



# Community Journey Journal (for Developers)



# How to use the Community Journey Journal

The Community Journey Journal offers a structured way for leaders to walk in their members' shoes. Designed as a reflective guide and best used with the accompanying community journey map, the Journal lets you see how members view their experiences within the community at each phase of the journey.

You can then take these insights and leverage them into improving the community. In doing so, you can curate rewarding experiences for your members and encourage membership continuation and renewal.



## Coming Together as a Community

If you're not sure how to get started with the Community Journey Journal, here's an exercise that you can do in your community.

Consider inviting members and developers to complete a Journal for Developers and a Journal for Members, individually. Then, bring both together to compare and see where developers' and members' subjective expectations and experiences align and diverge.

You can take things a notch higher by having developers and members also complete a Community Journey Canvas to brainstorm ways to improve your community's journey.

Alternatively, you can also choose to first complete a Canvas to enable immediate action, leaving the Journals for Developers and Members for deeper introspection further down the road.

# Mapping out the community journey

As a developer, you may find yourself actively involved in shaping the multiple parts that constitute your community members' journey from start to end.

The community journey cycle (as depicted below) outlines 8 stages:



The **Entry Phase** is where developers typically recruit members on an annual or a rolling basis, select suitable members from a pool of applicants or accept all applicants, and conduct onboarding activities to induct new members.

In the **Experience Phase**, developers continually encourage members' participation and contribution to community activities. If needed, they plan training opportunities to develop their members' capabilities. Capable members are often groomed as leaders and encouraged to take on more significant roles in the community.

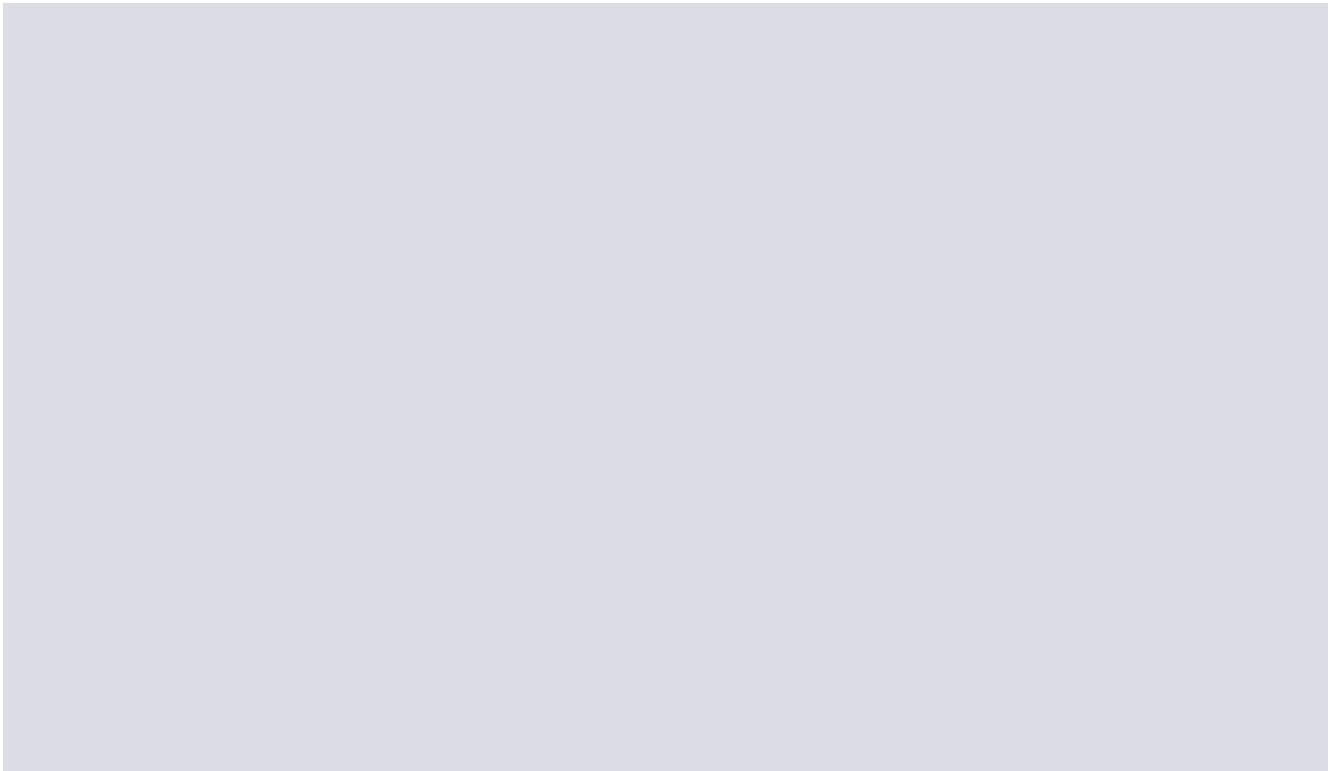
Finally, in the **Exit Phase**—be it a planned or unplanned exit—developers can gather feedback on members' experiences, and either bid farewell or encourage members to stay on as alumni. The exit is also a useful opportunity to figure out how to improve future members' experiences and better plan for the next recruitment cycle.



