

Educators Edge

How Teaching Skills Can *Elevate* Developer Advocacy

Andrew MacLean (He/Him) | 🥑 @ DevCycle

@ X in @andrewdmaclean


andrewdmaclean.com

Talk tl;dr

Understanding how to apply educational pedagogy* can help you better organize & prioritize your DevRel practice for building strong developer communities.

**teaching theory and practice*

About Me 🙌

- 2010 Youth Outreach Worker
- 2015 Engineering Outreach Manager
- 2019 Classroom Science Teacher
- 2020 Community Manager 
- 2023 Developer Advocate  DevCycle



In this talk I'll cover:

- My Journey from Classroom to Code
- Parallels between Teaching and DevRel
- Why Pedagogy matters to DevRel practitioners
- How Educational Hierarchies can be applied to DevRel
- Practical examples of scaffolding for DevRel practitioners

DevRel & Teaching: Two Parallel Worlds?

Daily Responsibilities



DevRel



Teaching

Develop Learning Materials



Conduct Live Presentations



Collect and Analyze Feedback



Oversee Programs & Initiatives



Address Concerns & Provide Assistance



Promote Engagement & Affinity



Compile Detailed Documentation



Organize & Participate in Events



Champion Cooperation & Knowledge Sharing



Innovate & Implement New Ideas



Distribute Incentives



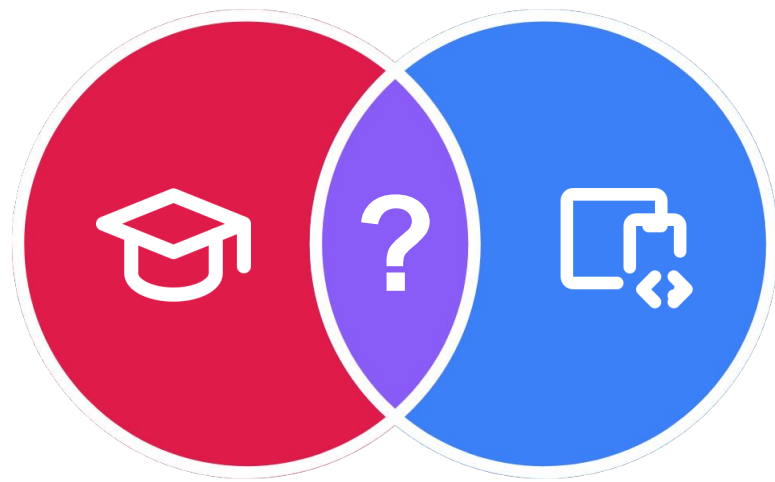
Responsibilities adapted from the 2022 DevRel Compensation Report, Common Room



DevRel > Marketing

Teaching > Instructing

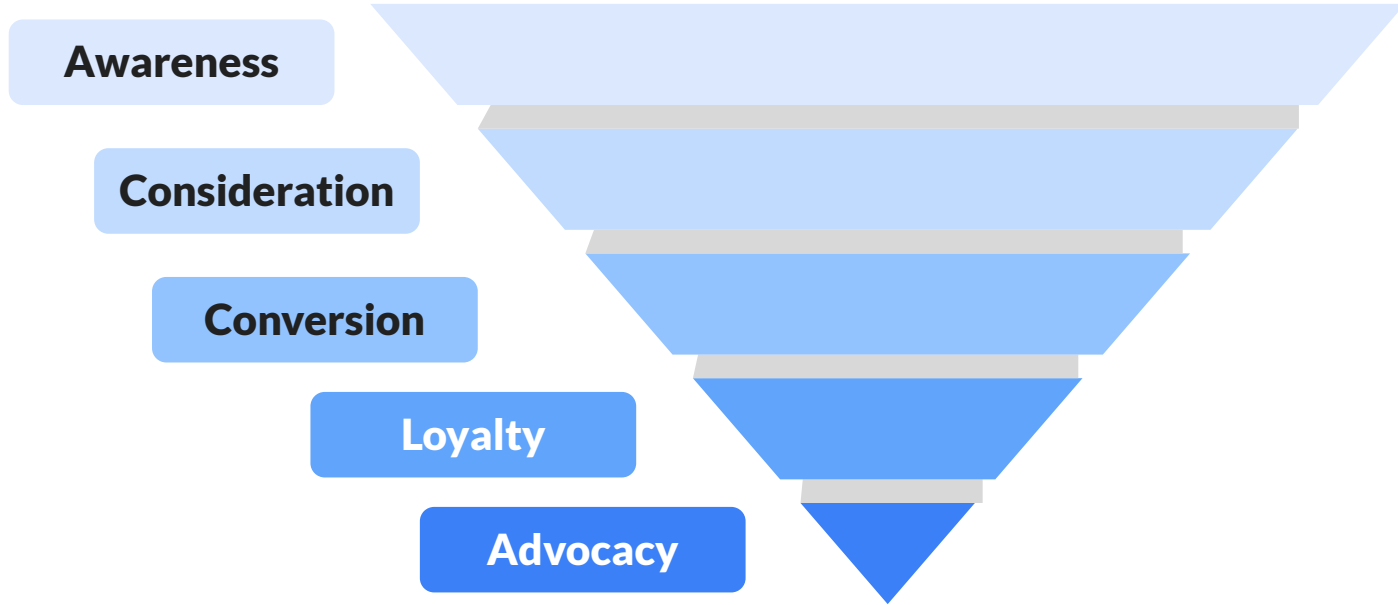
DevRel + **Teaching** =
Building & Supporting Growth



