

# Mautic Council Report

## Overview of Council's Objectives

The Mautic Council was established to ensure the continuous growth and sustainability of the Mautic project. Our objectives focus on strategic planning, financial oversight, marketing, community engagement, and project development. We aim to create a cohesive framework that supports the Mautic community, facilitates the adoption and use of Mautic, and ensures the project's financial health and technical advancement.

## Council's Objectives

The Council plays a crucial role in Mautic's ongoing success. Our primary objectives include:

- **Governance:** Refining Mautic's governance model to ensure clear decision-making processes and effective leadership.
- **Financial Stability:** Guiding Mautic toward financial sustainability through fundraising initiatives and exploring revenue streams.
- **Project Oversight:** Providing guidance and support to Mautic's development teams, ensuring projects align with strategic goals.
- **Community Development:** Fostering a thriving Mautic community by improving communication, contributor onboarding, and team structures.
- **Strategic Planning:** Developing a clear vision and roadmap for Mautic's future, outlining short- and long-term goals.

## Review of Progress

### Governance

We've established a communication plan to keep the community informed about Council activities and decisions. A public log of Council meetings is also being developed for increased transparency.

## **Financial Management and Fundraising**

The Council has diligently worked on the financial projections for the calendar year 2024, aiming to secure and increase funding through various channels. Notably, Dropsolid committed to a \$30k membership and Acquia has committed to a \$15K membership, alongside contributions from other community members.

Despite the challenging economic climate, our fundraising committee has been proactive in reaching out to existing and potential members, agencies, and sponsors. We have also proposed the concept of a 'Mautic Support Plugin' which could be purchased 'off the shelf' without adding any additional functionality to assist companies with having a tangible 'thing' to purchase when supporting the project, which also creates a new revenue stream. Furthermore, we've discussed pricing and tiering strategies.

Additionally, the idea of implementing a certification program and training academy for Mautic developers and marketers is currently being explored, alongside the establishment of an Extended Long Term Support program.

While these last two initiatives would require some upfront investment and significant effort to implement, it has the potential to aid in fundraising and financial stability while also delivering some much requested services to our community.

## **Marketing and Community Outreach**

Our marketing efforts have been robust, with a focus on aligning sponsor and partner outreach with free trials. We've received valuable metrics and insights on Mautic adoption, with over 2,500 people using Mautic trials since their launch.

The Council has developed a strategic outreach plan targeting digital agencies and partners through LinkedIn and direct engagements. Additionally, we have formed a dedicated marketing committee to refine and execute our strategies, ensuring that our marketing efforts are coordinated and effective.

## **Project Development and Product Updates**

Significant progress has been made on product development. We have streamlined the trial experience and implemented analytics to understand user interactions better. Security updates and releases for Mautic 4 (M4) and Mautic 5 (M5) were implemented, with a focus on improving documentation and migration steps. The longer term release strategy for Mautic has also been proposed and is currently being reviewed by the Council before being shared for consideration by the Community.

## **Community Engagement and Governance**

The Council has placed a strong emphasis on community engagement. We have initiated discussions on mentoring and onboarding workflows to integrate new contributors better and prevent them from falling through the cracks. Furthermore, the Council has been working on redefining Mautic's mission, vision, and strategic plan to ensure alignment with long-term goals.

## **Events and Communication**

The Council has planned for the General Assembly meeting to coincide with MautiCon, ensuring maximum engagement from our members. The introduction of local landing pages has also been prioritized to cater to our global audience effectively.

## **Operational Improvements**

At the request of community members, the Council has opted-out from Slack's AI/ML model use, ensuring data privacy and security for our members. We have also proposed a new process for electing team leaders, aiming for a more democratic and community-driven approach. The Council has been working on making its workload more transparent, allowing members to see ongoing tasks and identify areas where they can contribute through their open and transparent meeting notes on the Community Portal.

## **Future Goals**

Looking ahead, the Council remains focused on several key priorities:

1. Our primary goal for the coming year is to achieve financial stability and growth. This includes finalizing the fundraising strategy, exploring new revenue streams such as the Mautic Certification and Extended Long Term Support, and securing long-term commitments from sponsors and partners.
2. We aim to amplify our marketing efforts by executing targeted campaigns, forming strategic partnerships with agencies, and utilizing various digital marketing tools. The marketing committee will play a crucial role in driving these initiatives, with an emphasis on aligning marketing efforts with product trials and community engagement.
3. A major initiative for the coming year is the upgrade of the Mautic.org website to better present Mautic as a product to SMBs and SMEs. The current website implementation is not user-friendly, particularly for independent marketers updating pages, and doesn't appropriately represent our product. Our free trials have shown that while Mautic attracts many small businesses, we need to better demonstrate Mautic's features as a product so that we can also appeal more to larger organizations, helping us to build a sustainable community and business model.
4. Strengthening community bonds will remain a top priority. We will work on implementing a robust mentoring and onboarding process to support new contributors and retain existing ones. Enhancing our governance framework to ensure effective decision-making and clear communication channels will also be a key focus area.
5. The General Assembly meetings will be used to gather feedback, discuss strategic initiatives, and make collective decisions.
6. Improving operational efficiency will be an ongoing effort. We plan to streamline our processes, adopt best practices for project management, and ensure that all Council activities are transparent and well-documented. The establishment of clear roles and responsibilities within the marketing and fundraising committees will further enhance our operational effectiveness.
7. To support our growth and operational efficiency, the Council is planning to implement a new, pragmatic hiring and payment policy. This policy will focus on offering competitive wages that are tailored to the skills, experience and position of the candidates while being transparent about our available budget for roles. By leveraging market forces, we aim to attract and retain quality talent at the best possible value. This strategy is designed to maximize our budget, allowing us to accomplish more while maintaining high standards of quality.

The Mautic Council remains dedicated to driving the project forward, ensuring its sustainability, and fostering a vibrant community.