LibreOffice Campus Ambassador Program

Join the growing international team and promote free open source technology on your campus

LibreOffice is looking for students with a background in open source software projects, not limited to development. They must have excellent communication skills and should be comfortable serving as a public speaker, with conversational knowledge of written and spoken English to interact with other project members and campus ambassadors. In addition, They must be self-motivated and able to work remotely without full-time mentoring.

Of course, basic knowledge of LibreOffice is requested, and advanced knowledge is a plus. Participation is other open source software projects is also a plus.

Program Overview

LibreOffice Campus Ambassadors will build a community around products based on LibreOffice Technology, with the objective of attracting more contributors – in all areas: development, quality assurance, user experience and interface design, localization, documentation, and marketing – to the project.

Elements of LibreOffice Technology are LibreOffice source code, extensions and dictionaries, and the Open Document Format (ODF) ISO standard file format.

LibreOffice volunteer contributors will provide mentoring in English or in the local language, based on availability of mentors, either from remote or face-to-face, based on general and local travel regulations during the foreseeable future.

Responsibilities of LibreOffice Campus Ambassadors include:

(1) Build up individual LibreOffice communities on campuses, and provide resources for students to organize events and contribute their code, activity and ideas to LibreOffice Technologies.

(2) Help students network with other open source and LibreOffice contributors, and lay the groundwork for potential research work and internships.

(3) Create a fun and exciting network of passionate, dedicated and committed people to spearhead LibreOffice presence on college campuses.

(4) Work with faculty and students to promote free and open source software on campus, including IT and administrative departments.

LibreOffice Campus Ambassadors obtain:

(1) Opportunities to learn and increase their knowledge about LibreOffice, open standards and open source software.

(2) Create a name for themselves and network with a world class team of people who put together and run the best free office suite and related community, with

the additional advantage of enriching their CV.

(3) Have their blog aggregated on Planet LibreOffice, based on formal approval by TDF Board of Directors.

(4) A great opportunity to learn and develop their communication skills, and get some presentation training course.

(5) Lots of experience doing community-driven marketing, and some swag for events supporting LibreOffice.

(6) A monthly stipend for running the program and organizing events during a 6 month period (renewable for another 6 months).

LibreOffice Campus Ambassadors should:

(1) Become active members of the LibreOffice Project, by reporting on a regular basis about campus activities on mailing lists and social media.

(2) Work with faculty and staff to find new opportunities for LibreOffice on their campus.

(3) Be a self-starter and identify other ways to grow the presence of LibreOffice in their country.

(4) Attend monthly meetings with LibreOffice marketing team to coordinate efforts at global level.

How to become a LibreOffice Campus Ambassador

(1) Read the LibreOffice Campus Ambassador Program, and check if your personal skills are compatible with the program pre-requisites.

(2) Join and introduce yourself on the LibreOffice Campus Ambassadors mailing list (campus@global.libreoffice.org), the Telegram group (LibreOffice Campus Ambassadors) or the Matrix room (provide details).

(3) Prepare for a remote evaluation interview with the program coordinators, to be held in English

Stipend and Expense Allowance

Budget for each LibreOffice Campus Ambassador is 3K Euro (400 Euro monthly stipend, plus 600 Euro expense allowance).

LibreOffice
The Document Foundation

FOR INTERNAL USE

How to Measure and Improve LibreOffice Campus Ambassadors

Student ambassadors are an essential tool for promoting LibreOffice on campuses, as they are trusted by their peers, they are present on campus 24/7, and they are a walking and talking billboard for LibreOffice Technology and ODF standard file format.

But having a LibreOffice Campus Ambassador is not enough, if the student is not effective at promoting LibreOffice. This is why we need a system to measure the success (or lack thereof) of each LibreOffice Campus Ambassador.

In order to measure the performance of LibreOffice Campus Ambassadors, we have to define several KPIs: (1) number of activities organized (events, webinars, training, hackfests); (2) number of students attending campus events; (2) number of conversions, i.e. students becoming regular contributors; (3) number of posts published on blogs and social media about the program.

We should create custom hashtags for use by LibreOffice Campus Ambassadors, to easily check when and how often they are posting about the program.

KPIs should be measured on a monthly and quarterly basis, and adjusted after six months to better reflect the expected and achievable results of the program. We should expect some learning curve, before the LibreOffice Campus Ambassador program has a real impact.

Gather Feedback

We should use anonymous surveys to find out from campus ambassadors what is working for them and what is not, and to get feedback about LibreOffice.

Notes from Other Campus Ambassador Programs

(1) Be careful! Students say Yes just to fill up their resume, even if they do not have the time to take up the responsibilities. So be very clear on what you want them to do and let them know upfront.

(2) Do not ask them to sell your product. Ask them flaunt LibreOffice, make them feel cool! Treat them as an Influencer with thousands of student followers.

(3) Give them tasks which are FUN to execute!

(4) Prizes are a big motivator for most of the students, but they want to earn them without working hard! So make them earn by letting them have complete tasks which are fun for them!

(5) Get in touch with the campus authorities through a referral, it will fasten the process of getting the university on board.

(6) Know their exam schedules! It helps! Trust me! Plan accordingly!

(7) The right time to run a campus ambassador program is during the beginning of the academic year, because students and professors will have lesser workload when compared to the later part of the year, when everyone is busy with exams and have their own schedule.

(8) Coordinating with hundreds of students from different countries might be an operational nightmare. So, build a team which can "Get S*it Done" at any time of the day! You need a separate team to run a high caliber Campus Ambassador Program.