



DrupalCon

PRAGUE **2022**
20-23 SEPTEMBER

The road to 1000 contributors a month and beyond

What GitLab has learned from Drupal and what can Drupal potentially learn from GitLab



Nick Veenhof

Director of Contributor Success,
GitLab Inc.



Situation

Open Source is eating the world*

* The long-term benefits of sunscreen have been proven by scientists whereas the rest of my advice has no basis more reliable than my own meandering experience



Photo by Viktor Forgacs on Unsplash

Situation

- Organizations need Open Source to compete*
- Those who leverage open source “best” will win*

* The long-term benefits of sunscreen have been proven by scientists whereas the rest of my advice has no basis more reliable than my own meandering experience

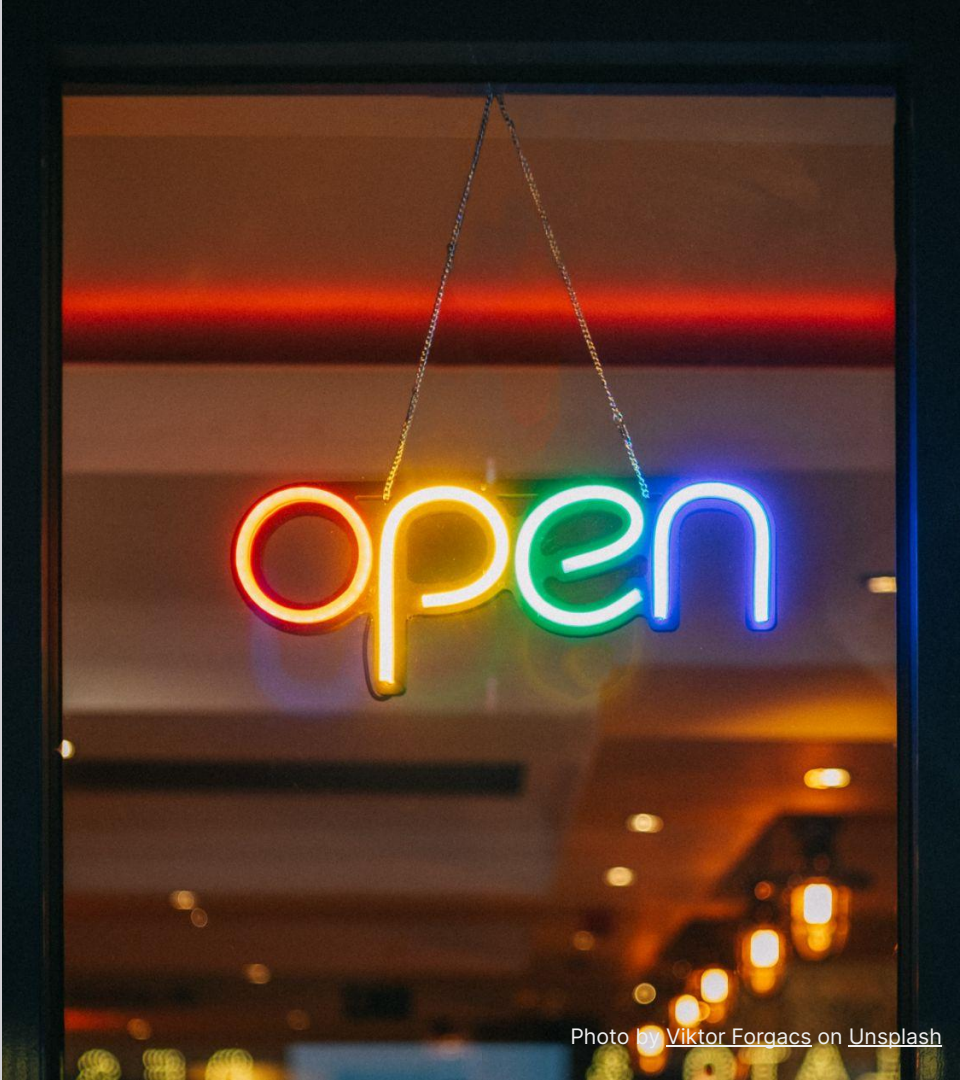


Photo by Viktor Forgacs on Unsplash



Drupal & GitLab

What are the differences & parallels?



Stable Diffusion - Cute and adorable smiling orange tanuki, with a blue talcoat and suit, steampunk, trending on artstation, 4k, highly detailed, forest scene, abundant growth and moss, Jean papiste monge, oil painting

About GitLab



- COMPANY**
- Incorporated in 2014
 - As of August 30, 2022, GitLab had approximately 1,951 team members in over 60 countries.



- BROAD ADOPTION**
- GitLab has an estimated 30 million+ users (both Paid and Free) from startups to global enterprises.

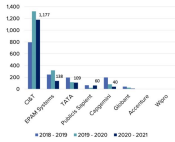
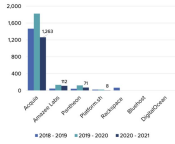


STRONG PROJECT & COMMUNITY

- First commit in 2011
- Open source core
- GitLab has a Community of 3611 contributors with merged MR's as of Aug 30, 2022



About Drupal



COMPANIES

- Acquia, founded by the founder of Drupal, but also Amazee, Pantheon etc..
- CI&T, EPAM, TATA, Publicis etc...

BROAD ADOPTION

Over 1,000,000 websites run on Drupal.

<https://www.drupal.com/showcases>



STRONG PROJECT & COMMUNITY

- Started in 2001
- More than 7,400 contributors & 1100 organizations as of the 25th of October 2021
- More than 48,707 modules to extend the functionalities of Drupal as of 28th of May 2022

<https://www.drupal.org/blog/who-sponsors-drupal-development-2020-2021-edition>



Things you might not know about GitLab



Photo by [Kornél Máhl](#) on [Unsplash](#)

All-remote

GitLab has been a 100% remote workforce since inception.

GitLab's Mission

“Everyone Can Contribute” – GitLab encourages its wider community to contribute back to the product through code and feedback.