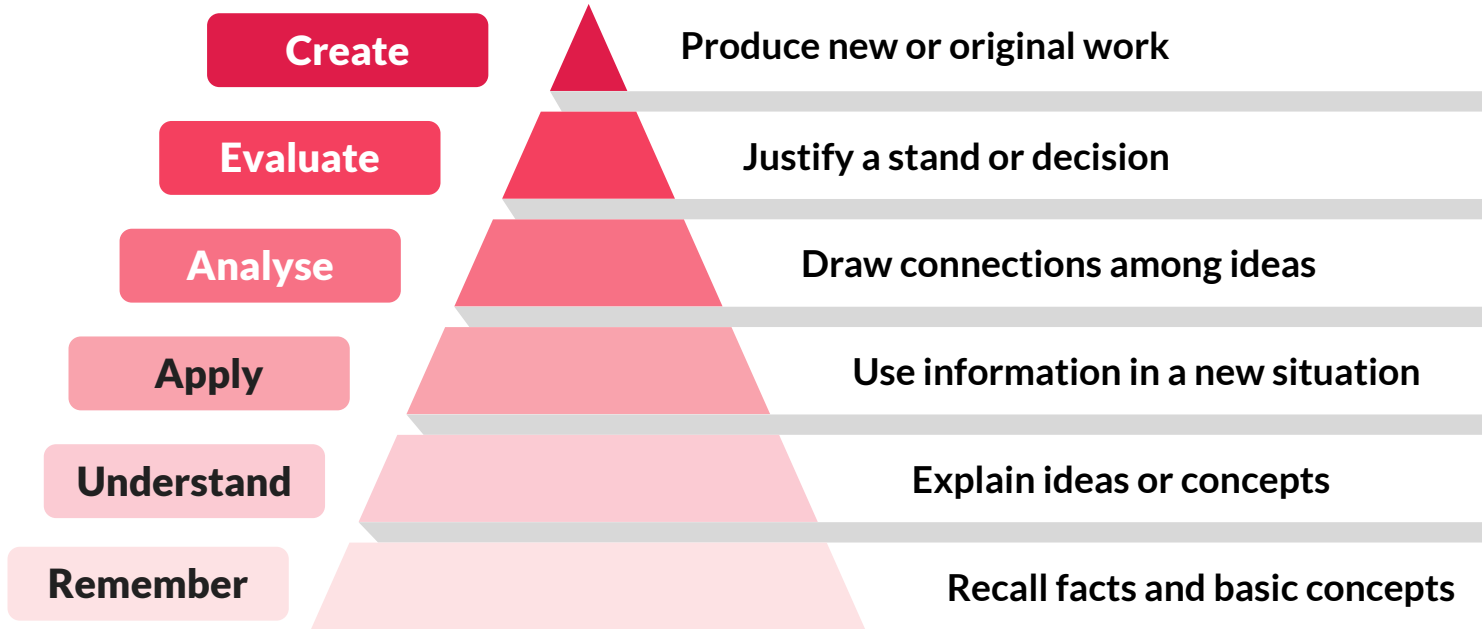
So what?

How can I use these similarities to inform my DevRel work?

