

Thriving Movement Tuning Session Q4 FY19-20



WIKIMEDIA
FOUNDATION

MTP Priority slides



WIKIMEDIA
FOUNDATION

Thriving Movement



Overview

The Thriving Movement portfolio is critical for the Foundation to foster community growth, sustainability, and diversity.

Progress and Challenges

In Q4, we completed the **Address knowledge gaps** OKR with taxonomies in content, contributors, and readers. **Monthly editors** peaked at an astounding 15% YoY, drawing new editors to contribute content in light of the world shifting Wikipedia Library deployed the **new Bundle service**, allowing editors to access 24 collections using one tool.

The Education Team navigated a changing global landscape due to **COVID-19**, redesigning the **Reading Wikipedia in the Classroom** pilot to support virtual classroom needs, engaging 23K+ teachers. Diverse Content celebrated the campaign, **African librarians ❤️ Wikipedia** thru a partnership with AFLIA (African Library and Information Associations and Institutions), leading to 32,890 total edits in nearly 24 languages.

Safe & Secure Spaces continues to finalize the endorsed **UCoC** and launched **hash checking** to enhance our alignment of best practices with regards to privacy, security and multi-media content safety.

Key Deliverables

ARMDEB	Yellow
IP Masking	Yellow
Movement Diversity	Yellow
Community leadership development	Blue
Diverse content	Yellow
Address knowledge gaps	Blue
Safe and Secure Spaces	Red

Actions

- Ship final work for ARDEB in Q1
- Rollout improvements on Anti Harassment tools
- Focus on team readiness for Gender & Movement diversity

Thriving Movement Metrics



MTP Outcomes	MTP Metrics	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
n/a	<p>Monthly active editors increase YoY</p> <p>Baseline: 86K/mo</p>	+5% YoY	+3.8% YoY (83K/mo)	+4.3% YoY (85K/mo)	+4.6% YoY (90K/mo)	+14.9% YoY (99k/mo)
We will welcome and support newcomers.	<p>New editor retention rate increases YoY</p> <p>Baseline: 6.6% retained/mo</p>	+5% YoY	+1.9% YoY (5.3%/mo)	+1.4% YoY (7.0%/mo)	-1.6% YoY (6.0%/mo)	+1.3% YoY (6.7%/mo)
	<p>Improve newcomer empowerment and belonging</p> <p>Baseline: 72.7%</p>	Collect baseline	N/A	72.7%	<i>[Collected 1x/year]</i>	<i>[Collected 1x/year]</i>
We will have strong, diverse, and innovative communities that represent the world.	<p>Increase participation of youth, diverse genders, diverse sexual orientations, and diverse geographies</p> <p>Baseline: Youth ages 18-24 - 15% Ciswomen - 11.5% Trans/Nonbinary - 1.8% Living outside Eur and N. America - 36%</p>	Collect baseline	N/A	Youth 15% Ciswomen 11.5% Trans/NB 1.8% Outside Eur/NA 36%	<i>[Collected 1x/year]</i>	<i>[Collected 1x/year]</i>