“a low internal email culture, as we see greater efficiency in other forms of communication (e.g. Slack)”
<https://about.gitlab.com/handbook/communication/#email>



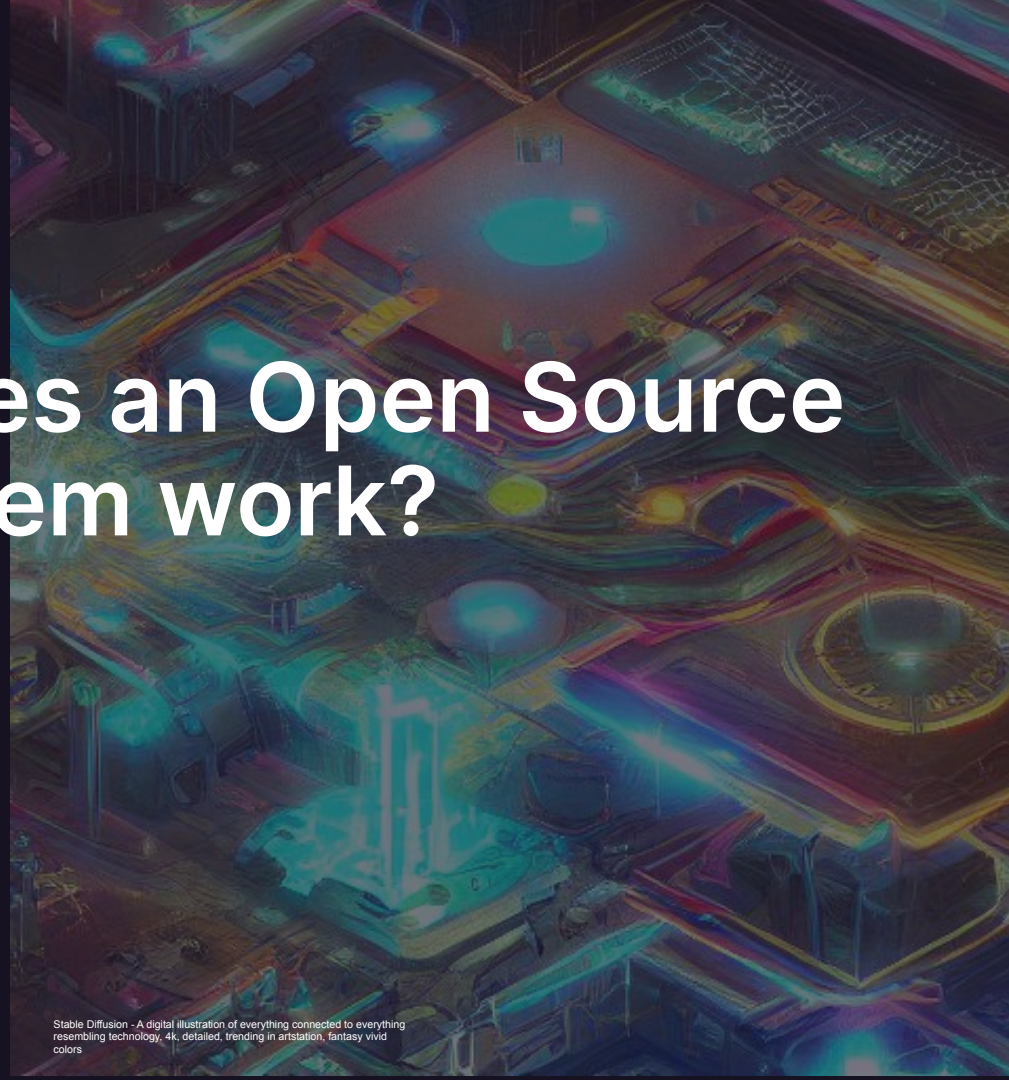
“When using Slack for work-related purposes, please avoid direct messages.

[Direct messages discourage collaboration.](https://about.gitlab.com/handbook/communication/#avoid-direct-messages)”

<https://about.gitlab.com/handbook/communication/#avoid-direct-messages>



How does an Open Source ecosystem work?



Stable Diffusion - A digital illustration of everything connected to everything resembling technology, 4k, detailed, trending in artstation, fantasy vivid colors

As an individual?

“The very elements that made OSS so powerful for accelerating technology innovation and so attractive to developers and “problem-solving” engineers — **transparency, rapid iteration, collaborative innovation** — were characteristics that often concerned legal teams and went against the grain of traditional technology development strategy”

source:

https://linuxfoundation.org/wp-content/uploads/LFResearch_QSPO_Report.pdf



Photo by [Jamelene Reskp](#) on [Unsplash](#)



[Drupalcon Portland - Drupal Association - MAGNIFY PHOTO](#)

Change is the
only constant



Incentive &
Rewards?

People

As an organization?



Photo by [Michael Afonso](#) on [Unsplash](#)

Helps retain & attract top talent.



Photo by [Gerold Hinzen](#) on [Unsplash](#)

Net competitive advantage



Photo by [Jen Theodore](#) on [Unsplash](#)

Lower total cost of ownership



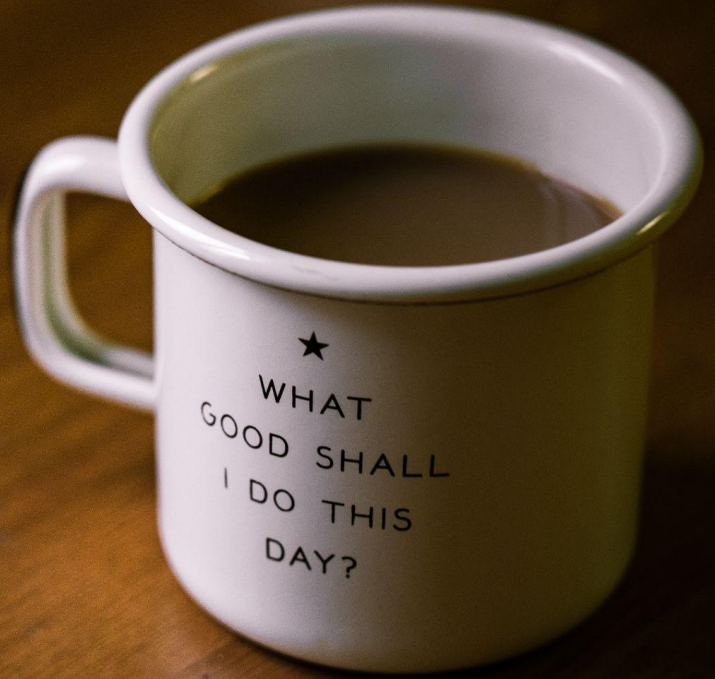
Volunteer & Paid Positions

Remember - Free time is a privilege
Want to read more?

<https://dri.es/the-privilege-of-free-time-in-open-source>



Photo by Nathan Lemon on Unsplash





How does an Open Source ecosystem win?