**Keep in mind that this is just a guiding framework and community journeys will look different for every community, especially in the Experience phase. You might also wish to consider your own journey in your community and what made you want to step up from being a member to becoming a developer.**

To figure out your community journey, here are some helpful guiding questions. You may find that some stages and questions are more relevant to your community than others. As you reflect, do feel free to skip any inapplicable stages or questions you're unsure about. Most importantly, use this exercise to reflect deeply and even go beyond these questions if any additional insights come to mind. →

- **What are the internal goals (related to relationships or care within the community) of your community?**
- **What are the external goals (related to pursuing an external purpose or outcome) of your community?**
- **What would you like your community to achieve in the long run?**
- **What are your personal goals as a developer?**





## Recruitment

Potential members may hear about different communities to join through a variety of publicity channels such as recruitment drives, online recruitment portals, social media, networking events, or more informally through word-of-mouth.

- **Which channels do you tap on to get the word out about your community?**
  - **Which channels are more effective and why?**
  - **What other channels could help with boosting your community's presence?**

With the ever-growing landscape of possible available communities to join, potential members are more selective about what they would like to commit their time to. Consider the impression that your community makes at this important first point-of-contact.

- **How are you building awareness about your community?**
  - **How clearly are your community's vision and goals articulated?**
  - **How well are the stories, narratives, and significance of your community showcased?**



## Selection

Some communities accept any and all who wish to join, while other communities curate selection procedures such as interviews or assessments to filter community members who may not be a good fit. Others may set strict membership durations or have pay-walls to limit access into the community. Curation may also be necessary for ensuring diversity in communities and limiting the number of members to manage.

- **How does having or not having selection requirements impact your community?**
- **What are the criteria, guidelines or characteristics for joining your community, if any?**
  - **How transparent or (un)biased are they?**
- **How will selection requirements change as your community expands and evolves?**



## Onboarding

A strong onboarding process involves making new members feel comfortable and familiarizing them with the community's purpose. New members may feel awkward about meeting new people and integrating into a new community. It's important to get new members involved from the start to build future engagement and retention. Some communities start off by breaking the ice through orientation events, bonding activities, or buddy matching.

- **What is the onboarding process like for new members in your community?**
  - **How effective is it in building bonds and creating a friendly environment?**
  - **How inclusive is it for both extroverts and introverts?**

It's important that new members are not just informed of the norms and expectations, but explicitly agree to them. This is particularly important in framing how members engage with the community in a meaningful and respectful way.

- **How effective is the onboarding process in communicating expectations?**
  - **How well do your members understand and accept what is expected of them in terms of their level of involvement from the beginning?**

