



DEVREL SUMMIT SINGAPORE

CREATING OPEN SOURCE DEVELOPERS



@JNA_SH

DEVELOPER MARKETING

GITHUB

GitHub Education



**GITHUB EDUCATION HELPS
STUDENTS, TEACHERS, AND
SCHOOLS ACCESS THE TOOLS
AND EVENTS THEY NEED TO
SHAPE THE NEXT GENERATION
OF SOFTWARE DEVELOPMENT.**

**REAL-WORLD TOOLS,
ENGAGED STUDENTS**

5 YEARS AGO

4 MILLION GITHUB USERS

1.1 MILLION

VERIFIED STUDENTS ON GITHUB.

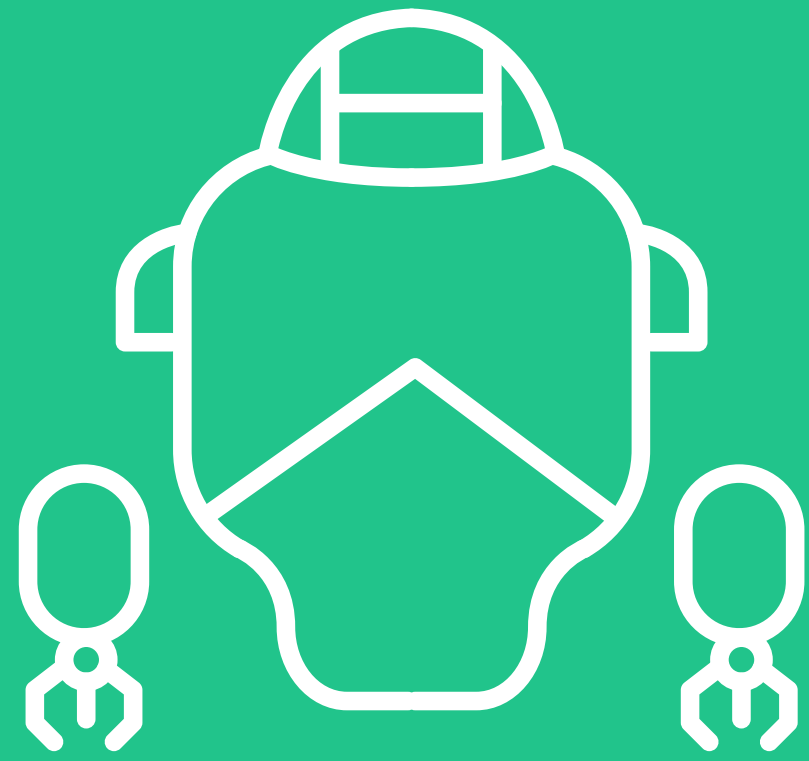
**50% OF NEW GITHUB SIGN UPS
IDENTIFY AS STUDENTS.**



EQUIP

EDUCATE

EMPOWER



EQUIP



1.1 MILLION
VERIFIED STUDENTS ON GITHUB.



SUPPORT DRIVEN

S.C.O.O.P

SUPPORT

CONTENT

OUTREACH

OPERATIONS

PROGRAMS

SUPPORT

**WHAT ARE USERS ASKING FOR
HELP WITH?** 

CONTENT

PUT A URL ON IT 

OUTREACH

GET EYES ON THE CONTENT 🙄

OPERATIONS

AUTOMATE AND SCALE DELIVERY 

PROGRAMS

BUNDLE AND BRAND IT 📦

APPLIED TO STUDENTS.

SUPPORT

**“DO YOU OFFER STUDENT
DISCOUNTS?”**

CONTENT

**HELP DOCS TO GET STUDENT
DISCOUNT.**

OUTREACH

STUDENT HACKATHONS.

OPERATIONS

INFRASTRUCTURE AND PARTNERS.

PROGRAMS

**THE STUDENT DEVELOPER PACK IS
BORN.**



PROBLEM SOLVED?



