

# Samvera Financial Vision for 2017

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## Introduction

Hydra Partners are the backbone of the project. Their contributions of time, effort and in kind for the good of the project are the resources that power project administration, its community coordination, and advances in the technical framework. Becoming a Partner does not require making financial contributions—and in fact for many years the project actively avoided direct financial contributions by strategy (to help build a strong network of grassroots ownership) and by necessity (it technically had no means to bank money).

The Hydra Project is also building its centralized financial capacity to help support and administer the project's growing activities, such as legal services, or the annual Hydra Connect conference. This is a financial vision for the Hydra Project for 2017. It is meant to articulate annual goals for financial investment that are in line with the longterm vision for the project's future. Based on past years' experience, Hydra can reasonably expect to hit a fund-raising target between \$50,000 and \$150,000 for 2017.

## Vision

The project is carrying *about \$40,000 (need to get exact sum)* into 2017 from previous years, and has made two financial allocations:

- ~\$16,000 for fiscal sponsorship services with DuraSpace (banking, IP, fundraising, technical infrastructure)
- \$10,000 for expenses associated with rebranding

Based on the Hydra Financial Vision established in 2016, additional categories of expense may fall into:

1. Community communications / marketing
2. Technical coordination
3. Building a financial reserve

## Areas for potential investment & expense allocation for 2017:

- standardized training curriculum for the project
  - similar to Fedora's
- marketing the new project name aggressively in current and new communities
  - sponsorship of other events
- funding for technical coordination / release management of core gems (e.g. Hyrax or other agreed components)
- continue building financial reserve

## Specific Services / Expenses Identified as High-Yield and/or High-Priority from 2016

(listed in no priority order; the number of \$ indicating rough estimates on relative expense)

1. Doing Community Communications & Marketing Better
  - a. conference sponsorship – \$
  - b. ~~pay someone to redo [projecthydra.org](http://projecthydra.org) website – \$ to \$\$~~
    - i. ~~includes viz design, information architecture, content assembly / generation, new platform (different than WP-hosted WP...)~~
    - ii. ~~and ensure adequate hosting/patching – \$~~
  - c. someone to do ongoing updating of website & social media – 16-40 hours / month - \$ to \$\$
    - i. Think about and edit regularly. Get content. Make updates. Needs to be continuous effort. Could be student, even, or a professional.
2. Doing Better Technical Communication
  - a. contract someone to help with technical documentation, with priorities defined by community / HPS – \$
    - i. but make sure we're not doing docs for docs sake, and generating a Sisyphean task.
  - b. contract with someone to produce documentation and diagrams that reflect project "roadmap" – \$ to \$\$

*This would require somewhat substantial technical and domain knowledge of Hydra components. One model could be to pay someone to chum through a SOW with predefined scope and objectives. Another would be to pay someone to do continuous doc writing (16-40 hours / month, e.g.). This would require ongoing participation in the community.*

    1. where are different projects in relation to each other?
    2. what is the component diagram / future?
    3. etc.
  - c. tracking and advocating for resources to encourage redundancy of contribution & expertise (reduce SPOF--single points of failure)
  - d. delivering training - either provide or contract. Could (should be) revenue neutral to positive, but there may be start up fees – \$ to \$\$
    - i. developing & maintaining Hydra curriculum
    - ii. doing train the trainers – especially on the latest components and methodology, and standard "Hydra Way"
    - iii. funding travel for training
    - iv. varied flavors of training – including on legacy components and "advanced training"