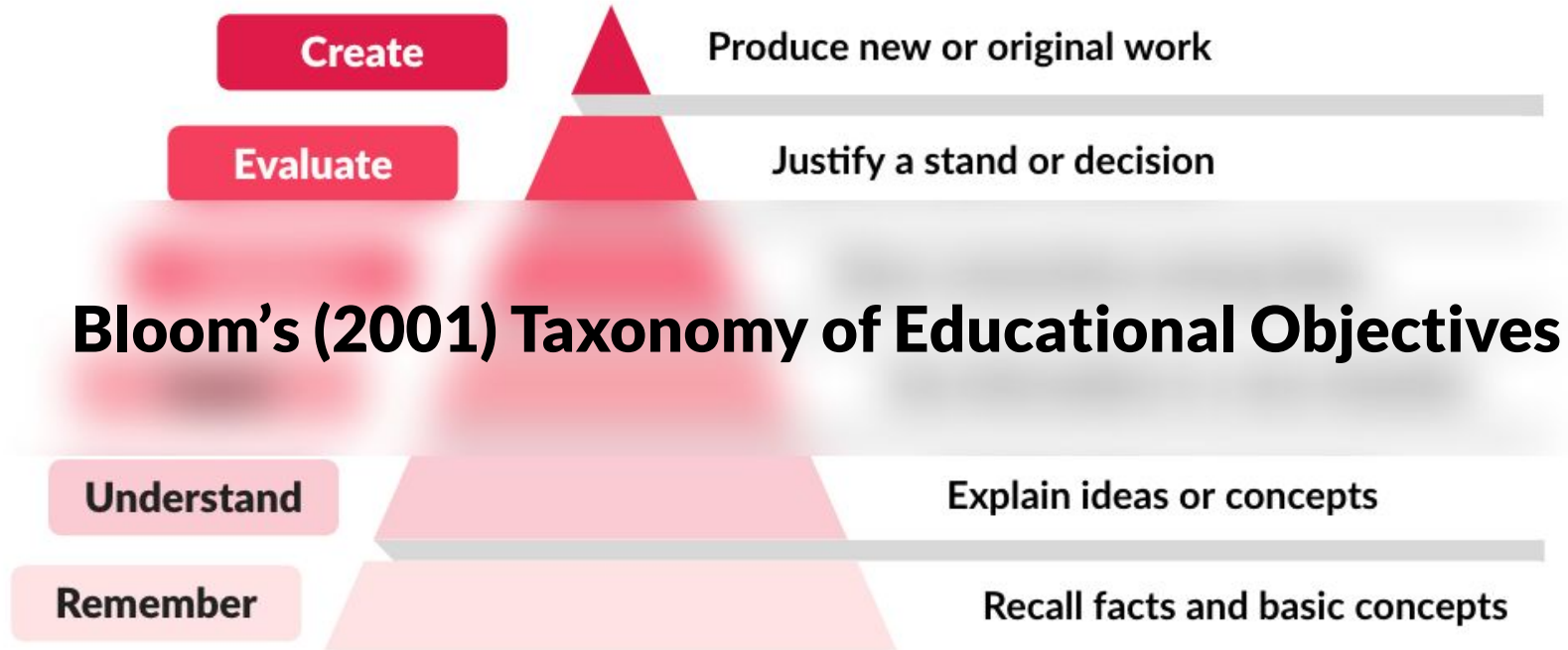
Well, consider the progression of this Marketing Funnel...



It is nearly a mirror image to this key educational hierarchy...



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Considering these similarities

Perhaps **Bloom's Objectives** might apply to our DevRel work?

But wait...

Are **objectives** really what a teacher would focus on first?