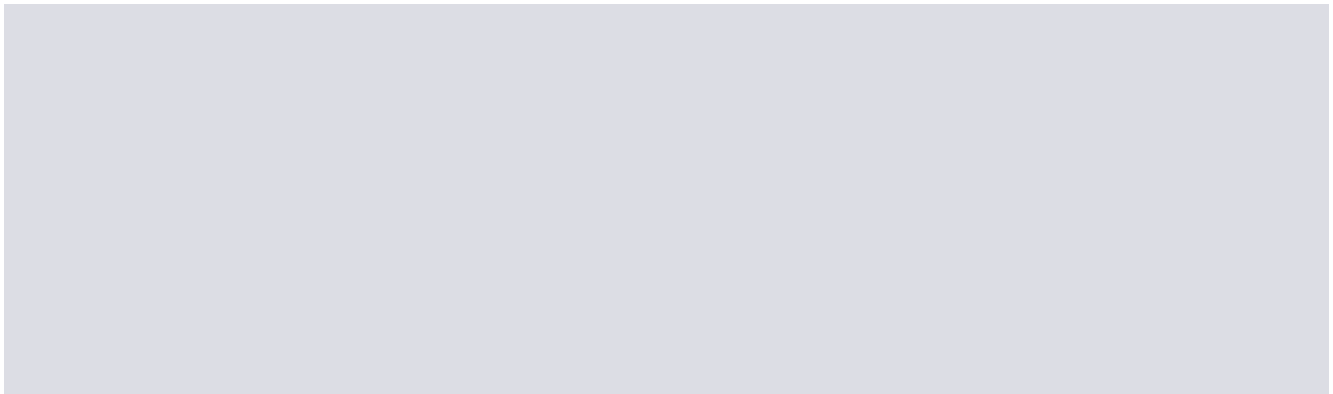




## Participation

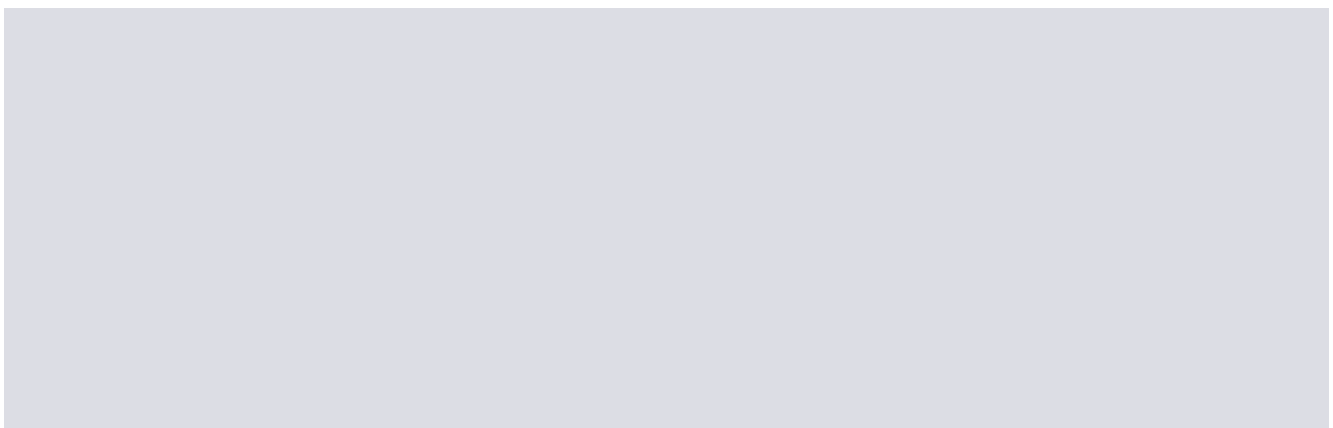
Meaningful engagement throughout the journey is essential in helping members move from simply feeling welcomed to actually being included. Engagement can include participation in programs, events, dialogues or group discussions.

- **What activities do you organize to engage your community's members?**
- **What activities are central to your community's purpose and goals?**
- **What roles do members play in these activities?**
  - **How are they engaged or detached from these activities?**
  - **What can be done to sustain engagement?**



Good communication between members is important to teach new members about the community's culture through sharing of norms, knowledge, and experiences.