RE-SCOOP





of hiring managers experience **difficulties recruiting** enough open source talent

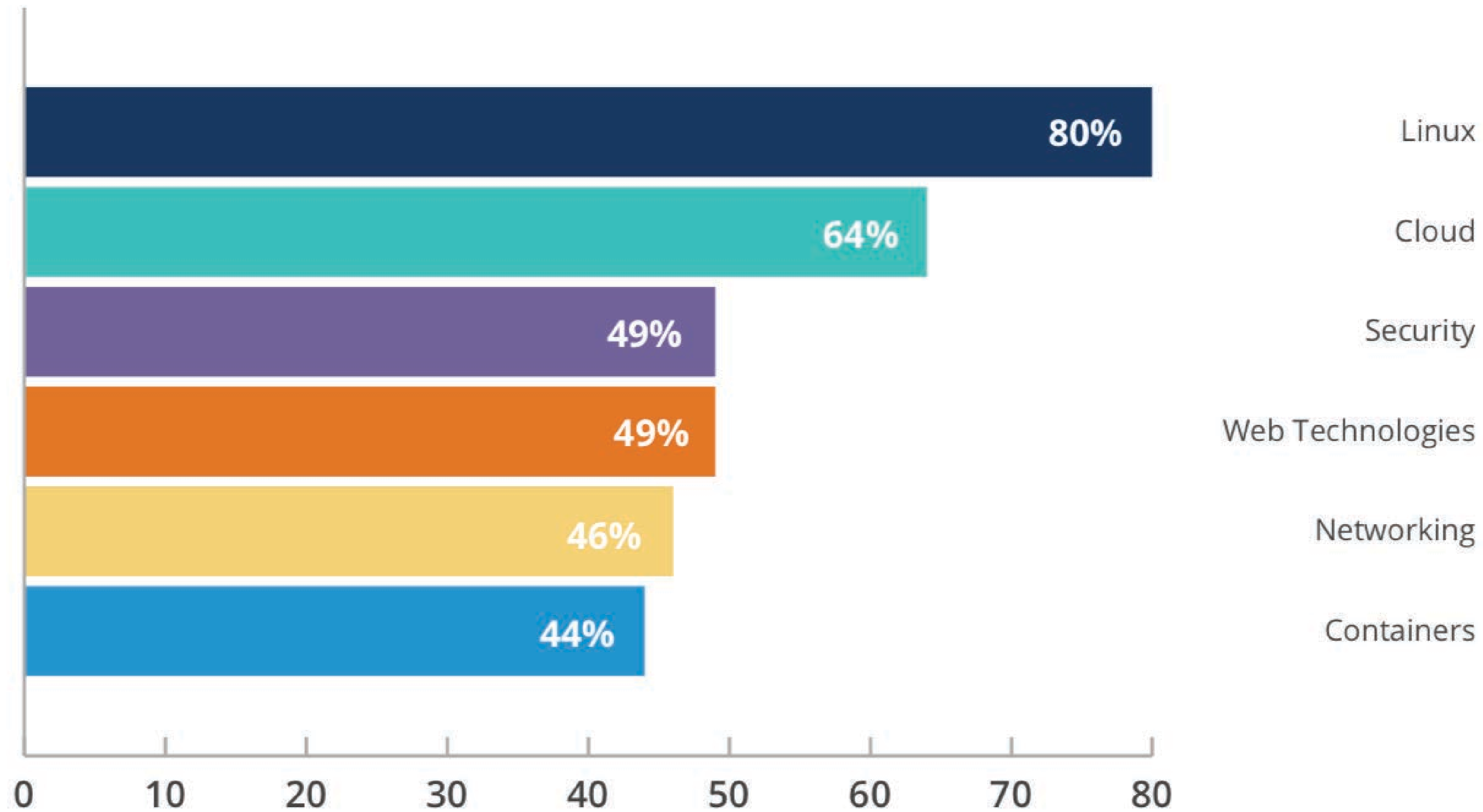


of open source professionals say it would be **easy to find a new job**



of open source professionals say knowing open source has **advanced their career**

Hiring managers are **looking to recruit** in the following areas:





PARTNERS

**OVER \$12,000 OF DEVELOPER
TOOLS.**

**REAL-WORLD TOOLS,
ENGAGED STUDENTS**

STUDENTS

4% OF USERS

12% OF COMMITS

“ I FOUND THAT AS I PROGRESS THROUGH MY ACADEMIC AND PROFESSIONAL CAREER, THE STUDENT DEVELOPER PACK IS GROWING WITH ME.

