



Without U there is No CommUnity: Growing and Nurturing an Active and Contributing Community

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A background network diagram consisting of various nodes (circles) of different sizes and colors (grey, blue, white) connected by thin lines. The nodes are scattered across the page, with a higher density on the left and right sides. A large, dashed white circle is positioned to the right of the second text block.

Who am I?

What do I do?

A background network diagram consisting of various sized circles (nodes) connected by thin lines (edges). The nodes are in shades of grey and blue, and the lines are light grey. The diagram is more dense on the left side and becomes sparser towards the right. A large, empty dashed circle is positioned to the right of the text.

A Successful CommUnity provides The Grand Essentials

- Something to LOVE
- Something to HOPE for
- Something to DO

A background network diagram consisting of various sized nodes (circles) connected by thin lines. Some nodes are solid grey, while others are hollow with a dashed border. The network is more dense on the left side and becomes sparser towards the right.

Keys to Success In an Open CommUnity

Communication + Participation

A large, empty circle with a dashed border, positioned to the right of the text 'Communication + Participation'. It is connected to the network diagram by several lines, suggesting it is a central or highlighted node in the network.

A background network diagram consisting of various sized circles (nodes) connected by thin lines (edges). The nodes are arranged in a complex, interconnected pattern, with some nodes having multiple connections. The overall style is light and modern, with a focus on connectivity and communication.

Communication

Communication is important at all levels of a Community.

Transparency

- Critical to successful participation
 - Builds trust

A background network diagram consisting of various sized circles (nodes) connected by thin lines (edges). Some nodes are solid grey, while others are hollow with a grey outline. The connections form a complex, interconnected web. The title 'Participation' is centered in a large, teal-colored font.

Participation

Successful communities make sure that community members have many ways to participate.

Successful communities also make sure community members know and understand how and why participation is important.

How to be a successful participant in an Open Community

1. Participation gives you **significantly better insight and awareness** into the community, its processes, specifications and who actively engaged.
2. By attending events and engaging online, you place yourself and your organization in a **better position to understand and leverage the solutions** that are already available.
3. You will know **where and how to find information about the community** and you have a better sense of how you can **leverage that knowledge** to achieve both your individual and your organization's goals.
4. Once you have this knowledge and experience then you and your organization become **capable of executing faster and more efficiently** than other organizations who don't engage.
5. Another great advantage of participation is that, when you need it, you will probably get **better help – and faster**. You have merit, people know you and have build a relationship with you. It's human nature to help want to help those you know and trust.
6. One of the most important benefits of participating in an open community is your **ability to drive innovation and enhance the hardware/software** you rely on.

A background network diagram consisting of various sized nodes (circles) connected by thin lines, forming a complex web. The nodes are in shades of grey and blue, and the lines are thin and light grey. The diagram is more dense on the left and right sides of the slide, with the center being mostly white space.

Structuring Your Community

- Awareness
- On-Ramp
- Incentives and Validation
- Psychology

Awareness

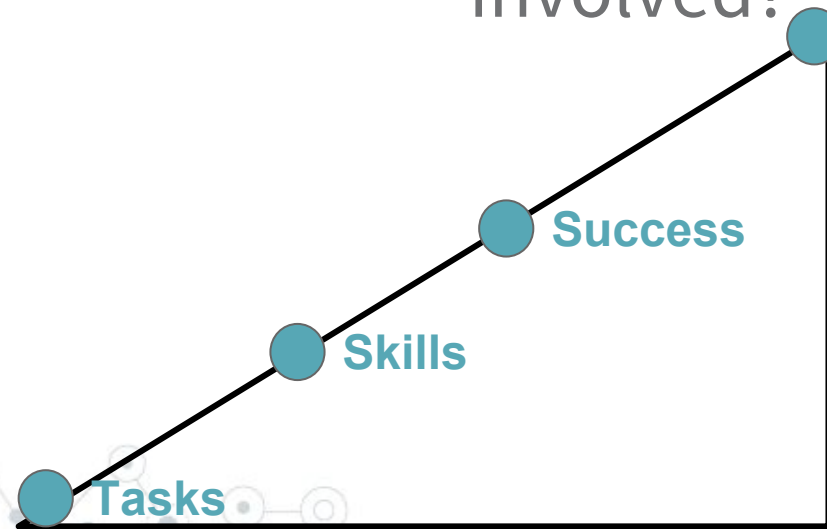
Why does this
community exist?

Why should potential
participants care?

1.

On-Ramp

How do people get involved?



Validate, Reward, Retain

2.

Validation and Incentives

Making sure participants know their merit (time and contributions) is appreciated.



3.

Psychology

Understanding why
people get involved in
the communities in the
first place.



4.

A background network diagram consisting of various sized nodes (circles) connected by thin lines. Some nodes are solid grey, while others are hollow white with a grey border. The connections form a complex web of relationships. A large, empty dashed circle is positioned to the right of the main text.

What does all this mean for the Open Source Zeek Project?

A decorative network diagram consisting of interconnected nodes and lines, rendered in a light blue-grey color. The nodes are represented by circles of varying sizes, some with concentric circles, and are connected by thin lines. The diagram is positioned in the top-left and bottom-right corners of the slide.

Zeek-ing and Finding

Looking into the Zeek Community



Communication

- **Online**
 - Website - <https://www.zeek.org/>
 - YouTube Channel - <https://www.youtube.com/zeekurity>
 - Twitter - <https://twitter.com/zeekurity>
 - IRC - <http://freenode.net/>
 - Mailing Lists - zeek, zeek-announce, zeek-dev
- **In-Person**
 - Workshops/Training
 - ZeekWeek
 - Meetups

A decorative background featuring a network diagram with nodes and connecting lines, rendered in a light gray color. The nodes are represented by circles of varying sizes, some with concentric circles, and the lines are thin and light gray. The diagram is spread across the top and bottom of the slide, framing the central text.

Participation

- **Online**

- Repositories -
 - Site - <https://packages.zeeq.org/>
 - GitHub - <https://github.com/bro/packages>
- Teaching and Training -
<https://www.zeeq.org/playground/index.html>
- Twitter - <https://twitter.com/zeequrity>
- IRC - <http://freenode.net/>
- Mailing Lists - zeeq, zeeq-announce, zeeq-dev
- FAQ's and Howto's

- **In-Person**

- Workshops/Training
- ZeekWeek
- Meetups



2019 Goals

- **Update Infrastructure** (*Starting with the Website*)
- **Increase Awareness** (*Online*)
- **Increase Engagement** (*In-Person events*)
- **Define the Contribution Process** (*Scripts, Plugins, C++ and more*)
- **Governance Model**

Remember

Without **U** there is No CommUnity

- Scripts
- Plugins
- Core Code C++
- Content
- Events
- Testing
- Feedback
- Other help

Sidenote: Each presentation here over these last few days were invitations for you to get involved and participate. Comments. Questions. Feedback. And more.



Wanted and Welcomed

**Feedback, Comments,
Suggestions,
and Questions.**





Thanks!

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