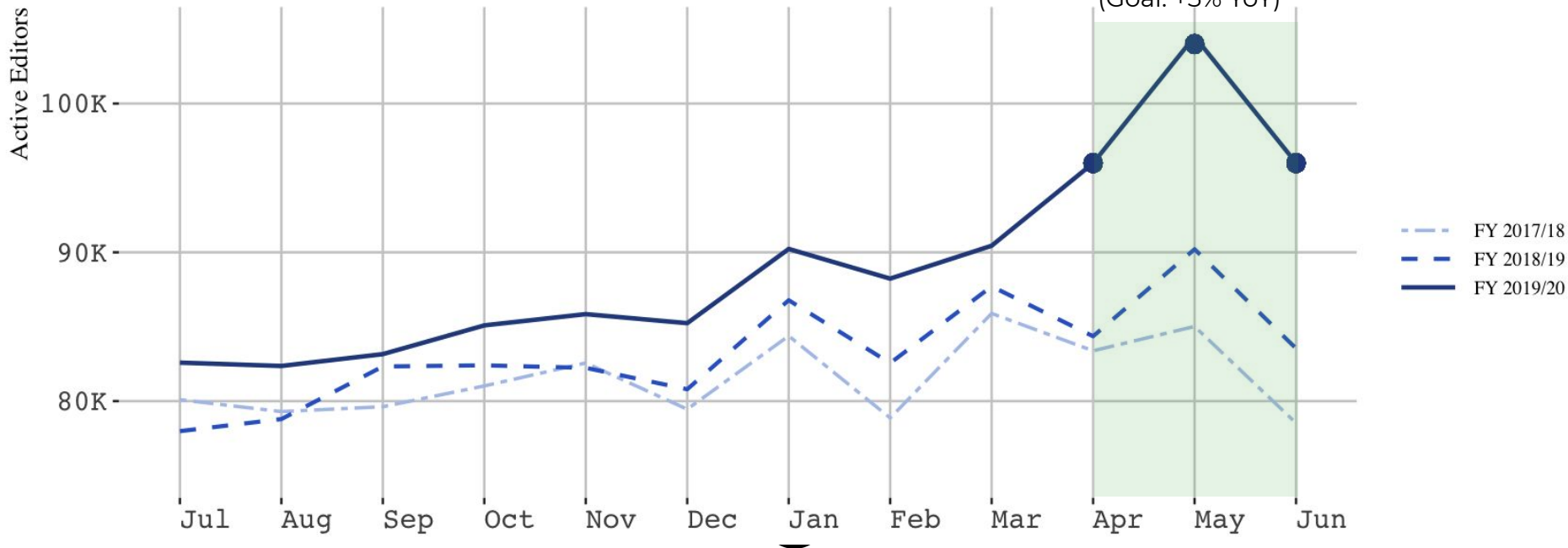
Thriving Movement Metrics



MTP Outcomes	MTP Metrics	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will have strong and empowered movement leaders and affiliates.	Increase diversity of movement leaders Baseline: Ciswomen - 19% Nonbinary - 2% Outside Europe/NA - 37%	Ciswomen 25% Nonbinary 1% Outside Eur/NA 45%	N/A	Ciswomen - 19% Nonbinary - 2% Outside Eur/NA - 37%	[Collected 1x/year]	[Collected 1x/year]
	Movement leaders feel supported Baseline: 45%	Collect baseline	N/A	45%	[Collected 1x/year]	[Collected 1x/year]
We will support diverse content creation.	Movement leaders satisfied with environment for large-scale contribution Baseline: not measured yet	Collect baseline		Decided to change this metric	New metric on quantity & diversity of content	paused
	Increased presence of underrepresented forms of knowledge Baseline: not measured yet	Collect baseline			Method identified, baseline coming in Q4	paused
We will have safe, secure spaces and equitable, efficient processes for all participants.	Decrease in reported threats to safety Baseline: 24.75% stated feeling unsafe	Collect baseline	N/A	24.75%	[Collected 1x/year]	[Collected 1x/year]
	Documentation and announcements available in 10 most spoken languages Baseline: English only	3+ languages	N/a	paused	paused	paused