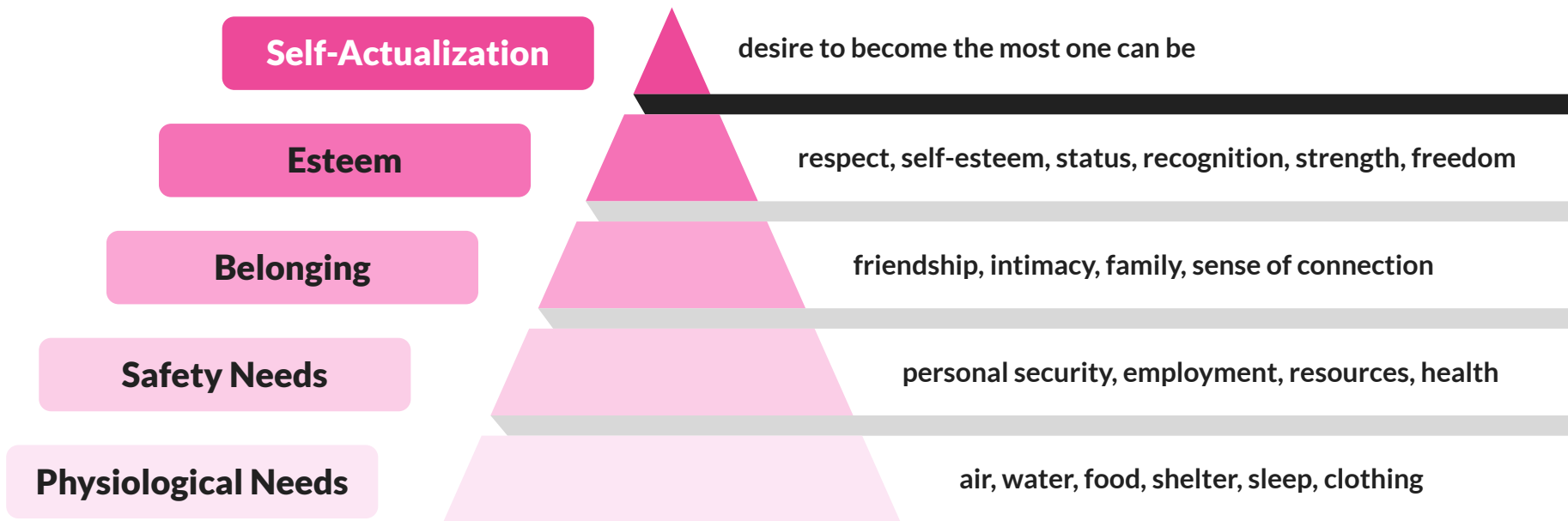
STUDENTS MUST

MASLOW

BEFORE THEY CAN

BLOOM

Maslow's (1943) Hierarchy of Needs



Deficiency Needs = Motivation  as Needs Met

Growth Needs = Motivation  as Needs Met

Students need their basic needs met before they can fully engage in **higher-order thinking**.

As **educators**, it is our job to provide the **scaffolding** required for those needs to be met & growth to occur.

Developers



~~Students~~ need their basic needs met before they can fully engage in ~~higher-order thinking~~.