- **How well is the community's culture imparted to members?**
- **How are members' relationships like with other members and developers in your community?**

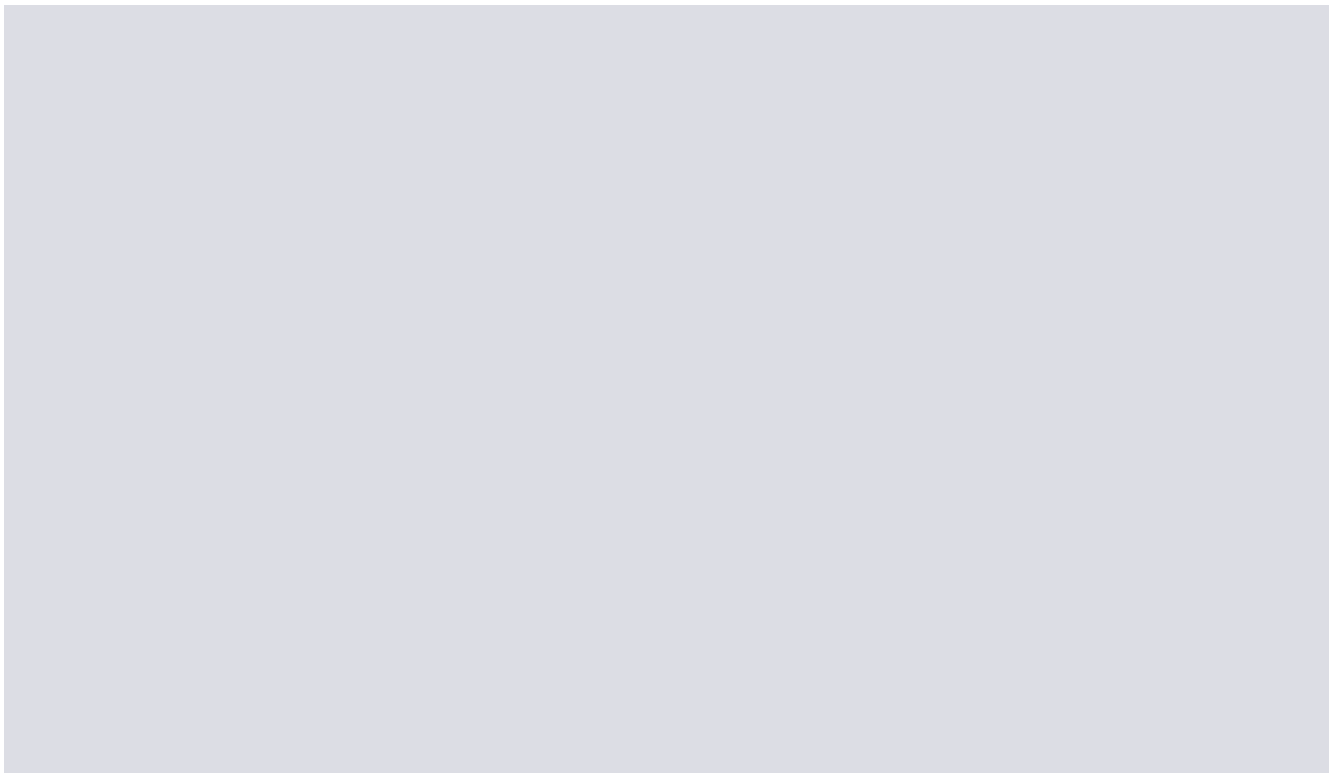




## Participation

Communities may have “inactive”, “unengaged”, or “disengaged” members. Some communities would benefit from having systems, structures, or processes in place to help developers reconnect with them or facilitate their exit.

- **How would you define an “inactive” member in your community?**
- **What are the reasons they are not active/ participating?**
- **How does your community engage inactive members? How can they be encouraged to engage?**

