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Start a JUG Right with a Good Charter, Mission Statement, Values, and Schedule

Agenda

- Before the first meeting
- The first meeting
- What comes next

JUG Meeting 0 and 0.1 and 0.2 ...

- Gather a group
- Develop a charter
- Develop some Rules
- Decide when
- Figure out how to advertise the JUG
- Feel out the local interest and talent
- Sponsorships and business interest
- Figure out where
- Find some speakers
- Have a plan for meeting 1

Gather a Group

- Don't try to fly solo
 - You will get burnt out
 - You will run out of ideas
 - You will cancel meetings because you can't make it
 - Once you burn out the jug will fail
- So who then?
 - Coworker, friend, college teacher, anyone who is at least almost as interested as you
 - One is fine, more is better
- Dictatorship is bad
 - Plan from the beginning to have a Board of Directors
 - Plan to have members of the BoD come and go
- Think tank it
 - If they won't join your BoD ask them to join your think tank
 - Think tank will come up with topics, and hopefully be presenters

Develop a charter

- Does not need to be big or flashy
- Not really a legal document
- Should give the JUG a purpose or reason to exist
- Should be an indicator of what members should expect and what may be expected of them
- Should be available
- Should be a living document but not change with the seasons

Develop Some Rules

- How do you become a member?
 - What personal information are they expected to give?
- What sort of privacy can members expect?
 - If you sell out your members, you won't have any (more later)
- Is there a dress code?
- Dues or no dues?
- Who can speak or advertise?
- Who can attend and who can they bring?
 - Recruiters and Salespeople in the audience should be a no no
- What are companies who want to present expected to do and not do?

Decide When

- Best policy is pick something everyone can remember
 - We do first tuesday of every month at 1pm until 3pm
- Still send out meeting announcements to mailing list with date and time
- Pick a time of day that works for your target audience
 - We picked 1pm because we wanted to get members the ability to come to our meetings “on the clock” and got local employers to agree
- Be consistent
 - Canceling for weather is good constant changes and cancels is very bad

How to Advertise your JUG

- Sell it to local businesses that hire Java programmers
 - That charter you made will help here a lot
- Use local newsgroups and bulletin boards
- Seek out local Schools to advertise for you
- Word of mouth is king
- Having someone with celebrity status speak will heavily boost your numbers

Feel out the local interest and talent

- As part of advertising have interested parties email you, email them back
 - Ask their background in a friendly way
 - Ask what they would like to see
 - Ask if they would like to present
- Don't be discouraged JUGs can take a while to build
 - Also know that you may have more people than you imagined at meeting 1

Sponsorship and business interest

- Many companies are willing to spend money for goodwill and visibility
 - Some may want it for free, always request something in return
 - Shwag, free license, pizza, something to raffle, etc
- Give a little in return but don't give up the farm
 - Members will not like it if they start getting emails from random sponsors, your mailing list is sacred protect it as such or you will be the only one at your JUG
 - If a company flies out their evangelist ad buys 150 pizzas, they are going to want something in return
 - Allow for demos or sales pitch in last 15 minutes if large sponsor willing to first speak on the problem their product solves by defining the problem and showing how it can be solved
- Always acknowledge sponsors, no matter how small the sponsorship

Figure out Where

- First try local schools and government buildings
 - Your local community center may be willing to help if you can use your charter to show how it will be beneficial to the community
- Local businesses might be willing to provide space, especially if it benefits them
 - Treat these as sponsors and make sure to express gratitude and acknowledgement
- Sponsors or dues may be used to pay for space
- Use members to help find space
- Be creative
- Be prepared for growth

Finding Speakers

- This will be more challenging than you think
- Be prepared to give the majority of the lessons, as a BoD member
- Reach out to oracle, Companies, and localish java celebrities
- Ask at the exhibition hall tomorrow
- Know that a small number of people will give most of your lessons
- Always thank and acknowledge your speakers
- Speakers will benefit, let members know that
- The more known your speaker is the more attendees you will have

Have a plan for meeting 1

- Present charter
- Establish the consistent meeting time
- Present the rules
- Ask attendees to advertise for the JUG through word of mouth
- Introduce BoD
- Ask for BoD volunteers
- Share Java News
- Have a speaker with a lesson for meeting 1
- Thank those that made it happen