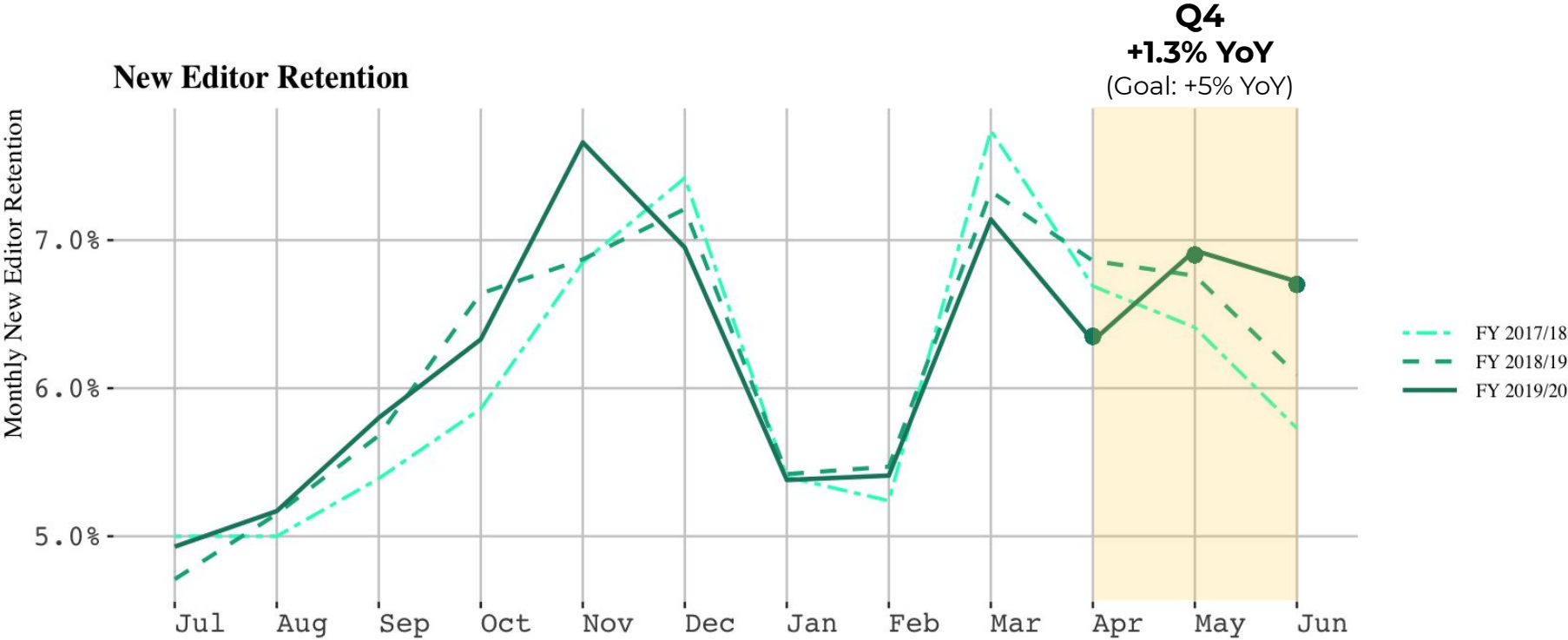
Wikimedia Active Editors year-over-year comparison July 2017 - June 2020

Monthly Active Editors



New Editors Retention year-over-year comparison

July 2017 - June 2020



Key Deliverable slides



WIKIMEDIA
FOUNDATION

Attract and Retain a Larger and More Diverse Editor Base



Objective:

Build useful, delightful, and newcomer-friendly features, in order to attract and retain a larger and more diverse editor base.

The ARMDEB projects are moving forward, and expanding to more languages.

- Talk page reply tools are being used on 4 pilot wikis now, and include Visual Editor mode and @-mentions.
- Growth's Newcomer tasks feature is now deployed on French Wikipedia, the biggest wiki to launch the feature so far.
- Community Tech has begun a partnership with Indic-language Wikisources to improve scanning and downloads of books with non-Latin characters.
- The Android team shipped a Contributions home for their structured tasks feature, to motivate contributors to come back and keep making edits through the app.

Target quarter for completion: EOY



Department:
Product

Attract and Retain a Larger and More Diverse Editor Base



Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will increase average monthly active editors, in both emerging markets and established markets, and among new registered editors and returning registered editors. Baseline: 86K/month	+5% YoY	+3.8% YoY (83K/mo)	+4.3% YoY (85K/mo)	+4.6% YoY (90K/mo)	+14.9% YoY (99K/mo)
We will increase average one-month retention by 5% for new registered editors in both emerging and established markets. Baseline: 6.6% retained/month	+5% YoY	+1.9% YoY (5.3%/mo)	+1.4% YoY (7.0%/mo)	-1.6% YoY (6.0%/mo)	+1.3% YoY (6.7%/mo)
Deliver on 15 program milestones . Baseline: 0	15	4 of 5	6 of 8	11 of 12	15 of 15



Project: Wikipedia Library

At the beginning of June, the Wikipedia Library Team deployed the **new Bundle service** for active editors on the Library Card Platform.

The new service allows access for every editor with a Library Card to 24 collections in our system without having to apply to each one, making 60% of the content instantly available.


In the month since the Bundle release, 600 editors have accessed content through the new system, with 30% of editors returning at least once per week.

The next step is to create a search feature that searches all of the Library's content in one place. When that's completed during the next fiscal year, we'll invite about 20,000 more eligible editors in all languages to take advantage of the Library's expanding collection.



Access collection

Edinburgh University Press



Access collection

Electronic Enlightenment



Access collection

ICE Publishing





Access collection

JSTOR



Access collection

Oxford Bibliographies Online



Access collection

Oxford Dictionary of National Biography

IP Masking



Objective:

In order to protect our users from misuse of personally identifiable information and our communities and content from vandalism, spam, and harassment, make IP addresses accessible to as few people as possible while ensuring that admins, stewards, and checkusers remain able to effectively perform their duties.