Stable Diffusion - A digital illustration of a happy robot running over a visible finish line with a cheering crowd in the background, 4k, detailed, trending in artstation, fantasy vivid colors

Answer

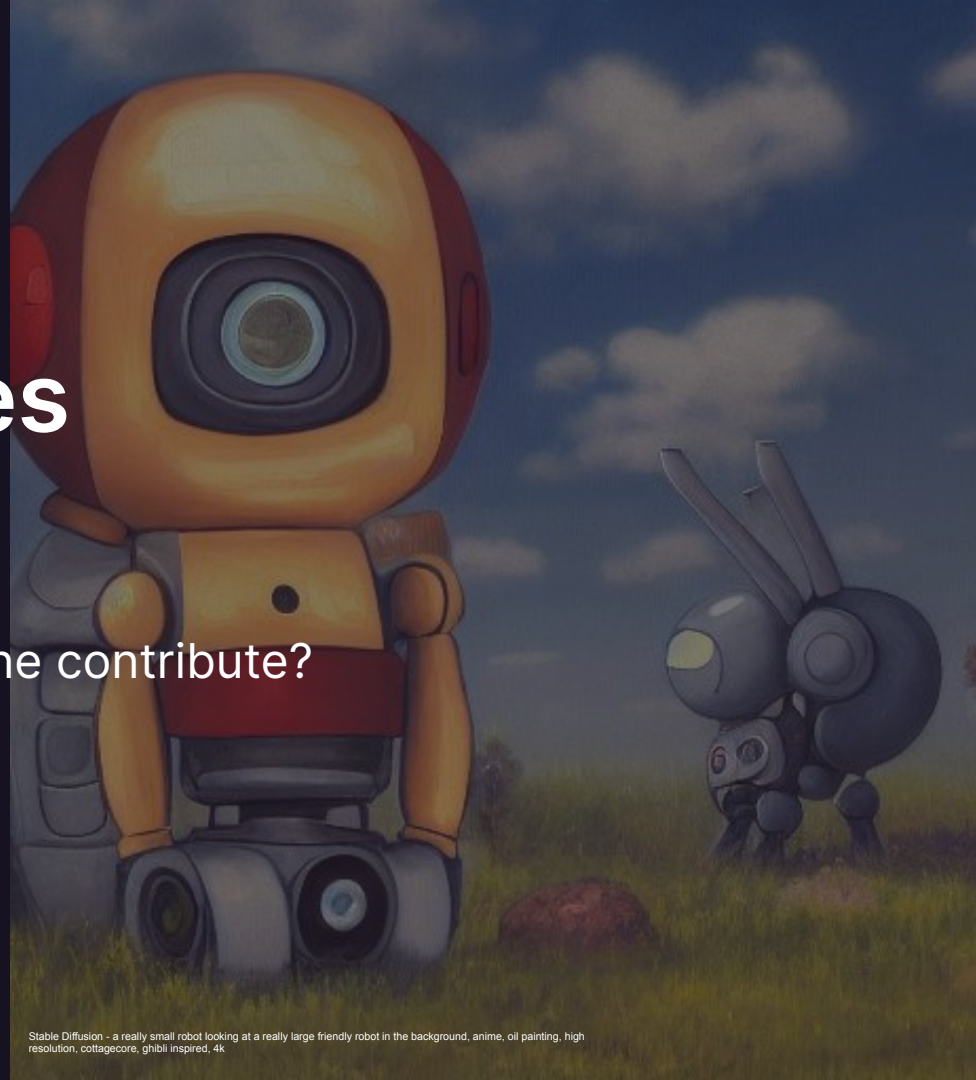
Move from **Consumers** of
Open Source to ***Contributors***





Incentives

Why would someone contribute?



Hold on! Who/what are we talking about?

Measurable Actions or “Content & Editorial contributions”

- Developing
- Reviewing
- Merging / Releasing
- Reporting
- Commenting
- Reacting

Source: <https://link.springer.com/article/10.1007/s10664-021-10061-x>

Hats to put on

- Event organiser/volunteer
- Community Working Groups
- Speaker
- Developer (all kinds of code)
- UX / Accessibility tester
- Writer
- QA Tester
- Core Developer
- Wider Community Interests?
(Modules / non-core code)
- ...?



What does one get in return?






Stable Diffusion - a happy steampunk robot holding a lot of presents, picasso style, trending on artstation, 4k, detailed

Rewards - GitLab

Hackathon Prizes

GitLab offers the following categories of prizes for this Hackathon per each contribution area.

Qualifying MRs must be submitted between [May 9th 12:00 UTC](#) & [May 13th 12:00 UTC](#) and be [merged by June 8th 12:00 UTC](#).

Eligibility	Prizes	Description
Individual(s) with the most points gathered (awarded on each contribution area)	 GitLab	A \$100 giftcard for our swag shop.
Individual(s) with the second most points gathered (awarded on each contribution area)	 GitLab	Second Place prize will be replaced with equal value items due to our brand update.
Everyone with an MR merged	 GitLab	Participation prize will be replaced with equal value items due to our brand update.

Hackathon Prizes

<https://about.gitlab.com/community/hackathon/#prize>



GitLab Heroes: Building GitLab together

GitLab Heroes engages, supports, connects, and recognizes members of the wider GitLab community who make outstanding contributions to GitLab and our community around the globe.

[Become a GitLab Hero](#)


Be a Hero

At GitLab, we believe everyone can contribute. In that spirit, we believe everyone in our community can become a GitLab Hero.

If you are new to GitLab and looking to get started contributing to our community, we have many ways to contribute. You can improve documentation, contribute code, organize a GitLab meetup, give a tech talk, or write a blog post.

If you are active in our community and organizing meetups, recording demos for YouTube, giving talks at conferences and events, writing technical

GITLAB HALL OF FAME



GitLab MVP

Every release, GitLab team members select a community contributor as the MVP (most valuable person) of the release and the MVP is recognized with the prestigious golden fork. Contributions can range from features, design, usability/accessibility, maintenance of code, documentations, translations (i18n/l10n), etc. The selection process is described in the [Community Relations Handbook](#) and the list of all MVPs is as follows:

14.10 (April 22, 2022)	Jeremy Wu (@JeremyWuusu)
14.9 (March 22, 2022)	Timo Ferrer (@timoferrer)
14.8 (February 22, 2022)	Piotr Stanekowski (@traks)
14.7 (January 22, 2022)	Fabio Fuster (@ffuster)
14.6 (December 22, 2021)	Ken (@kenclarkgitlab)

GitLab Heroes program

<https://about.gitlab.com/community/heroes/>

Most Valuable Person

<https://about.gitlab.com/handbook/marketing/community-relations/code-contributor-program/#most-valuable-person-mvp>

Rewards - Drupal



Photo by Drupal Association by MAGNIFY

Top contributors get mentioned by project lead of Drupal during keynote & mention in blogpost

4420 organizations provide Drupal services and have requested to be listed here.