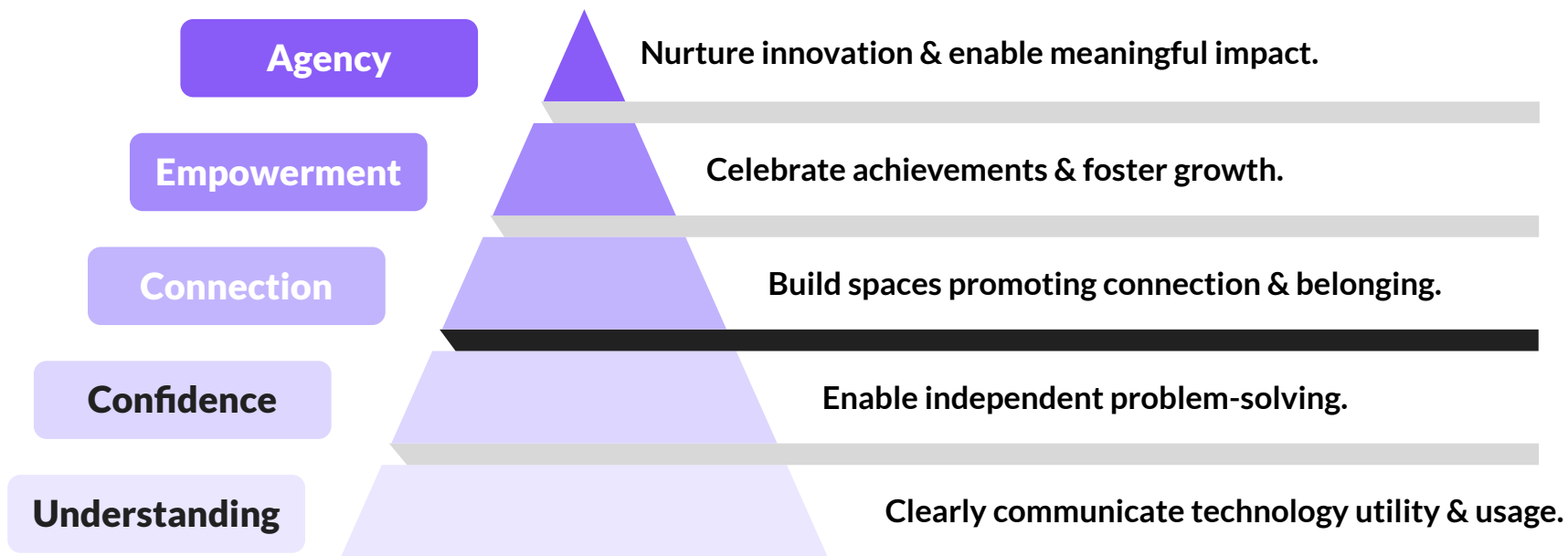
deeper community involvement

DevRel practitioners

^

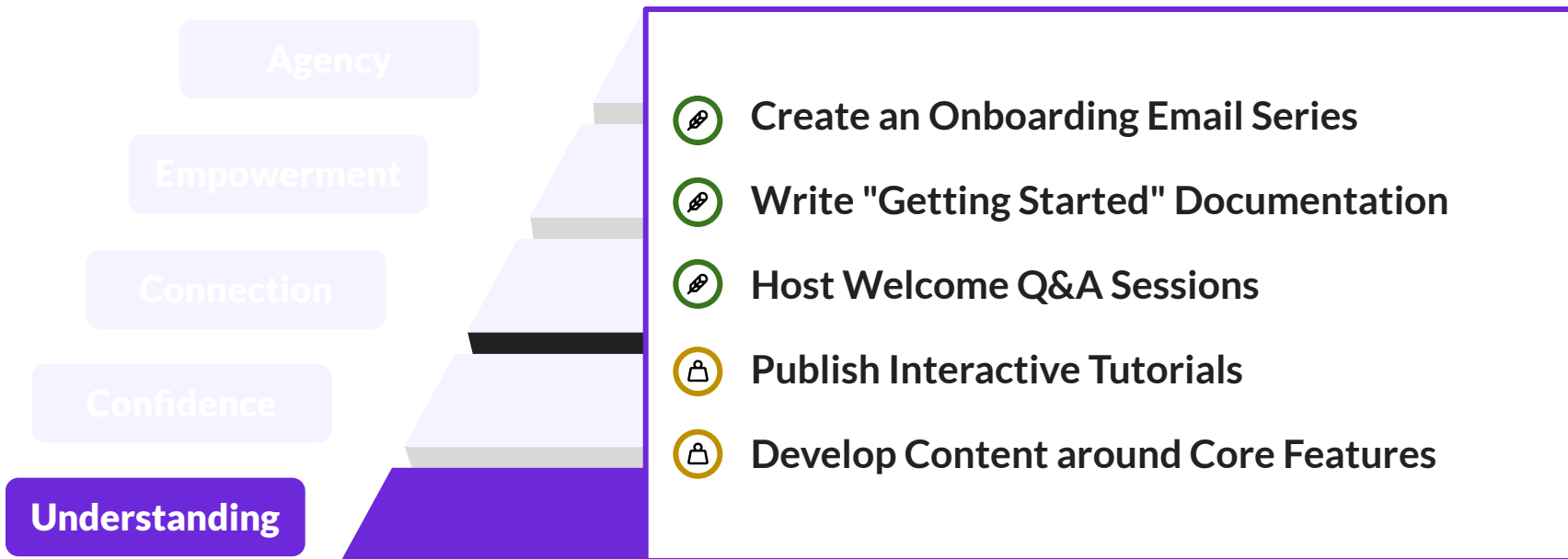
As **educators**, it is our job to provide the **scaffolding** required for those needs to be met & growth to occur.

So perhaps we can re-imagine Maslow from a
DevRel perspective...