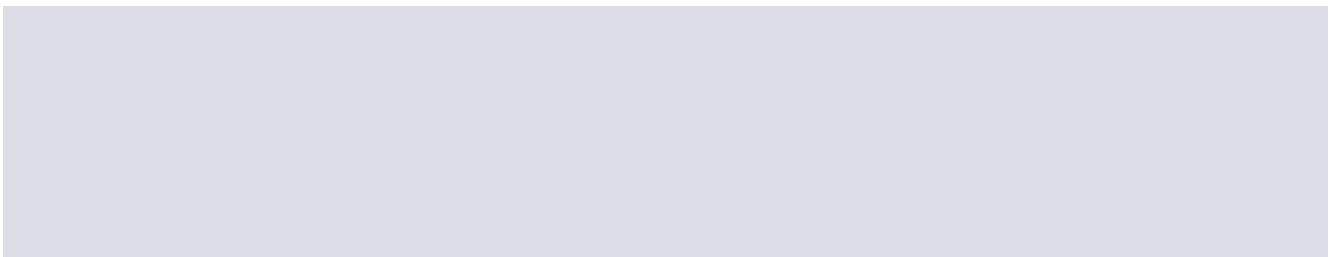




## Contribution

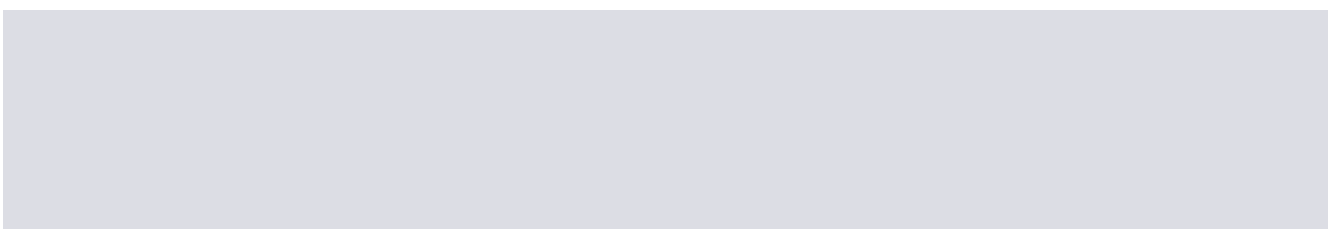
Members bring with them assets in the form of skills, experiences, connections, and resources unique to them. Uncovering and tapping into these assets can be helpful in developing the community. For example, members can contribute their time, skills, experiences, connections, or any other resources that may be useful within the community.

- **How well do you understand your members' capacity and assets for contribution?**
- **How do members currently contribute their strengths and assets to the community?**
  - **What opportunities or processes exist to enable their contribution?**
  - **Is there anything that can be improved?**
- **Identify the assets of some of your members.**
  - **What are some ways you can enable or encourage the usage of their assets towards the benefit of the community?**



Members who contribute are more likely to feel a sense of ownership over the community and transition from being “passive participants” to “active contributors”. Members may even step up to become leaders themselves. A meaningful and effective way to encourage members to contribute more is by appreciating their efforts. This can be done through verbal praise or more formal appreciation events.

- **How are members' contributions acknowledged or appreciated?**
- **How can you better affirm your members' hard work and create a culture of recognition?**