[HTTPS://BLOG.GITHUB.COM/2018-08-01-HOW-THE-GITHUB-STUDENT-DEVELOPER-PACK-HELPED-THIS-STUDENT-GET-A-TECH-JOB/](https://blog.github.com/2018-08-01-how-the-github-student-developer-pack-helped-this-student-get-a-tech-job/)

SUMMARY

USERS WILL TELL YOU WHAT THEY NEED.



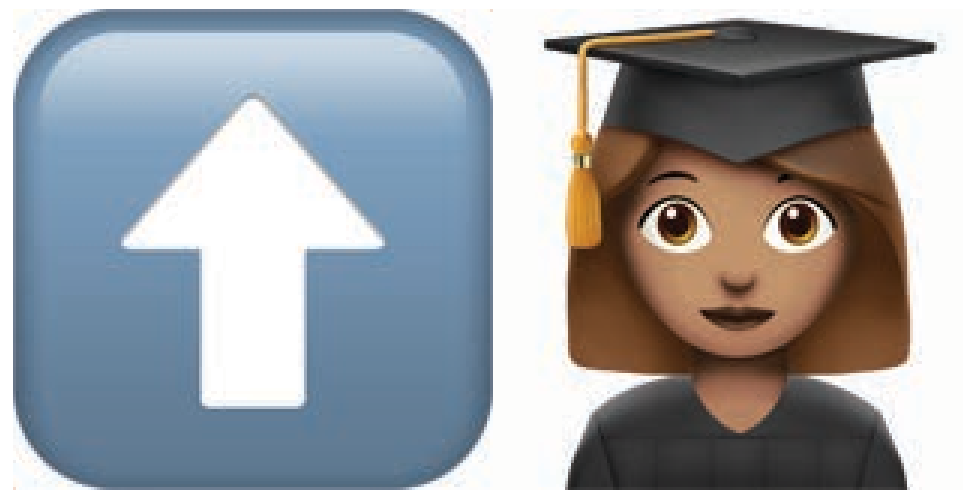
JOHN BRITTON, DEVRELCON TOKYO
**[HTTPS://SPEAKERDECK.COM/
JOHNDBRITTON/MARKETING-TO-
DEVELOPERS](https://speakerdeck.com/johndbritton/marketing-to-developers)**



EDUCATE

WHERE IS YOUR AUDIENCE?

IN THE CLASSROOM.



TEACHERS
ARE A MULTIPLIER.

20,000

**TEACHERS USE GITHUB TO TEACH
THEIR CLASSES**

USE GITHUB TO TEACH.



Implementation Details

- [Faint, illegible text]
- [Faint, illegible text]

watch12.org
Computer Science in
Every High School

REAL WORLD

**WORKFLOWS THAT WILL BE
USEFUL IN THE WORKPLACE AND
OPEN SOURCE.**

**AOYAMA GAKUIN
UNIVERSITY, JAPAN**

Instructions

Entities to map

buildings, roads, landuse and nature

Changeset Comment

#hotsm-project-3306 #FUKUOKA-OHITA-HeavyRain2017 #CrisisMappersJAPAN
source=GSImaps/20170705typhoon3_0708dol1