Acquia
EXPERIENCE DIGITAL FREEDOM

756 people on Drupal.org
296 projects supported
865 issue credits in the last 90 days
46 case studies



THIRD AND GROVE

43 people on Drupal.org
28 projects supported
228 issue credits in the last 90 days
17 case studies



srijan:

367 people on Drupal.org
167 projects supported
224 issue credits in the last 90 days
37 case studies



<https://www.drupal.org/organizations>

Organization gets higher in the marketplace ranking

By	Patches	Files
<input checked="" type="checkbox"/> Dave Reid	5	■ none yet
<input checked="" type="checkbox"/> andregp at CI&T	4	■ 2
<input checked="" type="checkbox"/> naxoc	4	■
<input checked="" type="checkbox"/> pratik_specbee at Specbee for Drupal India Association	1	1
<input checked="" type="checkbox"/> ravi.shankar at OpenSense Labs	1	1
<input checked="" type="checkbox"/> yogeshmpawar at OPIN, A Converge Company	1	1
<input checked="" type="checkbox"/> marcingy	1	
<input checked="" type="checkbox"/> StevenPatz	1	
<input checked="" type="checkbox"/> amitgoyal	1	
<input checked="" type="checkbox"/> Johnny Santos at CI&T		2
<input type="checkbox"/> andypost		
<input type="checkbox"/> Dries		

<https://www.drupal.org/project/drupal/issues/124969>

Both the individual, the organization and the client can get attributed & recognized publicly



Rewards - less measurable

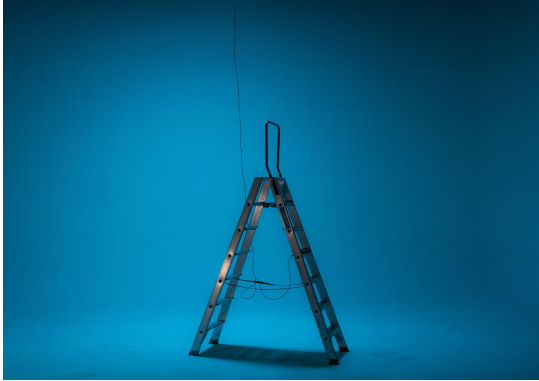


Photo by [Jilbert Ebrahimi](#) on [Unsplash](#)

Jump the career ladder faster



Photo by [Cookie the Pom](#) on [Unsplash](#)

**Learn skills otherwise difficult in
your daily routine**



<https://www.drupal.org/project/drupal/issues/124969>

More fulfilling



Let's zoom in a bit

Picture taken by my wife at a Drupal Meetup in Malaysia (2014) during our personal holiday





How are other OSS projects attributing contributions?

Wordpress

Wordpress, among other systems, uses “props” in their commit messages. They are [discussing using more standardized commit messages](#). They derive the employer from profiles.wordpress.org



```
✓ Code Modernization: Remove unused dynamic property in
...ages_Controller`.

Dynamic (non-explicitly declared) properties are deprecate

In this case, it appears that the dynamically created `sha

Follow-up to [38832], [53557], [53558], [53850], [53851],

Props jrf, antonvlasko.
See #56033.

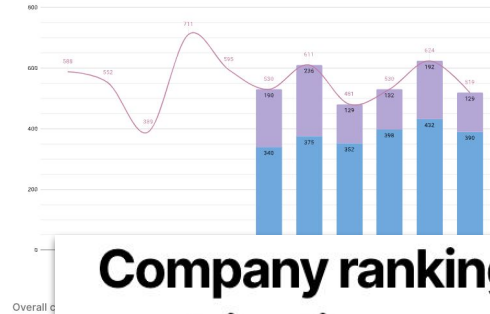
git-svn-id: https://develop.svn.wordpress.org/trunk@53945
```

WordPress 6.0 Overall Stats

519 people from at least 53 countries and 134 identified companies contributed to WordPress 6.0.

Worth noting that 129 people contributed to WordPress Core for the very first time! That's around 25% of the total number of contributors.

The ratio of new contributors is a bit lower than in previous releases, but it still represents quite a good onboarding ratio for an open-source project.



Company ranking by contributions

Automattic is still the most prolific company with employees credited in no less than 1483 contributions (by 70 contributors), and is followed by plugin editor **Yoast** with 596 contributions (by 10 contributors) and **Whodunit** French agency (250 contributions). Next, we have **GoDaddy** (210), international WordPress agencies like **roup** (152) and **XWP** (75), a freelancer (!) **Advies en zo** (58), and **Human Made** (46).

Jean Baptise Audras, WordPress Core Committer.
source of overall stats picture & company ranking:
<https://jeanbaptisteaudras.com/en/2022/05/wp-6-0-arturo-contribution-stats/>

Linux

Linux uses [commit message conventions](#) to attribute reviewers, suggesters, responsible authors & co-authors. They derive employers based on email address domain

Most active 5.16 developers					
By changesets			By changed lines		
Michael Straube	286	2.0%	Ping-Ke Shih	91116	11.4%
Cai Huoqing	232	1.6%	Zhan Liu	34501	4.3%
Jakub Kicinski	200	1.4%	Nick Terrell	28611	3.6%
Christoph Hellwig	158	1.1%	Sameer Puiar	15121	1.9%
Bart Van Assche	157	1.1%			
Krzysztof Kozlowski	140	1.0%			
Mauro Carvalho Chehab	130	0.9%			
Pavel Begunkov	122	0.9%			
Thomas Gleixner	117	0.8%			

Test and review credits in 5.16					
Tested-by			Reviewed-by		
Daniel Wheeler	153	14.8%	Christoph Hellwig	202	3.2%
Sandeep Penigalapati	34	3.3%	Rob Herring	194	3.0%
Tony Breliniski	25	2.4%	Hans de Goede	119	1.9%
Deren Wu	24	2.3%	Pierre-Louis Bossart	104	1.6%
Gurucharan G	22	2.1%	Stephen Boyd	100	1.6%
	22	2.1%	David Howells	83	1.3%
	20	1.9%	David S. Miller	80	1.2%