- In Q4 we held consultations with volunteers on 5 non-English language projects: Tamil, Punjabi, Arabic and Chinese Wikipedia, as well as Tamil Wikisource. The report from all the 8 consultations is [published on the wiki](#).
- In the meantime, we have been working on providing enhancements to CheckUser tool, which will be vital in the absence of IPs. New Checkuser version has been tested with community members in several rounds of user testing.
- The next step for the new Checkuser is deployment on a pilot wiki and gradually to all projects. The team is taking a more cautious approach in deployment, owing to the sensitive communications around Branding and CoC that are in play at the moment.
- In Q1, the team is kicking off work on building prototype(s) for the proposed tools that went through the community consultation rounds.

Target quarter for completion: Q1 FY2020-2021



Department:
Product

IP Masking



Key Results

Deliver on 9 program milestones
(2 per quarter starting Q2.)

Baseline: 0 milestones completed

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
	9	2 of 2	5 of 5	7 of 7	8 of 9



Department:
Product

Improving CheckUser tools

Background: CheckUser is a critical piece of software in the fight against vandals and bad actors on our projects. Improving this tool is important to prepare for masking IPs on our projects. This project is directly in line with the Thriving Movement metric - *By 2023, at least 80% of affiliates, user groups, and on-wiki roles, such as admins, bureaucrats and stewards, will report having the support they need to sustain their roles.*

Goal: Our goal is to reduce the amount of time and effort it takes to extract information from CheckUser and conclude the results of a vandalism investigation.

What we did: Anti-Harassment Tools team has spent Q4 adding a Timeline feature, a new block interface, an onboarding tour and instrumentation for the new and old tool to gather usage stats. We have also been in communication with the checkusers directly to get feedback.

Next steps: In Q1, we will rollout the improvements on all projects and iterate based on feedback from checkusers and stewards.

Account information

IPs & User agents

Timeline

4 May 2020

- [\(diff\)](#) [\(hist\)](#) . . Apples . . 12:50 . . [Derby pie](#) ([talk](#) | [contribs](#) | [block](#)) . . 96.29.163.175 . . Mozilla/5.0 (Windows AppleWebKit/537.36 (KHTML, like Gecko) Chrome/80.0.3987.163 Safari/537.36
- [\(diff\)](#) [\(hist\)](#) . . Apples . . 12:49 . . [Derby pie](#) ([talk](#) | [contribs](#) | [block](#)) . . 96.29.163.175 . . Mozilla/5.0 (Windows AppleWebKit/537.36 (KHTML, like Gecko) Chrome/80.0.3987.163 Safari/537.36
- [\(Logs\)](#) . . 11:16 . . [BanjoDog 23](#) ([talk](#) | [contribs](#) | [block](#)) . . BanjoDog 23 triggered [filter 217](#), performing the a Actions taken: Disallow ([details](#)) . . 136.25.52.165 . . Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_5) App Gecko) Chrome/81.0.4044.129 Safari/537.36
- [\(Logs\)](#) . . 11:16 . . [BanjoDog 23](#) ([talk](#) | [contribs](#) | [block](#)) . . BanjoDog 23 triggered [filter 216](#), performing the a Actions taken: Disallow ([details](#)) . . 136.25.52.165 . . Mozilla/5.0 (Macintosh; Intel Mac OS X 10_11_5) App Gecko) Chrome/81.0.4044.129 Safari/537.36

Timeline tab allows a user to compare activities between 2 or more users

Block users

Username and IP addresses

- Prevent from sending email
- Prevent from editing their own talk page while blocked
- Override existing blocks

Reason

*

Checkusers have the superpower to block multiple users in one go

Movement Diversity



Objective:

By June 30, 2020 we will design 4 key programs to improve offline movement diversity in the following areas: gender, age, language, region

Reading Wikipedia in the Classroom: In Q4, the Education Team navigated a changing education landscape due to COVID-19 and redesigned the upcoming Reading Wikipedia in the Classroom pilot to support virtual classroom needs. We engaged 23K+ teachers with a needs survey that will inform the final design of the Reading Wikipedia toolkit and teacher training. The pilot is set to launch later in Q1 in Bolivia, Morocco, and the Philippines.