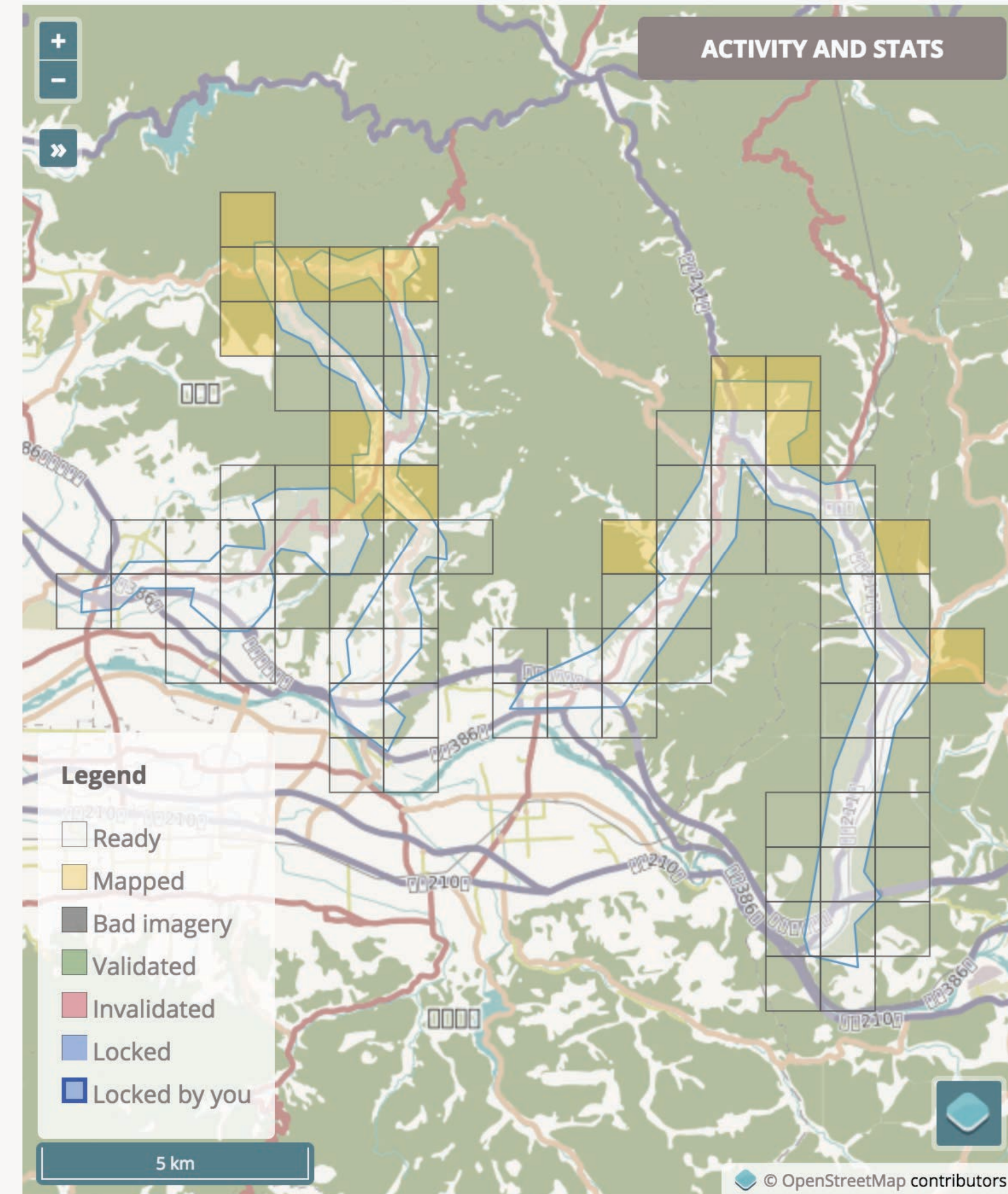
Imagery

http://cyberjapandata.gsi.go.jp/xyz/20170705typhoon3_0708dol1/{z}/{x}/{y}.png



- Author: **CrisisMappers JAPAN**
- Map Feature(Road): Roads
- Map Feature(Building): Buildings
- Map Feature(Flood): natural=wetland, hazard_prone=yes, hazard_type=Flood
- Map Feature(Landslide): landuse=brownfield, natural=bare_rock, surface=dirt, hazard_prone=yes, hazard_type=landslide

Please trace some features in disaster affected area.



“ FURUHASHI INVOLVES STUDENTS DIRECTLY IN THE OPEN SOURCE COMMUNITIES HE’S A PART OF.

“ HELP AUTHORITIES DECIDE WHERE TO SEND RESOURCES AND FIND FLOOD AND LANDSLIDE VICTIMS. BY HELPING LOCAL CRISES, THE WORK OF THE CLASS IS ALWAYS RELEVANT AND URGENT.