Top signoffs in 5.16		
David S. Miller	1082	7.8%
Greg Kroah-Hartman	1062	7.6%
Mark Brown	558	4.0%
Alex Deucher	472	3.4%
Jens Axboe	442	3.2%
Andrew Morton	400	2.9%
Martin K. Petersen	353	2.5%
Jakub Kicinski	325	2.3%

Work on 5.16 was supported by 251 employers that we were able to identify. The most active of those were:

Most active 5.16 employers					
By changesets			By lines changed		
Intel	1454	10.2%	Realtek	97237	12.2%
(Unknown)	1196	8.4%	Intel	72565	9.1%
Google	932	6.6%	AMD	67076	8.4%
(None)	781	5.5%	Facebook	50894	6.4%
Red Hat	765	5.4%	(Unknown)	43152	5.4%
AMD	682	4.8%	(None)	40389	5.0%
Facebook	641	4.5%	Linaro	39428	4.9%
Linaro	592	4.2%	NVIDIA	38898	4.9%
NVIDIA	463	3.3%	Google	35871	4.5%
Huawei Technologies	422	3.0%	Red Hat	23312	2.9%

source of Linux contribution statistics above, by Jonathan Corbet from <https://lwn.net/Articles/880699/>

```
net: stmmac: work around sporadic tx issue on link-up

This is a follow-up to the discussion in [0]. It seems to me that
at least the IP version used on Amlogic SoC's sometimes has a problem
if register MAC_CTRL_REG is written whilst the chip is still processing
a previous write. But that's just a guess.
Adding a delay between two writes to this register helps, but we can
also simply omit the offending second write. This patch uses the second
approach and is based on a suggestion from Qi Duan.
Benefit of this approach is that we can save few register writes, also
on not affected chip versions.

[0] https://www.spinics.net/lists/netdev/msg831526.html

Fixes: bfab27a ("stmmac: add the experimental PCI support")
Suggested-by: Qi Duan <q1.duan@amlogic.com>
Suggested-by: Jerome Brunet <jbrunet@baylibre.com>
Signed-off-by: Heiner Kallweit <hkallweit@gmail.com>
Link: https://lore.kernel.org/r/e99857ce-bd90-5093-ca8c-8cd48b5a0a2@gmail.com
Signed-off-by: Jakub Kicinski <kuba@kernel.org>
```

source of Linux commit message on the left
<https://github.com/torvalds/linux/commit/a3a57bf07de23fe1ff779e0dfd710aa581c3ff73>



Drupal

Drupal uses its own credit system, it does not analyze the git commits afterwards as it recognizes resolved non-git committable issues in to the same system (non-code contributions)

▼ Credit & committing

Draft credit given to quietone
Credit is assigned when maintainers comment, and granted when

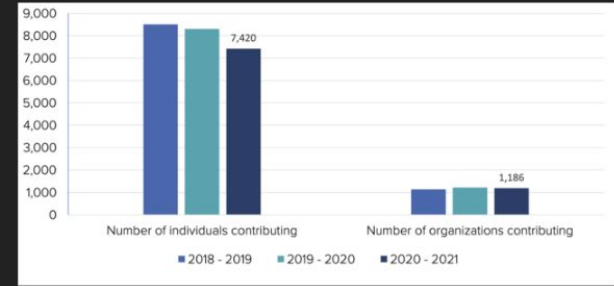
Learn more about [granting credit](#).

Commit message
Only migrate role permissions that exist on the destination

Author	By	Patches	Files
<input type="radio"/>	<input checked="" type="checkbox"/> quietone	19	18
<input type="radio"/>	<input type="checkbox"/> benjifisher at FRUITION		18
<input type="radio"/>	<input checked="" type="checkbox"/> jwilson3 at Bluespark	4	4
<input type="radio"/>	<input checked="" type="checkbox"/> alexpott at Acro Media Inc	3	3
<input type="radio"/>	<input type="checkbox"/> andypost at Skilld	1	1
<input type="radio"/>	<input type="checkbox"/> Spokje	1	1

git author

In the 12-month period between July 1, 2020 and June 30, 2021, Drupal.org's credit system received contributions from 7,420 different individuals and 1,186 different organizations.



source statistics on top
<https://dri.es/who-sponsors-drupal-development-2021>

source of the status of the credit overview on the 27th of August on the left
<https://www.drupal.org/project/drupal/issues/2953111>

source of the Drupal Git Commit on the left
<https://git.drupalcode.org/project/drupal/-/commit/61e632d3a1ca3d232c966aac9c87658c7585d53d>



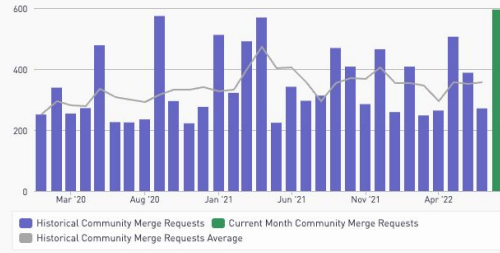
GitLab

GitLab looks at the author of a merged merge request

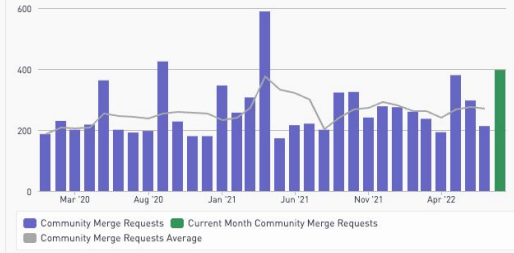
Unique Wider Community Contributors per Month



Created Community Contribution MRs



Merged Community Contribution MRs



Commit 4319499f authored 3 hours ago by Max Orefice Committed by Grzegorz Bizon 3 hours ago