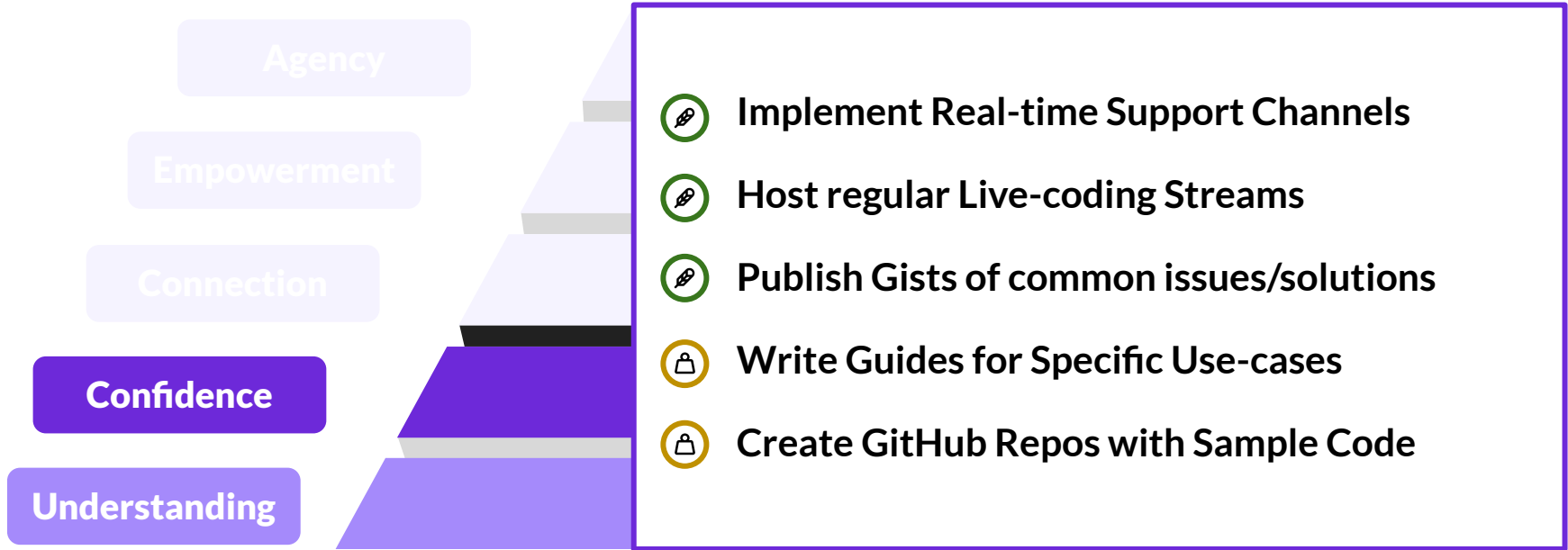


 's (2023) Hierarchy of Developer Needs

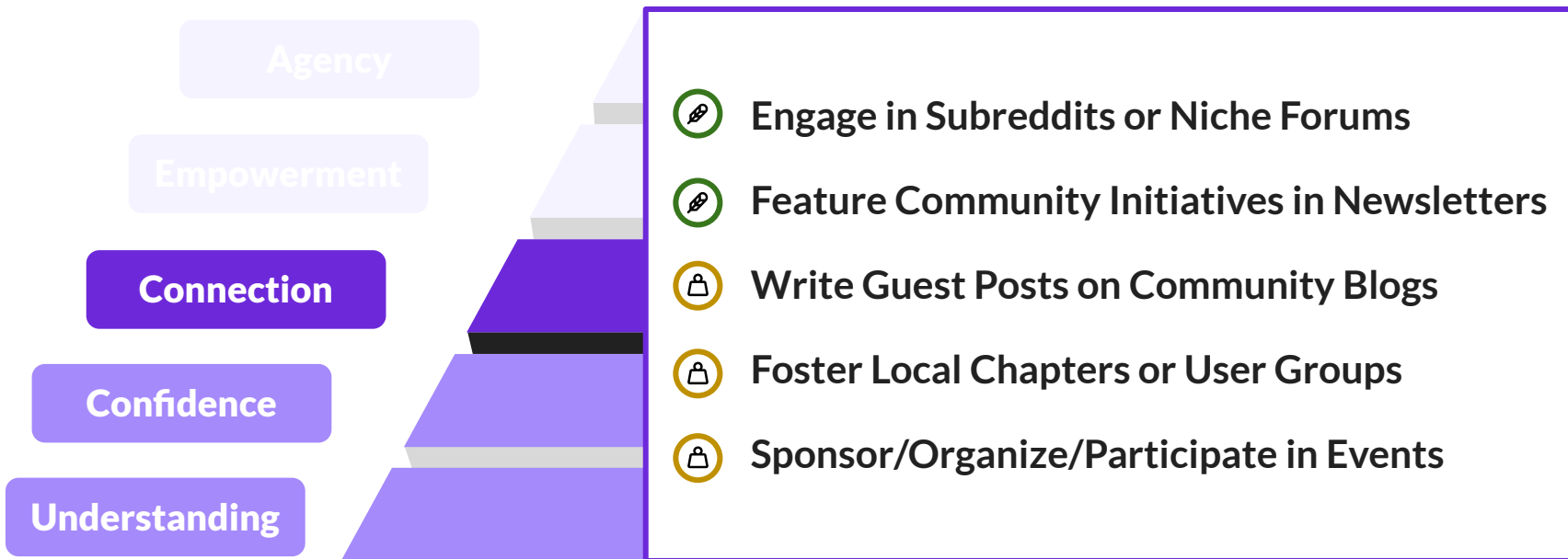
But what does the “scaffolding” look like when building a DevRel program within the hierarchy?