S.C.O.O.P

SUPPORT

**“HOW DO I RUN MY CLASS ON
GITHUB?”**

CONTENT

TEACHER GUIDE

OUTREACH

**SPECIAL INTEREST GROUP FOR
COMPUTER SCIENCE EDUCATION**

OPERATIONS

TEACHER SWAG BAG

PROGRAMS

**SOFTWARE TO MAKE USING
GITHUB IN THE CLASSROOM
EASIER.**



GitHub Classroom

The workflow developers use, whether you have five students or 500.

**A 2018 SURVEY OF THE GITHUB
EDUCATION COMMUNITY SHOWED THAT
48% OF STUDENTS SAID USING GITHUB IN
THE CLASSROOM HELPED MAKE THEM
FEEL LIKE THEY BELONGED IN THE
SOFTWARE DEVELOPMENT FIELD.**

SUMMARY

MULTIPLIERS EXIST, AND HAVE THEIR OWN NEEDS.



SIGCSE 2018, TEACHER PANEL

[HTTPS://YOUTU.BE/GZU8M6YN9-S](https://youtu.be/GZU8M6YN9-S)



EMPOWER

**HOW DO YOU
MOTIVATE PEOPLE?**

OPPORTUNITY

**CREATE
OPPORTUNITIES**

SUPPORT

**“HOW CAN I GET A GITHUB
WORKSHOP ON MY CAMPUS?”**

SUPPORT

**“HOW CAN I GET INTO OPEN
SOURCE?”**

SUPPORT

**“HOW CAN I COME TO GITHUB
UNIVERSE?”**



GITHUB CAMPUS EXPERTS

“ THE GITHUB CAMPUS EXPERTS PROGRAM IS FOSTERING COMMUNITIES THAT PROMOTE LEARNING, BUILDING, AND SHARING IN TECHNOLOGY ON A GLOBAL SCALE.

KIM NOEL, DEVELOPER ADVOCATE, AUTHo

**A CAMPUS EXPERT
ENRICHES THE
TECHNOLOGY
COMMUNITY AT THEIR
SCHOOL.**

1.
**TRAINING FROM GITHUB
TO HELP YOU BECOME A
LEADER AND BRING
PEOPLE TOGETHER.**



THIS GITHUB CAMPUS EXPERTS TRAINING HAS HELPED ME GREATLY. IT HELPS ME TO CONCENTRATE, IMPROVE MY WRITING SKILL, MY PUBLIC SPEAKING SKILL AND THE WAY I THINK. I HAD NO SERIOUS KNOWLEDGE ABOUT MY COMMUNITY BEFORE I APPLIED, NOW I HAVE THE **KEY TO IMPACT MY COMMUNITY**

CAMPUS EXPERT TRAINEE

2.

**RESOURCES FROM GITHUB TO
INSPIRE AND MOTIVATE YOUR
PEERS SO THEY CAN LEARN
THE SKILLS THEY NEED.**



3.

**OPPORTUNITIES FROM GITHUB TO
HELP YOU TAKE THE NEXT STEP,
REACHING MORE PEOPLE, **OR**
FINDING YOUR FUTURE.**



128 EXPERTS IN 27 COUNTRIES



COMMUNITY & GROWTH

SHOW, DON'T TELL

WHEN DOES GITHUB LOOK BEST?

WHEN YOU SHARE.