Read stage from ActiveRecord Ci::Stage model

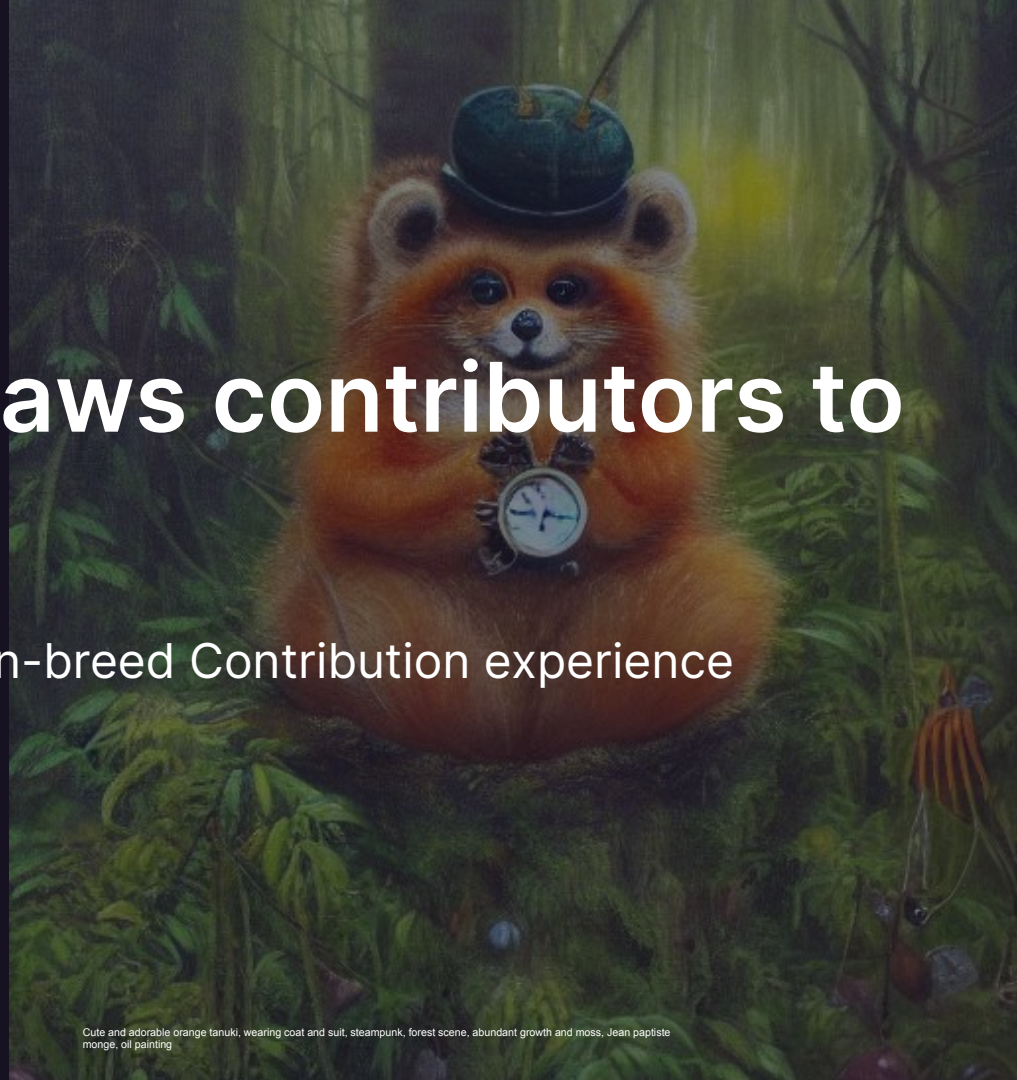
This commit is the first step toward dropping `ci_builds.stage` column. We are now adding an association to a build a reading through `ci_stages` to display build stage data.





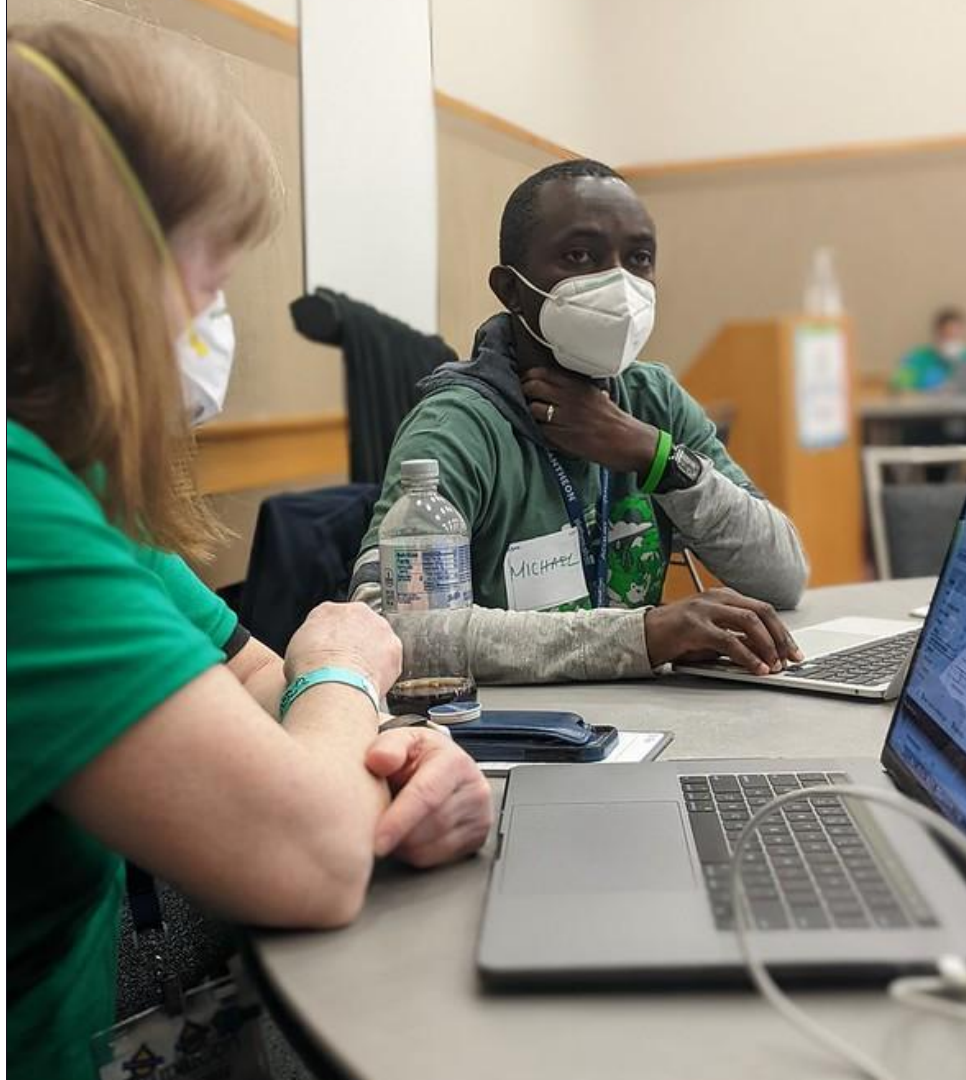
What draws contributors to GitLab?

