

# Mautic Council Report

(Jan 2024 - May 2025)

## Overview of the Council's Purpose and Objectives

The Mautic Council continues to serve as the strategic body guiding the growth, sustainability, and community-led development of the Mautic project. This year, we welcomed two new Council members — Simran Sethi and Adrian Schimpf, whose fresh perspectives and active contributions have significantly strengthened our collective capacity and decision-making processes. We also extend our heartfelt thanks to Favour Chibueze and Andy Towne, who completed their one-year terms in November 2024 and contributed meaningfully to the Council's evolution during a pivotal time.

Throughout 2024, the Council focused on improving collaboration, clarity of responsibilities, and transparency. One landmark initiative successfully adopted the detailed Council Role Expectations and Operational Guidelines, which clearly define how Council members work together and what is expected of them. While collaboration has notably improved, we recognize there is still much progress to be made to ensure even more fluid, accountable, and inclusive operations.

## Strategic Focus Areas

The Council's strategic objectives for 2024 remained grounded in five key areas:

- **Governance:** Strengthening leadership frameworks, transparency, and member participation.
- **Financial Stability:** Diversifying revenue streams, improving budget accuracy, and building reserves.
- **Product and Technical Oversight:** Ensuring development roadmaps align with community and market needs.
- **Community Development:** Supporting contributor onboarding, empowering team leads, and fostering inclusive participation.

- **Operational Effectiveness:** Enhancing project coordination, documentation, and cross-functional planning.

## Review of Progress

### Governance

The Council continued to emphasize transparency and accessibility. Regularly scheduled meetings were held approximately every six weeks, with minutes published to the community. New onboarding materials were introduced, and Council members began working more closely with team leads to support coordination and unblock key initiatives. The improved clarity around roles has already begun to streamline decision-making. We also formed new working groups, such as the Fundraising and Marketing Committees, to better support our outreach, sustainability, and strategic communication goals.

### Financial Management and Fundraising

Mautic faced a financially challenging year in 2024:

- Total income: \$131,354.07
- Total expenditure: \$164,543.95
- Result: a deficit of approximately \$33,189.88
- Year-end balance: \$22,245.67

Our income dropped from \$148,948.48 in 2023, mainly due to Acquia's planned reduction of initial financial support. This anticipated transition reflects our move toward more diversified and sustainable funding sources. Meanwhile, expenses increased as we operated with a full-year staffing structure and expanded community operations. Staffing remained our most significant single expense at \$107,207.71.

However, there were some bright spots:

- Monthly sponsorships exceeded projections.
- For the first time, Mautic secured external grant funding from Google Summer of Code and the European Commission (NLNet), with projects scheduled to begin in 2025.

The Council is committed to restoring financial health in 2025 by finalizing the Certification and ELTS programs, increasing recurring support, and targeting long-term sponsorships to build a more resilient foundation.

## **Marketing and Community Outreach**

Our marketing efforts have remained robust, with a strong focus on sponsor and partner outreach as well as increasing adoption through free trials. Since launch, over 2,500 people have used Mautic trials, providing valuable insights into platform engagement and user behavior.

We proudly celebrated the 10th anniversary of the Mautic community in 2024, a milestone marking a decade of open-source marketing automation. The occasion was highlighted through dedicated campaigns, community contributions, and storytelling showcasing Mautic's evolution and continued impact.

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.

Council also addressed trademark protection for the Mautic brand. It decided to register the Mautic logo in the United States and respond to a conflicting claim with legal clarity. These steps are part of our broader effort to safeguard the community's identity, ensure responsible use of the brand, and maintain long-term trust in Mautic's open-source ecosystem.

## **Product Development and Technology Enhancements**

Mautic achieved several key technical milestones:

- Mautic 6 was released in March 2025, upgraded to Symfony 6, improving stability and modernizing our foundation.
- An end-to-end testing infrastructure was implemented through Google Summer of Code.
- Development work to support plugin reviews, themes, and user logins in the Marketplace was completed and is pending deployment, paving the way for a more community-centered experience.
- A working group on AI in Mautic was initiated, backed by a published AI Manifesto, setting the groundwork for ethical and impactful use of AI in open source marketing.

## Community Engagement and Governance

2024 was a busy year for community-building:

- A new chatbot designed to guide users through Mautic.org has been developed and is planned for launch soon.
- Planned and hosted hybrid events, with a focus on outreach across continents.
- Invested in new contributor mentoring, onboarding workflows, and engagement strategies.
- The Mautic community hosted key events across regions, including the first in-person Mautic Conference India in Pune, the global virtual Mautic Conference in July, and Mautic Conference Europe in Lisbon, which featured the inaugural Mautic Awards.
- Collaborated across global events like FOSDEM and SOOCon, enhancing visibility.

Efforts continue to streamline community sprints, increase local chapter activity, and better support global contributors.

## Operational Improvements

Efforts to make the Council's work more transparent were sustained throughout the year. Meeting minutes are now consistently published, and contributors can see where help is needed.

We improved administrative efficiency by contracting support roles that free up leadership time and invested in internal documentation for repeatable processes.

A dedicated review of hiring practices led to the development of budget-conscious compensation frameworks aligned with experience and geography, which helped sustainably attract talent.

## Looking Ahead: 2025 Priorities

### 1. Financial Stability

- Achieve and maintain a 3-month operational buffer.
- Convert new sponsor and member leads, focusing on long-term sustainability.

- Launch ELTS (Extended Long Term Support) to offer enterprise users extended security and support options, contributing to long-term project stability.

## **2. Product-Led Growth**

- Use the new Mautic.org website to drive trial conversions and self-hosting signups.
- Develop the Campaign Library funded by NLNet.
- Further explore AI integrations and automation pathways.

## **3. Stronger Community**

- Reinvigorate the Community Team with clear accountability structures.
- Roll out new contributor journeys, sprints, and mentor relationships.
- Scale Mautic's presence at regional events and developer gatherings.

## **4. Operational & Governance Refinement**

- Finalize onboarding kits and training for Council and team leaders.
- Establish clear public-facing release cycles and maintenance policies.
- Continue refining our budget forecasts and prioritization strategies.

## **5. Education**

- Introduce the Certification program to recognize contributor expertise, strengthen community confidence, and provide a trusted pathway for professionals and agencies. The plan is to launch three certification tracks for Marketers, Developers, and Integrators.

2024 was a year of learning, innovation, and resilience for the Mautic project. Despite financial headwinds, we delivered substantial progress on our roadmap, grew our capabilities, and laid a strong foundation for 2025. The Council remains committed to transparency, community-led growth, and strategic action that ensures Mautic thrives well into the future.