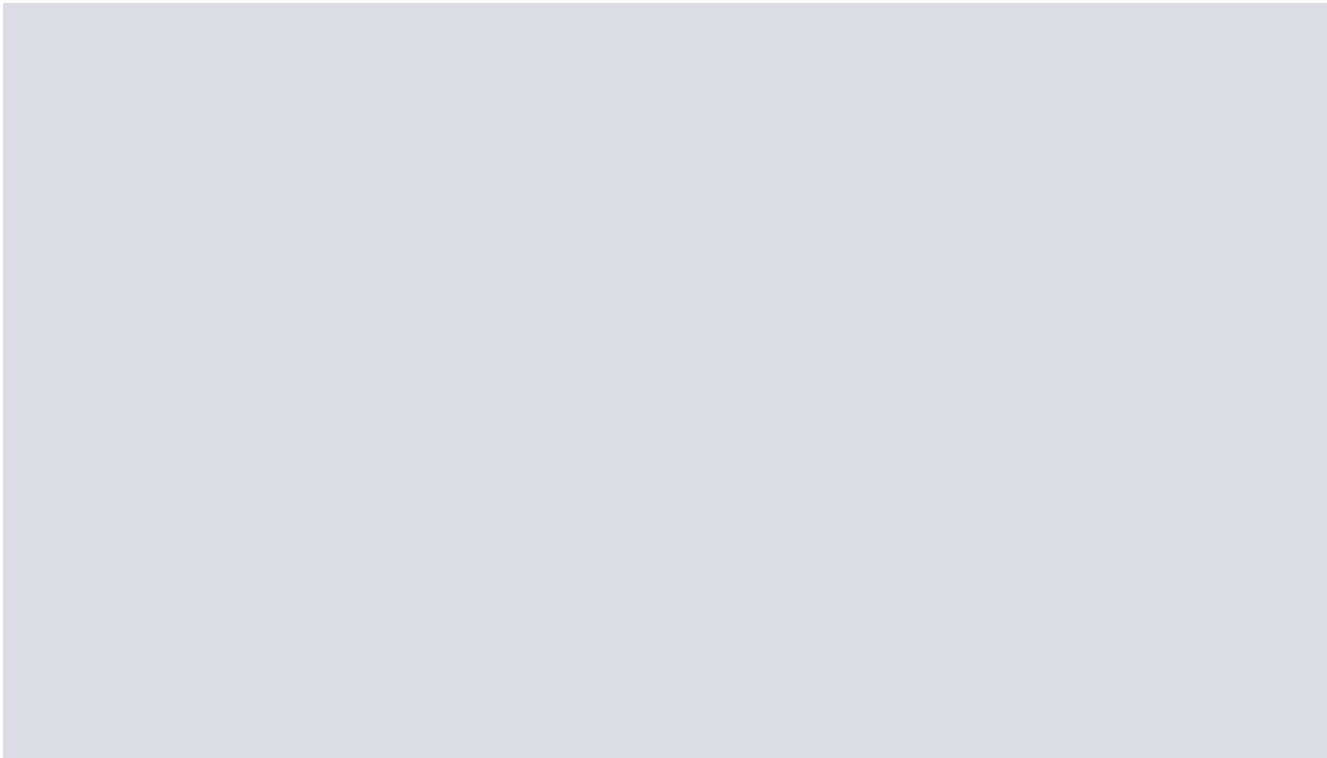


## Development

To foster members' personal growth and better equip communities to fulfill their goals, training opportunities or mentorship could be provided to upgrade skills or guide inexperienced members.

To ensure that development opportunities remain effective and useful, members should be convinced of the importance of such opportunities and be willing to dedicate time and effort to participate in them. Ideally, opportunities are tailored towards members' interests and needs while still considering the requirements of the community.

- **How can members be encouraged or motivated to develop themselves?**
  - **What are the current capabilities of members and how can they be nurtured?**
  - **What hard skills and soft skills do your members need to fulfil their roles?**
- **What training exists to nurture members? How are members invited to participate in these opportunities?**
  - **What training or courses could be developed to nurture members?**
- **Does mentorship—formal and/or informal—exist in your community?**
  - **Is it relevant? If so, how can mentorship be cultivated?**