Clearly communicate technology utility & usage.



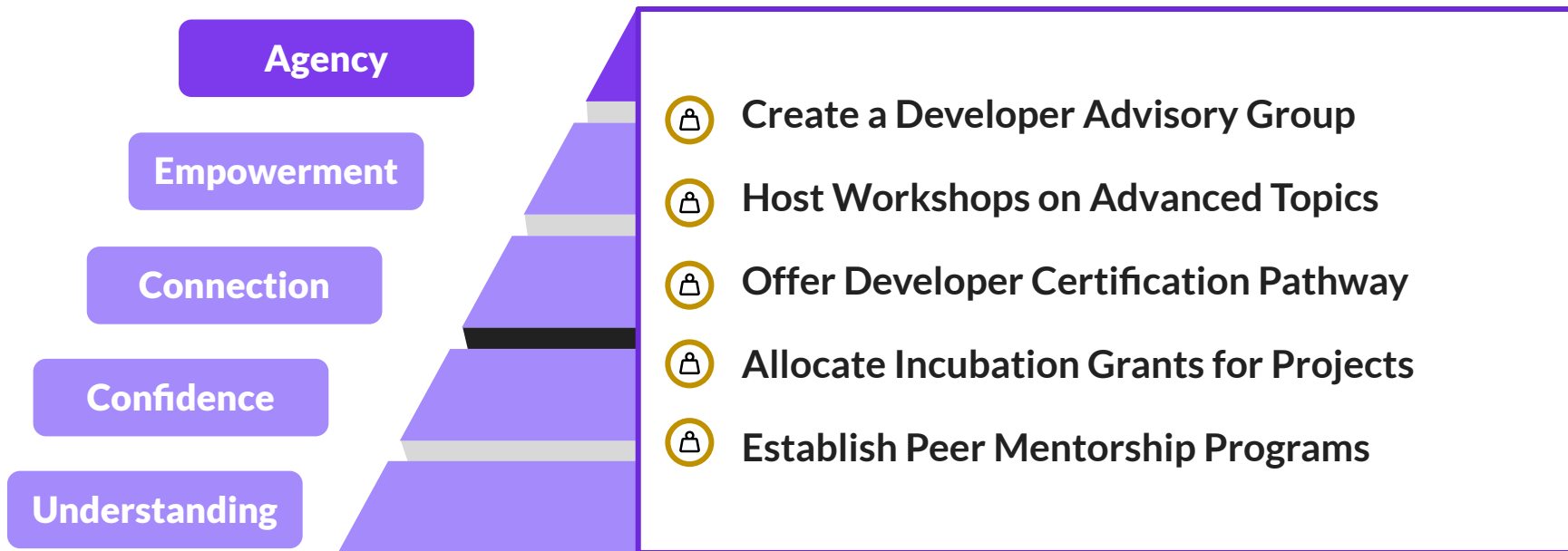
Enable independent problem-solving.