Creating a best-in-breed Contribution experience



Events for Contributors

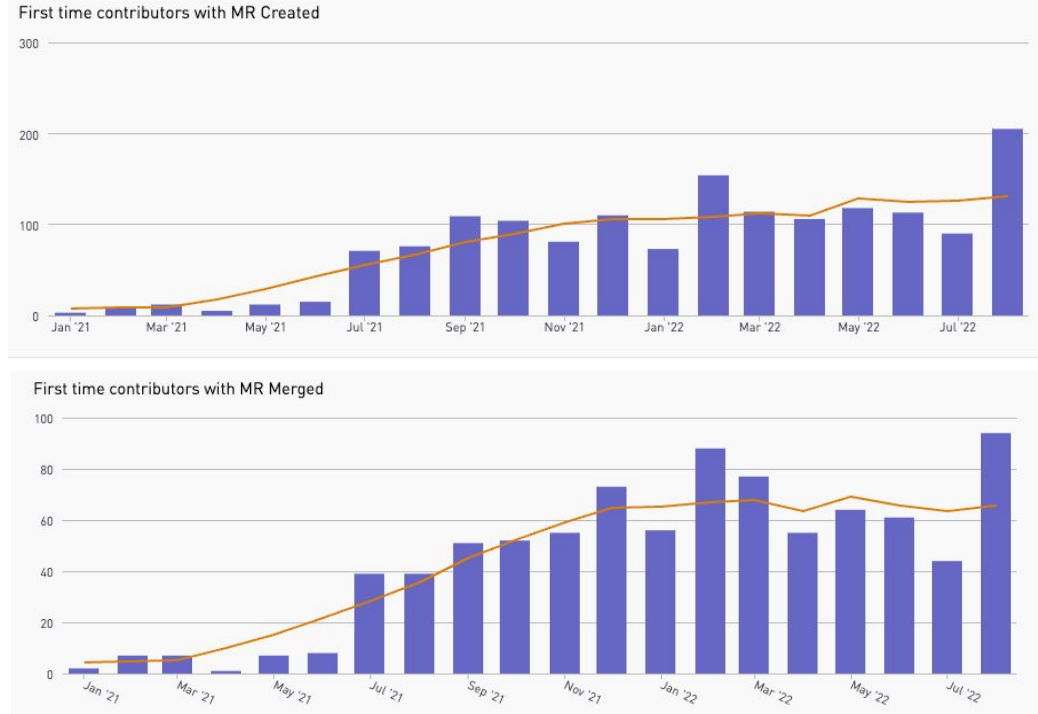
- [Quarterly Hackathons](#)
- [Meetups](#) (Virtual & In-person)
- [Community Office Hours](#)
- [GitLab Commit](#) & Heroes Summit



Metrics & learnings

Hackathon in August brought in 396 Merge Requests. 260 of those were merged. 65 unique contributors were attributed to the hackathon, 45 of those got their MR merged in that month.

Only few stay and become recurring contributors. We learned that [once people cross the threshold of 10 MRs, they tend to stay](#)



Future initiatives

Faster innovation

GitLab launched a new initiative called [Leading Organizations](#). These are recurring contributing organizations or individuals who have more than 20 MRs merged in the last 3 completed trailing months. These people get exclusive access to a review-time SLO of 4 working days.

Faster communication

Work to expand on existing communications channels, which include GitLab team members using Slack, bridge with Gitter, Community run Discord,



Contribution Credits System in GitLab

- Apr 7, 2021 - [Issue](#) created on Gitlab.com
- Oct 18, 2021 - [Received broader GitLab interest](#)
- Nov 30, 2021 - [Opportunity Canvas exercise made major progress](#)
- May 12, 2022 - A mockup for a Drupal Credit Bot was [created & proposed](#)
- June 22, 2022 - [Exploration with merge requests templates](#) started for the GitLab project
- June 22, 2022 - cbacharakis & myself are the DRI ([Directly Responsible Individuals](#))
- July 18, 2022 - We made some [scope decisions](#)
- July 27, 2022 - [Developer Certificate of Origin \(DCO\)](#) got approval to be worked on

One thing this was not, is an [atomic iteration](#). I'd love to change that.

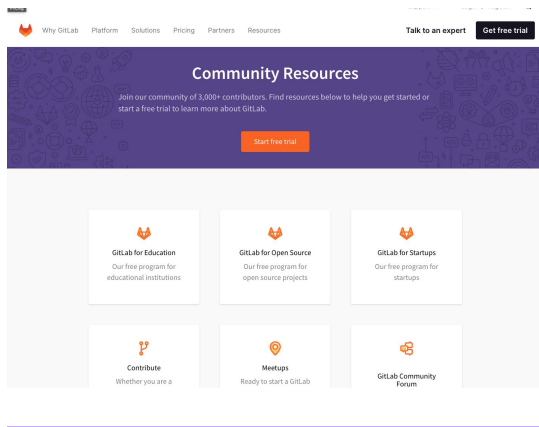


What now?

- We have the following subtasks open. You can help!
 - [As a user I want the organizational affiliations listed in my profile to be automatically linked to those organizations' namespaces on GitLab](#)
 - [Allow to choose email used by merge commit](#)
 - [Make committer email be configurable for groups or projects](#)
 - [As a user with multiple commit emails I want to add the name of the organization to the emails listed so that we can link attributions to the respective organizations & it's namespace.](#)
 - [As a contributor to an OSS project I want to be able to state whether I'm contributing as a volunteer, on behalf of my organization or a client](#)
 - [As a user with multiple emails & linked organizations to these emails, I want this list of organizations to appear in my public profile.](#)
 - [As an organization attempting to increase collaboration on projects, I want some way to better understand who is contributing to my projects on GitLab so I can work more effectively with those stakeholders](#)

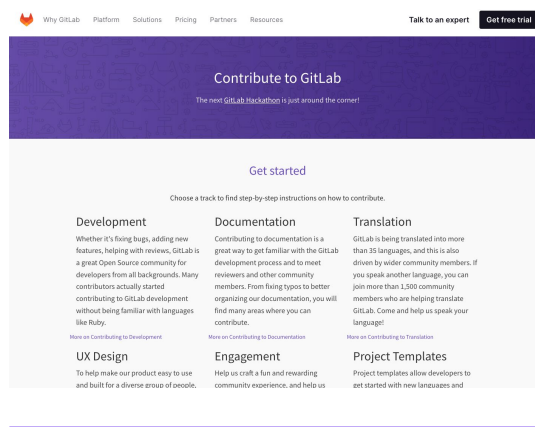


How to get in touch - GitLab



Our community resources

<https://about.gitlab.com/community/>



How to contribute

<https://about.gitlab.com/community/contribute/>



Photo by [Volodymyr Hryshchenko](#) on [Unsplash](#)

