2011 Goals for the Joomla! Project

2011 Production Leadership Team goals

PLT Goal #1: Develop four iterations of the Joomla Platform project.
- Develop Joomla Platform 11.1. Target release date is 10 April 2011.
- Develop Joomla Platform 11.2. Target release date is 10 July 2011.
- Develop Joomla Platform 11.3. Target release date is 10 October 2011.
- Develop Joomla Platform 11.4. Target release date is 10 January 2012.

PLT Goal #2: Develop two iterations of the Joomla CMS project
- Develop "Bowerbird". Target release date is 10 July 2011.
- Complete development of com_localise component.
- Complete development of Joomla-MediaWiki importer to support localised documentation.
- Develop the next CMS release. Target release date is 10 January 2012.

PLT Goal #3: Release updates to the current LTS release (Joomla 1.5) as required
- Releases to be made until 3 months after GA of the next LTS. Number, timing and nature of these releases will depend on circumstances.

PLT Goal #4: Outreach and promotion of Joomla to a technical audience.
- Promotion of Joomla at technical conferences and events, particularly in respect of the Joomla Platform.
- Outreach to new developers under a Joomla Student Outreach Program (JSOP).

2011 Community Leadership Team goals

CLT Goal #1: Communication/Interaction with the Community
- More consistency in meetings and publishing of meeting notes/minutes
- Increase CLT membership to ease individual workload as well as broaden representation within leadership and public facing (the community) Task: Assign a member to join the communications team with OSM and PLT
- Volunteer forms for each area of the CWG (JRD, JED, People, JCM, Forum)
- Volunteer recognition program: rewards, public mentions, badges
- More updates to the CWG channels (google group, people site, blogs) about things happening within the working group

CLT Goal #2: Joomla.org site maintenance, usability, effectiveness and improvements
- New joomla.org family site design: volunteer committee run design
- Phased upgrade to 1.6 (and beyond)
- Enhanced Directory Listings
- Single sign on/auto sign on
- Evaluate possible forum software alternatives such as Kunena
- Integrate User Notes for directory and people sites
- Website upkeep - eg. security, third party upgrades, recovery in the event of compromise

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CLT Goal #3: Active participation in live events:
- Have more CWG attendance at Joomla events (team members)
- More representation of CWG leadership at events
- Joint Leadership Summit
- Video and live steaming of events

2011 Open Source Matters Goals

OSM Goal #1: Increase revenue from sponsorships, shop, and website monetization opportunities
- a) Switch the shop over to spreadshirt.com b) create new souvenirs (key ring , Mug, etc...)
- Brainstorm & update sponsor opportunities/pages
- Increase publicity of new sponsors and sponsor opportunities
- Increase Google Ads revenue using prime locations
- Brainstorm & implement Joomla hosting page
- Try to add international team members to improve international sponsors.

OSM Goal #2: Solidify/stabilize the Trademark team
- Confirm (Acting) Trademark Team leader
- Document Trademark-application processes
- Document and simplify Trademark rules
- Recruit new Trademark Team members & involve more board members
- Implement new Ticketing software to better manage submissions and communications
- Use ProjectFork software to manage above internal tasks
- Clarify Trademark priorities
- Try to add international team members to translate process documents and follow up with international issues.

OSM Goal #3: Establish Joomla supporters club

- ○ Brainstorm details
- ○ Create requirements
- ○ Fix firm dates for going live
- ○ Confirm who is going to develop & costs
- ○ Ongoing publicity & monthly promotions
- ○ Ask for help to translate information to different languages.

OSM Goal #4: Simplification and documentation of our processes
- ○ Document Treasurer responsibilities and processes (for normal duties as well as project-wide processes such as budget/planning, funding requests, and contractor engagements), and add to the Wiki
- ○ Document processes for Events and add to the Wiki
- ○ Document trademark processes and add to Wiki
- ○ Organizing of OSM organizational documents
- ○ Document travel process for leadership team members (Orbitz, etc.)
- ○ Identify repository for international documentation.

OSM Goal #5: Improve support for Joomla events
- ○ Build an events team
- ○ Finding a long run strategy for events
- ○ Defining the target groups for different event types
- ○ Establish Joomla worldl conference
- ○ Documentation sprints and developer conferences
- ○ Create translations for documentation.

OSM Goal #6: Improve PR/Promotion efforts to raise positive global awareness about value of Joomla
- ○ Raise awareness of Sponsorships
- ○ Publicise Supporters Club
- ○ Translate documents.