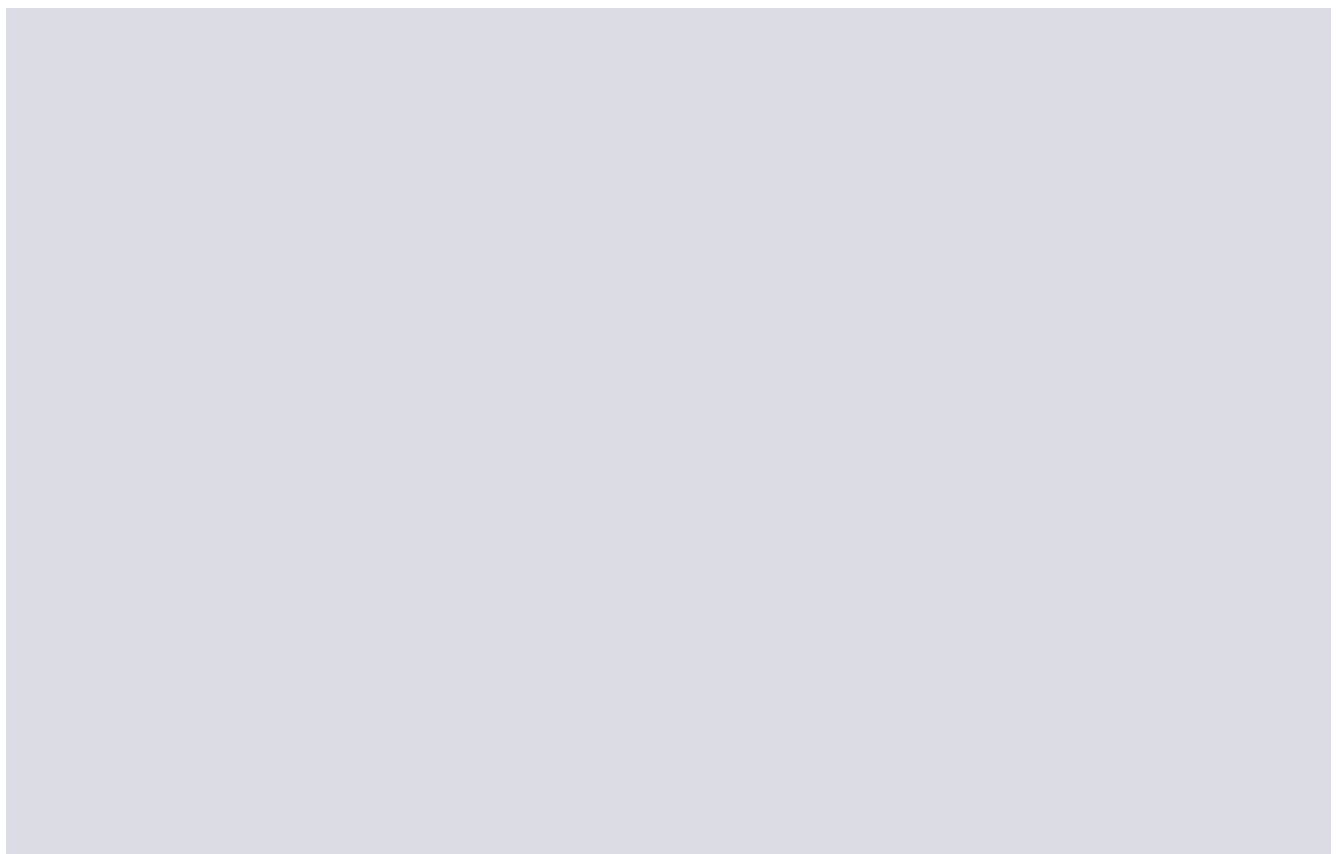


## Leadership

To ensure continuity and growth of the community, developing leaders and leadership renewal is necessary.

Communities can create leadership succession plans and processes that include identifying, developing, inviting, or appointing capable members into formal or informal leadership roles. Leadership roles could include being an organiser, connector, or facilitator.

- **What are the formal and informal leadership roles in your community?**
- **How are leaders selected or raised in your community?**
  - **What can be done to ensure these processes are non-discriminatory?**
- **What challenges have you faced in developing leaders? How did you respond to them?**
- **How have you seen leadership succession take place in other communities (either from personal experiences or from observing other communities)?**
  - **What principles or ideas can be drawn and applied to your context?**





## Exit Process

Many communities consider the experience of members when they join a community, but few consider how members leave. Depending on your context, it may be helpful to remember that members may not stay forever and leave eventually.

- **Is membership in your community for a fixed term or does it continue indefinitely?**
- **What usually prompts members to leave?**
  - **What are the processes taken, if any, to support members who may want to leave?**
  - **How can negative experiences be mitigated?**
- **How can the process of a member leaving your community be improved?**



## Exit Process

To end things on a good note, some communities celebrate their members' contributions through farewell parties or an appreciation meal. Some also choose to capture insights from a member's exit, which gives developers insight into improving the experiences of both existing or new members.