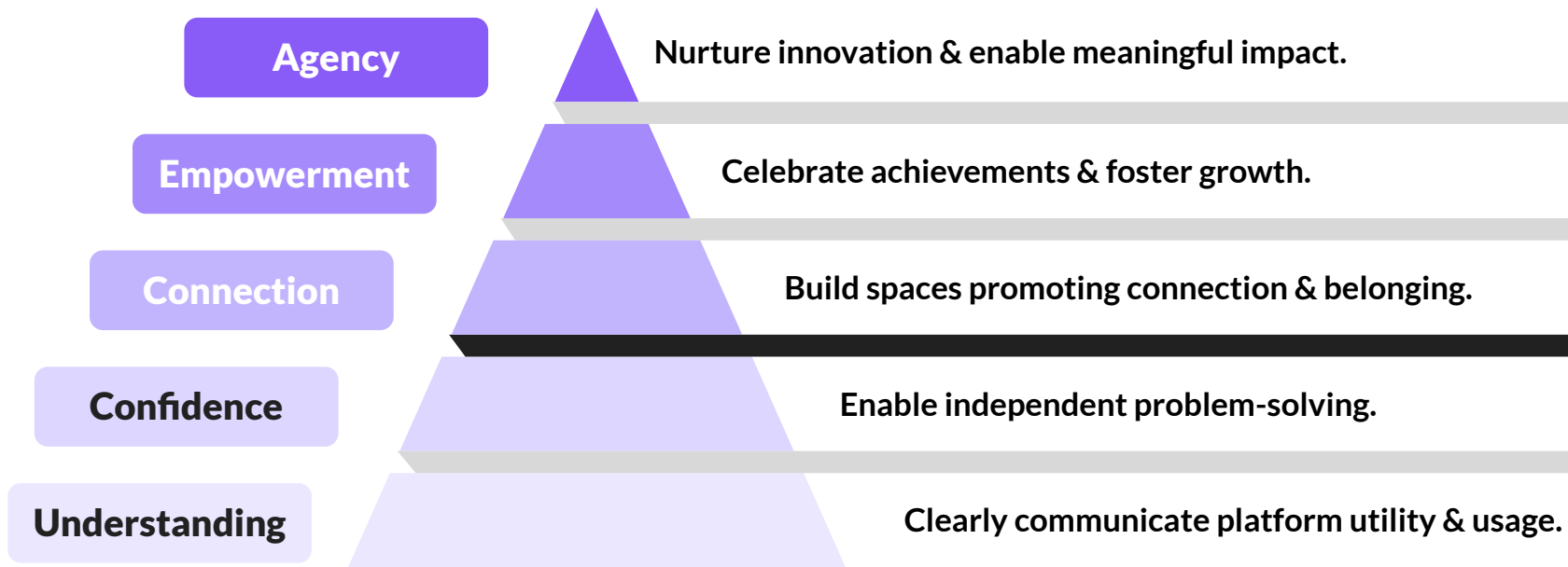
Build spaces promoting connection & belonging.



Celebrate achievements & foster growth.



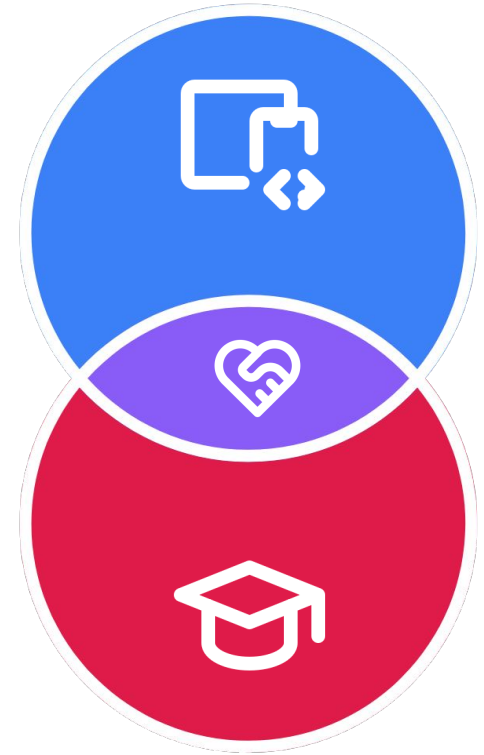
Nurture innovation & enable meaningful impact.



's (2023) Hierarchy of Developer Needs

Key Takeaways:

- **Developers are people first, coders second**
- **Meeting needs is a prerequisite for achieving goals**
- **The fundamentals outweigh the frills**
- **Strategy should prioritize needs over goals**
- **Building solid scaffolding will support shared success**



ADDRESSING CORE DEVELOPER

NEEDS

CAN HELP ADVOCATES ACHIEVE OUR

GOALS

Contact Me



Find me on Social:
[@andrewdmaclean](#)



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andrewdmaclean.com