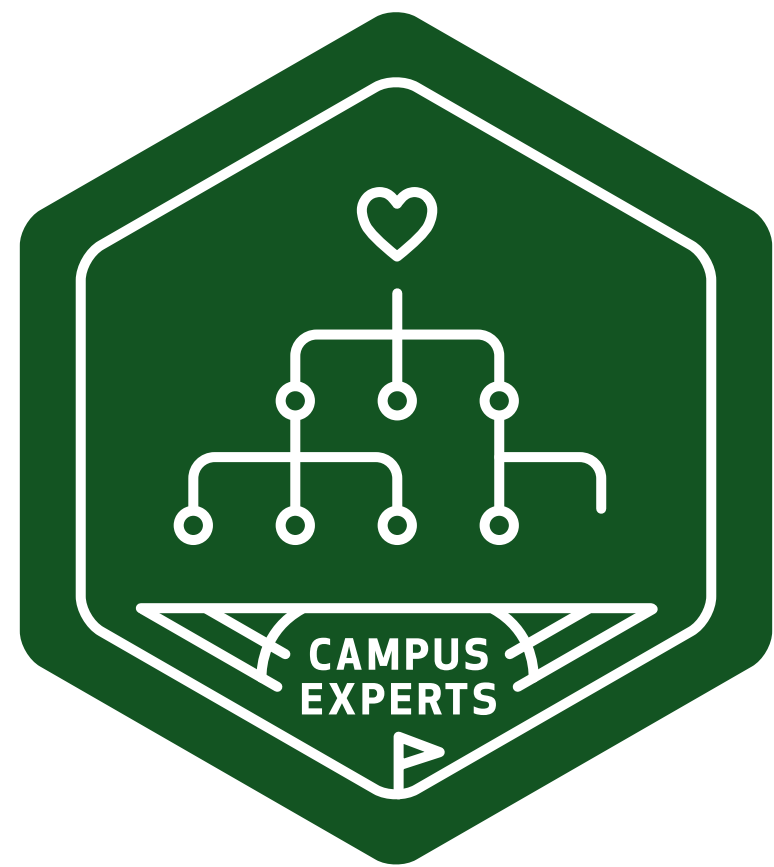
WHEN YOU COLLABORATE.

“ THE GITHUB CAMPUS EXPERTS PROGRAM IS FOSTERING COMMUNITIES THAT PROMOTE LEARNING, BUILDING, AND SHARING IN TECHNOLOGY ON A GLOBAL SCALE.

KIM NOEL, DEVELOPER ADVOCATE, AUTHo

**CREATING A CONTEXT
WHERE GITHUB MAKES
SENSE.**





GitHub, Inc.

campus-experts / open-training Private

Unwatch 272 Star 142 Fork 536

Code Issues 18 Pull requests 155 Insights Settings

Learn to build technical communities on your campus <http://githubcampus.expert> Edit

Add topics

1,382 commits 74 branches 0 releases 358 contributors

Branch: master New pull request Create new file Upload files Find file Clone or download

dsouzadyn authored and juanpflores committed 13 hours ago dsouzady module-0 (#927) Latest commit a9b353d 13 hours ago

.github	Module 16 - Slide design 🎨 (#978)	17 days ago
0-start-here	webinar transcripts	a month ago
01-introduction	webinar transcripts	a month ago
02-community-management	Clarify module 2 exercise (#880)	29 days ago
03-public-speaking	Module 16 - Slide design 🎨 (#978)	17 days ago
04-workshop-development	prefixed zeros to fix ordering	2 months ago
05-technical-writing	Fixed Typo: Pool requests -> Pull Requests (#764)	20 days ago
06-fundraising	prefixed zeros to fix ordering	2 months ago
07-opensource	prefixed zeros to fix ordering	2 months ago

SUMMARY

**PROVIDE OPPORTUNITIES FOR YOUR
PRODUCT TO LOOK ITS BEST.**



JOE NASH, DEVRELCON LONDON 2017
[HTTPS://YOUTU.BE/UDGHLNP13IS](https://youtu.be/UDGHLNP13IS)

OVERVIEW

EQUIP

EDUCATE

EMPOWER



EQUIP

S.C.O.O.P

**USERS WILL TELL YOU WHAT THEY NEED.
TURN THOSE ASKS INTO PROGRAMS.**



EDUCATE

MULTIPLIERS

DON'T NEGLECT THE TOP DOWN, TELL THE WHOLE STORY.

MULTIPLIERS HAVE UNIQUE NEEDS OF THEIR OWN.



EMPOWER

OPPORTUNITY

OPPORTUNITY IS THE BEST MOTIVATOR.

SHOW, NOT TELL.

CREATE OPPORTUNITIES FOR YOUR

PRODUCT TO ✨ SHINE ✨

THANK YOU