Community

Join the community at Gitter & (unofficial) Discord
<https://gitter.im/gitlab/contributors>



Where to get help from? - GitLab

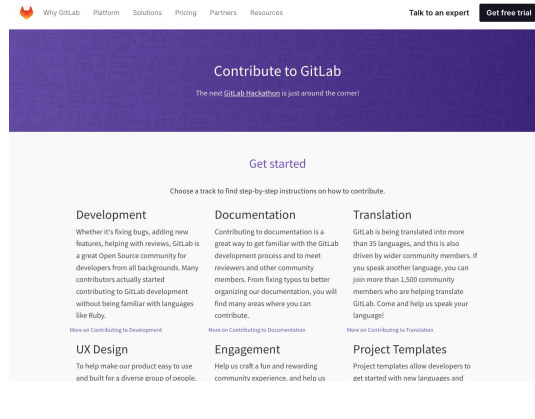
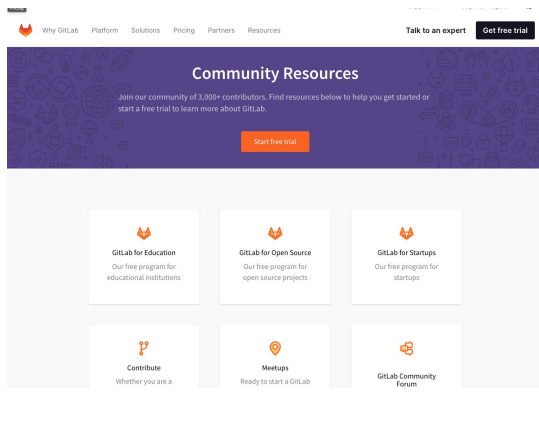


Photo by [Juan Davila](#) on [Unsplash](#)

Community Relations team

<https://about.gitlab.com/handbook/marketing/community-relations/>

Contributor Success team

<https://gitlab.com/gitlab-com/quality/contributor-success>

Core Team

<https://about.gitlab.com/community/core-team/>

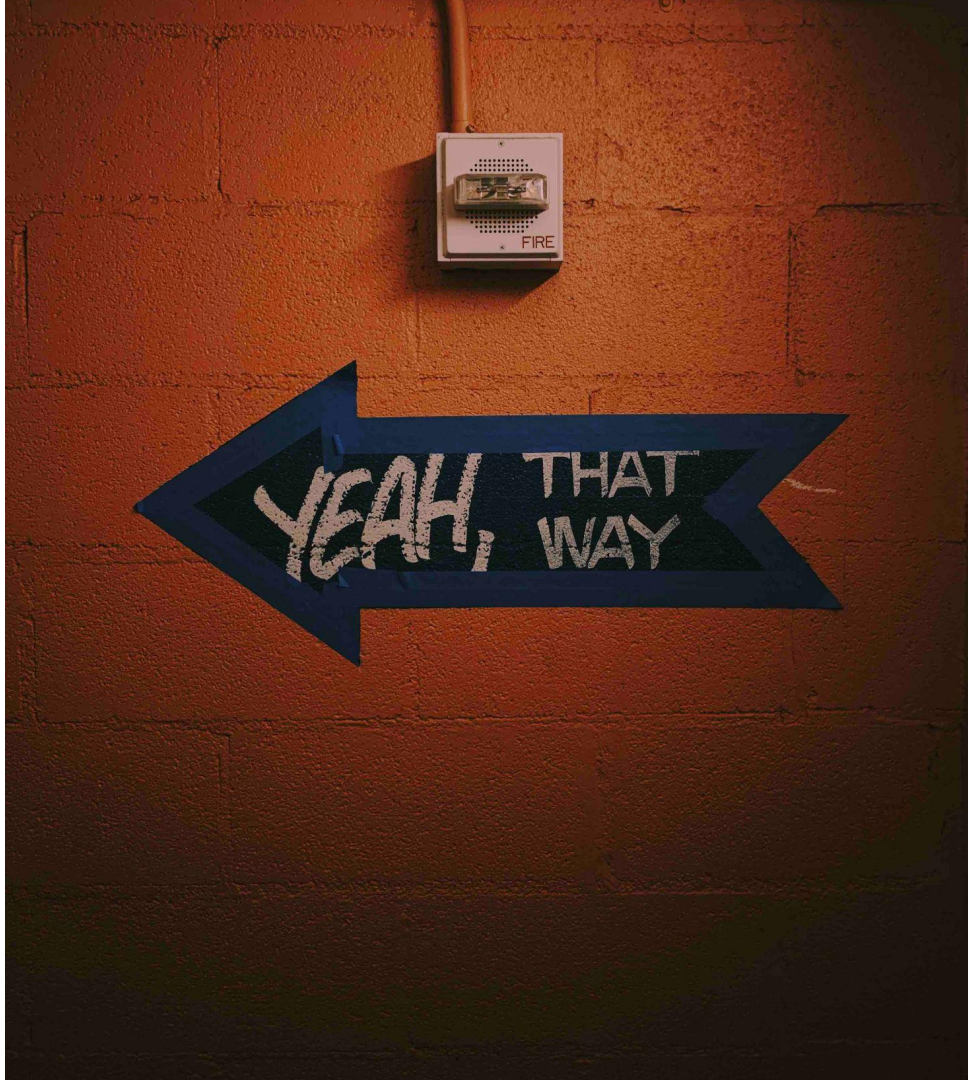


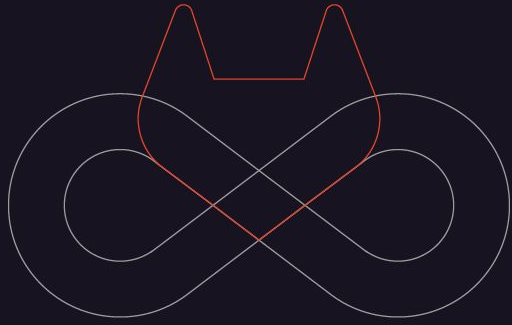
MR Coaches

<https://about.gitlab.com/job-families/expert/merge-request-coach/>



Photo by [Jon Tyson](#) on [Unsplash](#)





The One DevOps Platform

Thank you!