Some General Guidelines

- Have the meetings when you said you would
- Have a socialization period before the meetings
- Always share Java news
- Always ask attendees to advertise for the JUG through word of mouth
- Start on time and try to end on time
- Notice new members, acknowledge them and get them on the mailing list
- Keep control

More General Guidelines

- Have a plan for the future
- Approaching people one on one to speak or join the BoD can be more effective
- Inform potential speakers and BoD members that doing one or both of these will build their resume and that even though recruiters are not allowed companies looking to pay top dollar for talent will find good JUG speakers
- Be flexible where beneficial (we recently had to change our official name to get a better meeting place)
- Be creative
- Be grateful to sponsors, speakers, volunteers, and the audience for coming
- Humor always helps

These slides are at all of our meetings

- Welcome and introduction
- Jug mission statement & values (Our charter in disguise)
- Meeting schedule
- Java News
- Java Lesson
- Discussion and comments

Next 3 slides are examples of first three bullets

Welcome and Introduction

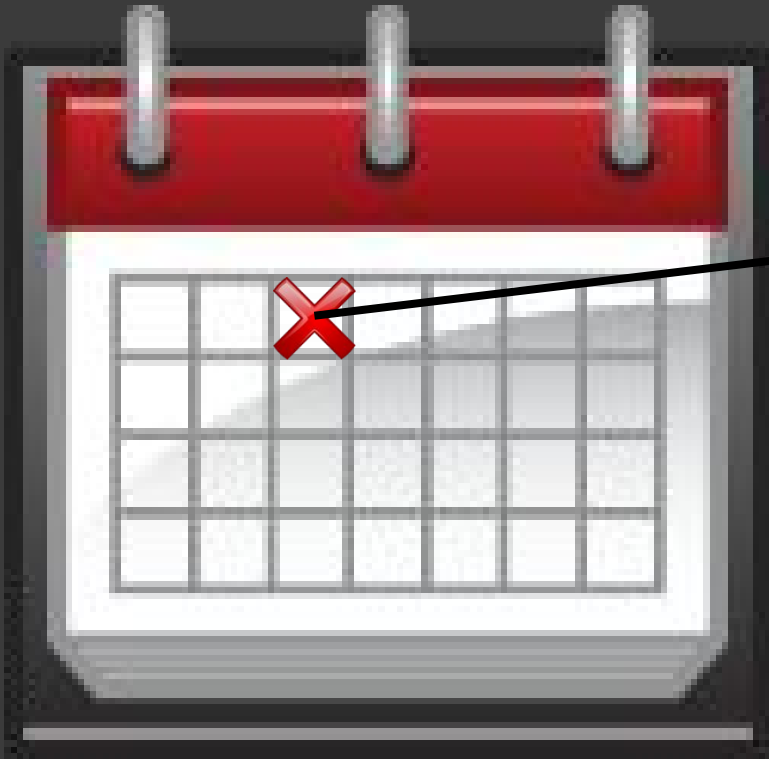
- Who are the presenters?
 - Mike Kelly – Software developer
 - Andy Niepraschk – Software developer
- Why organize a JUG for NSWCDD?
 - Discuss common issues related to Java
 - Meet people who are doing similar work and potentially increase software reuse
 - Improve Java development skills

JUG Mission Statement & Values

- Mission Statement
 - Providing a Java software developer community that
 - Improves developer **productivity**
 - Reduces duplication of effort through **reuse**,
 - Fosters **innovation** through constructive dialogue
- Values
 - Mastering **Java Fundamentals**
 - Software development **best practices**
 - Exchange of **ideas**
 - Fostering **innovation**

Meeting Schedule

- First Tuesday of the month



1st
Tuesday

Our Jug Success

- Between 20 and 70 people at every meeting, average is about 35
- More than 150 on our mailing list
- Two years and still going
- New connections have been made
- Questions have been fielded and answered at meetings
- Starting to get more volunteers willing to teach lessons
- Invited to JavaOne twice to speak about it

Our Best Topics

- Netbeans Platform and its advantages
- JavaFX
- What's new in Java 8
- Intro to Lambdas
- Interview with Paul Anderson

Our Jug Plans

- Continue to grow
- Include students – Recruitment Potential
- Get Java Celebrities to visit
- Continue to spread the word about the JUG
- Entitle others to speak at Conferences

Discussion