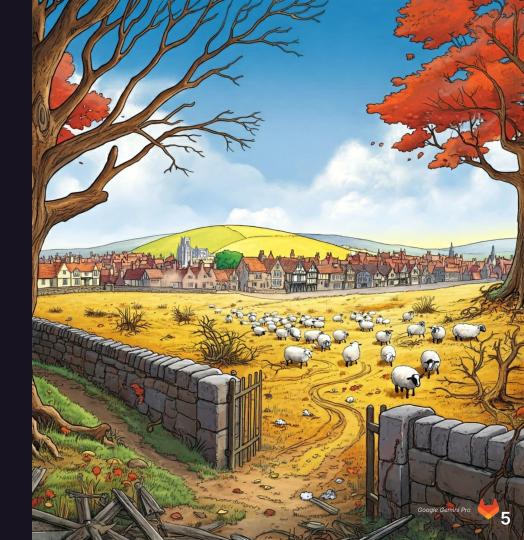


Sheep were happily grazing the Town Commons.

Everyone is happy...



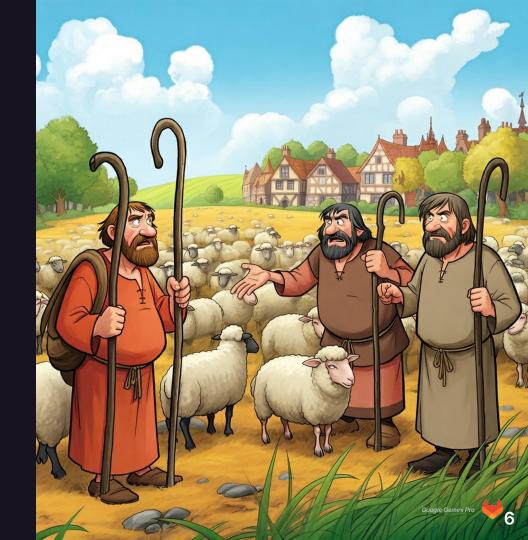
Until more sheep got added, land got depleted....



# An imbalance was discovered, arguments were had.

Should land be privatised?
Should consumption be regulated?

Who maintains the land?



#### ß

What is common to many is taken least care of, for all men have greater regard for what is their own than for what they possess in common with others.

- Aristotle



## 3.5x

amount of money farmers would need to spend on maintaining & creating grasslands than they currently do if the Town Commons did not exist.



## 3.5x

amount of money firms would need to spend on maintaining & creating software than they currently do if OSS did not exist.



#### We are Makers



The difference between Makers and Takers is not always 100% clear, but as a rule of thumb, Makers directly invest in growing both their business and the open source project. Takers are solely focused on growing their business and let others take care of the open source project they rely on.

- Dries Buytaert Drupal Project Founder



### Pop Quiz







## Used an open source project successfully?



# Tried to use an open source project but given up after x hours/days?



# Contributed to an open source project successfully?



# Tried to contribute, but couldn't get it working locally and gave up?



# Tried to contribute, but your contribution wasn't accepted?



# Got frustrated with an open source project?

## Open source project maintainers

You are the makers that are cultivating new fields.







# So, how & where do I start?

### So, where do I start? 🤔

How do I build my open source project's community?

#### **Know** where you are now

Understand what your community looks like today by adding some measurements that make sense for you

#### Decide where you want to be

Set an attainable goal that you can achieve using those measurements

#### **Break it down**

Don't try to solve it all at once, plan small attainable actions that will help you move the needle

#### Iterate!

Work through your actions, continuing to measure along the way. Don't be afraid to try something that doesn't work.



#### Anything else I need to know?



#### Knowing your contributors

#### Why do contributors contribute

Learning, "scratching itches", swag

#### What do contributors need

Tools, resources, documentation

#### **How** can they get involved

Multiple entry points for wider accessibilty

#### When do they do their work

Work time? Part time? Spare time? Your timezone or another?



### We followed **10 people** on their journey as **first-time contributors** to GitLab

Jan. 2025

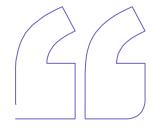
**14** people invited

**10** completed study

10 merged to GitLab

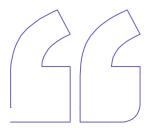
100% success

...just a year ago, this was not even 50%...

