

# Mautic Council Report on 2025

To the General Assembly Jan/2026

## Council Activities and Outcomes in 2025

This report summarizes the work undertaken by the Mautic Council during the 2025 calendar year. It reflects decisions, initiatives, and oversight activities carried out across governance and the five main operational areas: product, marketing, education, community, and legal & finance. The report focuses on what the Council did and achieved, including initiatives that progressed more slowly or were delayed.

---

### 1. Governance

Throughout 2025, the Council focused on strengthening its operating model and clarifying expectations around leadership, accountability, and decision-making.

Key governance activities included:

- Clarifying the **role and responsibilities of Council members**, including expectations around responsiveness, supervision of teams, and liaison with team leads.
- Introducing and discussing more formalized Council roles (chair, treasurer, secretary), led by Ruth Cheesley and supported by Adrian Schimpf and Ekke Gümbel. While not finalized in 2025, this work laid the groundwork for clearer role ownership.
- Improving transparency and consistency of Council **reporting**, including preparation of Council reports for the General Assembly and clearer handling of public versus private meeting minutes.
- Addressing **Code of Conduct** governance, including review of one reported case, and agreeing on improvements to the process.

Council members also discussed how the Council interacts with team leads, concluding that Council members should act as lightweight liaisons rather than actively managing or supervising team leadership.

Also: Preparation for Ruth Cheesley's planned leave of absence in 2026.

## 2. Product (including AI)

The Council spent significant time in 2025 overseeing product **quality, release planning**, and emerging **strategic topics such as AI**.

Key areas of work included:

- Oversight of Mautic releases, including communication around Mautic 6 and Mautic 7
- Support for quality improvement efforts, including a focused **quality sprint** (Prague) and discussions with the product team on unblocking long-standing bug fixes.
- Supervision of **Extended Long Term Support (ELTS)**, including positioning ELTS as a security mechanism and sustainability lever.
- Review of a strategic proposal to rename “Campaigns” to “Automations”, with the decision not to proceed due to scope and technical risk.

### AI-related work

AI was treated primarily as a strategic and governance topic rather than a delivery commitment:

- Review, approval, and publication of the Mautic AI Manifesto
- Establishment of initial principles for AI in Mautic, including optional AI, human-in-the-loop, and maintainability.
- Exploration of technical approaches such as MCP and Symfony AI bundles.
- Empowering the **AI Initiative**, now led by Lukas Sigel

---

## 3. Marketing

Marketing oversight in 2025 focused on continuity, tooling, and support for other teams.

Key activities included:

- Hiring and onboarding of a **sales and marketing assistant**.
- Council approval to extend use of HeyOrca as a social media management tool.

- Review of marketing performance, noting limited traffic growth but improved content engagement.
- Support for marketing around ELTS, releases, events, contributor recognition, and more..

---

## 4. Education

The Education team continued the refinement of tools, guidelines and content for quality documentation and tutorials.

This was complemented by the Council's efforts in 2025 which centered on the **certification** program and learning infrastructure.

Key points included:

- Selection of Axelerant as the certification provider following an RFP process.
- Formation of a certification working group and preparation of **technical** and **marketing** infrastructure.
- Delays to certification launch in favor of the **quality** of exam questions, requiring additional review by experienced Mautic developers.
- Implementation of forum badges and preparation for multiple certification tracks.

---

## 5. Community (including events)

Community stewardship remained a core Council responsibility throughout 2025.

Key activities included:

- Oversight of **Mautic World Conference 2025**, including format decisions, sponsorship structures, and Council participation.
- Support for contribution days and quality-focused sprints that introduced new contributors.
- Revival and restructuring of the community team, led by Ruth Cheesley, with clearer role definitions and volunteer outreach.

- Launch and early rollout of the **Ambassador Program** to strengthen regional engagement.

---

## 6. Legal and finance

Legal and financial oversight focused on risk management and sustainability.

Key activities included:

- High-level financial supervision and directional budget adjustments.
- Oversight of legal readiness for regulatory requirements such as OSA and CRA,
- Continued engagement with funding bodies for privacy and supply chain security initiatives.
- Review and approval of prior-year financial reporting and communication to the General Assembly.

---

## Closing note

In 2025, the Mautic Council focused on stewardship, stabilization, and groundwork. While not all initiatives reached completion, the Council addressed governance clarity, product direction, community resilience, and operational sustainability in a transparent and accountable manner.