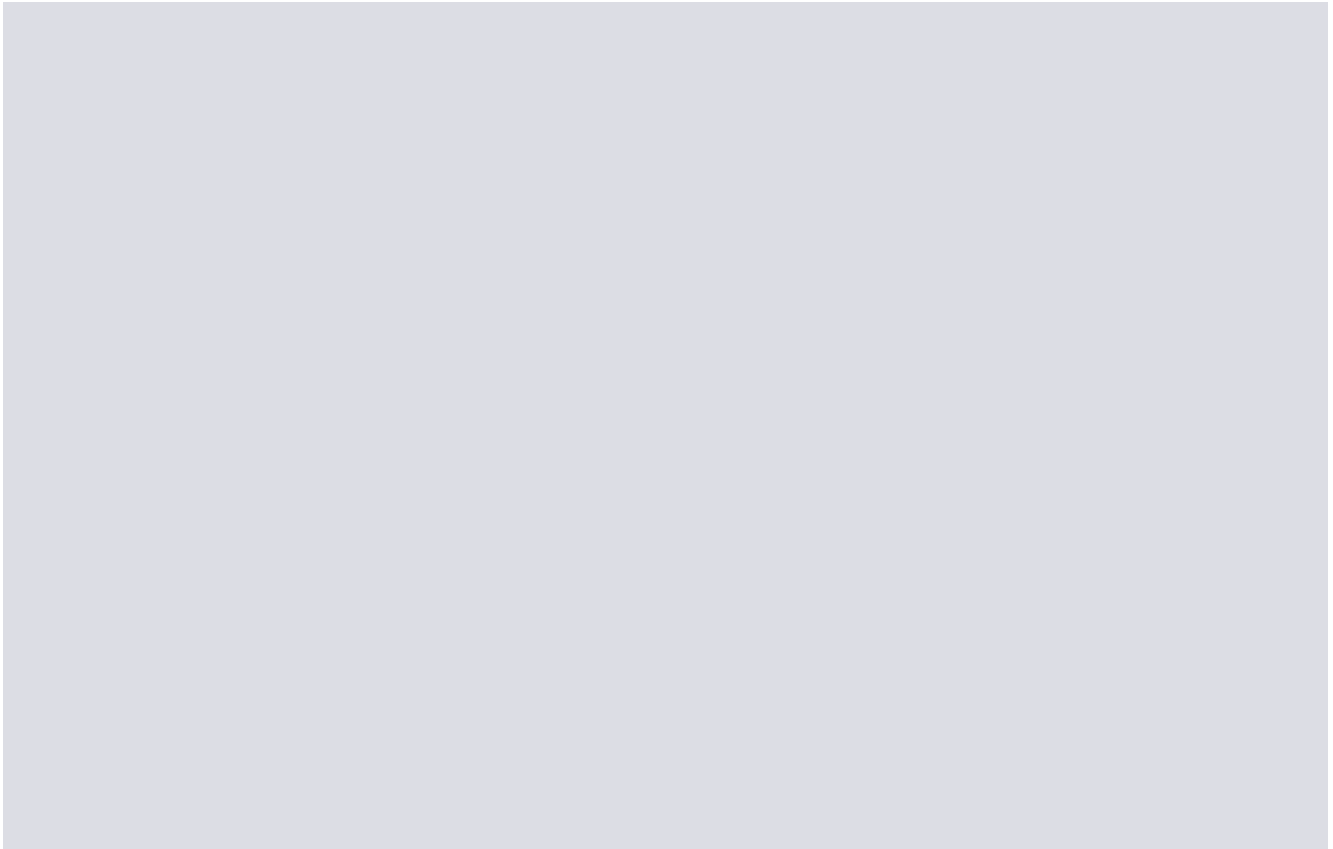
- **How are members thanked for their time and efforts when they leave your community?**
- **What processes does your community have in place to gather feedback from leaving members?**

The exit process provides an opportunity to introduce departing members to ways that they can continue to contribute or be involved after their official exit. While some members may need to leave the community for practical reasons, others may want to remain connected to the community that they treasured being in.

- **How is the alumni culture within your community?**
- **What are some ways you could engage alumni in your community?**

# Steps Forward

- With the above reflections in mind, what are the next steps you can take to improve your community?
- What challenges do you foresee in making these improvements and how can you overcome them?







We hope that answering these questions has given you clarity on your community members' journey and helped identify areas in their experience that you can applaud yourself for or improve!

Keep in mind that not every member's journey will be the same—there will be some who have good experiences in your community, and others who don't. This is completely normal and part and parcel of your own community's growth and development. What's important is learning from both the positive and negative experiences to strengthen and grow your community.

Even better, get your members involved in the community journey mapping process by asking them to complete the Community Journey Journal for members. To ideate solutions and make improvements, complete the Community Journey Canvas with your members!

If you want to learn more about community development, visit our site [here](#).



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