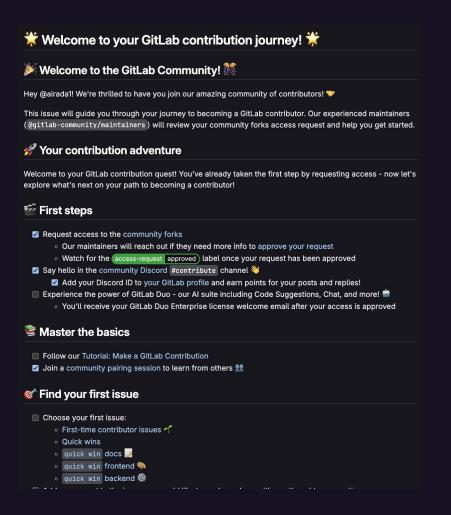


This was a **great experience**. Super fun and rewarding. Thanks for all the work you've put in to make contributing to GitLab fun:)

Quote from a participant

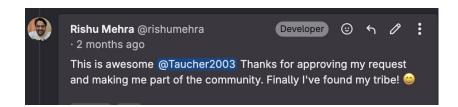


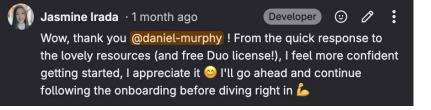
I became a real contributor faster than I thought possible. That was really nice."



#### **Everyone can contribute**

- Personal onboarding issues
- Community maintainer support
- Guidance to get started



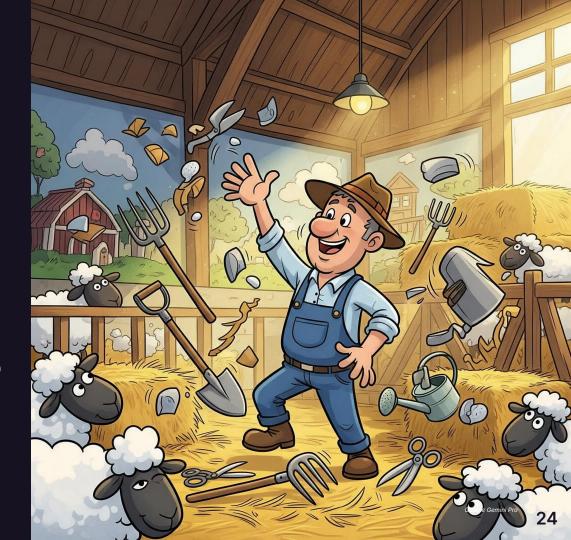




### **Tools of the Trade**

Making our tools accessible to all





### Try & try again

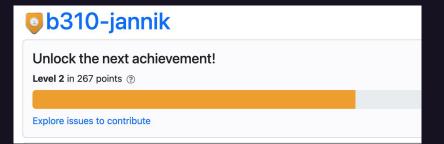
Our "Co-create" has gained enterprise traction

Lesson: don't be afraid to invest in developing new, high value contributors

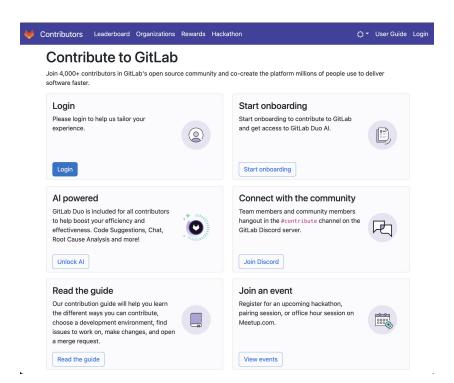




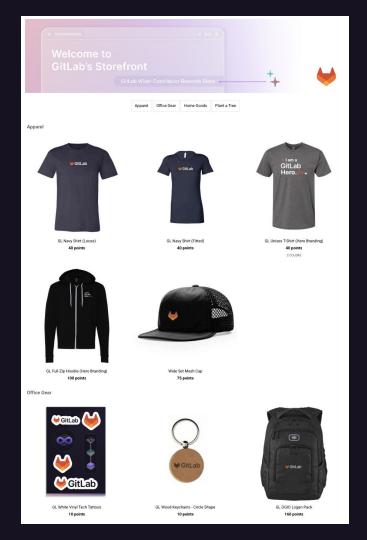
## Level up in the community



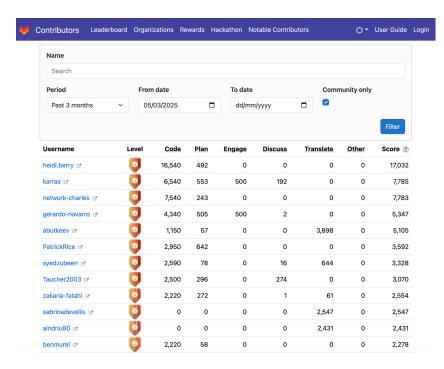
#### https://contributors.gitlab.com







#### **Leaderboard & Rewards**





### Ways to contribute

- Merge requests
  - Code
    - Backend
    - Frontend
  - Code review
  - Documentation
  - Handbook
- **O** Design
- **Translations**
- Issues

Get started at contributors.gitlab.com!



# And the best part of all I didn't tell you yet...



Contributing to open source could make you up to 2X more productive compared to competing firms 1.





# So, What will you do to break your barriers to contribution?



## Thank you!