Maintaining our commitment to movement diversity: With youth and regional growth programs deprioritized, and the proposed Gender Initiative on hold due to reduced budget, we recommend an assessment of WMF's capability to meet MTP diversity targets and a mid-year review of the Gender Initiative to determine potential to pursue in FY 21-22.

Target quarter for completion: Reading WP pilot Q2 FY 20-21

My Knowledge Quest - Example and rubric

Here you can find a referential example of a completed Knowledge Quest worksheet and a suggested rubric to evaluate the activity. Adapt and change according!

Let's Start!

Students are able to...	Score	3	2	1	Clear demonstration of understanding
Identify search parameters and relevant keywords.					
Examine the article using positive and negative indicators of quality.					
Summarize the information that best answers their original query.					
Determine if the article contains facts or opinions.					
List other sources of information to continue their research.					



Movement Diversity



Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Prepare for the development of a Youth Advisory Council to co-develop a youth engagement strategy Baseline: 0	100% complete	0% complete	5% complete	N/A	N/A
KR2: Reading Wikipedia in the Classroom - Grow the capacity of at least 3 affiliates to engage students speaking underrepresented languages Baseline: 0	60% complete	10% complete	25% complete	35% complete	60% Complete
KR3: Hire a Gender program manager, and a regional liaison in at least 4 of 6 prioritized regions, by 6/30/2020 Baseline: 5 vacancies	5 new hires	5 Vacant	5 Vacant	N/A	N/A



Drill Down: Movement Diversity

The situation

Youth and regional growth programs were deprioritized after the CE transition and are not addressed in the new annual plan.

Last quarter, we recommended a cross-departmental Gender Initiative for FY 20-21 anchored around a content campaign launched in Q1 FY 21-22 to grow gender diversity in both content and contributor base. We were not able to pursue this under current budget constraints.

The impact

We are unlikely to hit our MTP diversity targets by 2025.

We may still significantly narrow the gender gap if we are able to initiate the Gender Initiative in FY 21-22.

The recommendation

Engage the the Thriving Movement Task Force and C-team to discuss priorities for movement diversity in the MTP.

Revisit the Gender Initiative mid-year when the financial outlook is clearer in order to assess feasibility to launch in FY 21-22. The next potential campaign launch window is March 2022, and the program requires a lengthy preparation time.

Community Leadership Development



Objective:

Improve learning and leadership development programming for our communities in order to support a diverse and inclusive movement.

Learning Days/Conference Program: Launched Wikimedia Clinics, a project that provides support to movement volunteers who have specific questions on movement growth or need a rapid response to a Wikimedia Projects challenge. The first non-English call is scheduled for July 15.

Education Greenhouse: The Wikimedia & Education Greenhouse online course concluded on May 10. Preliminary evaluation results can be viewed [here](#). Overall, 100% of participants who responded to our survey indicated they improved their leadership skills for the movement. The entire course has been migrated to [Wikiversity](#) for self-directed learning or replication by the volunteer community.

Movement Leadership Framework Project: Research is complete and the final report is drafted and currently in review with WMF staff and community advisors. Key findings that will be applied to future programmatic offerings include: Design for Access, Encourage Mentorship, Increase opportunities for skill development, Promote healthy communities of practice, and increase invitational and inclusion practices.



Community Leadership Development



Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>Develop and refine a Movement Leadership Development Framework by engaging at least 50 community-facing staff, new/existing movement organizers and affiliate leaders</p> <p>Baseline: 0</p>	50 interviews	n/a	20 Staff interviews	33 Community interviews	Completed
<p>Participants in the Wikimedia Education Greenhouse pilot report improved leadership skills for the Wikimedia movement.</p> <p>Baseline: 85% (unit 1 survey)</p>	75% of participants improve	n/a	93% Of participants report improvement (unit 2 survey + interviews)	93%	Completed




Diverse Content



Objective:

By June 30, 2020 design and initiate a suite of projects that lower barriers to diverse content creation across the movement.

Building a support system for GLAM: We signed an agreement in June with Wikimedia Sverige to develop tools and support services for GLAM partners. We reduced the agreement's scope due to the COVID-19 'yellow scenario' and WMSE will unfortunately not be able to stand up a product team this year, focusing instead on documentation, enriching content with structured data, and institutional capacity building in close coordination with the WMF GLAM and Culture team.

African librarians  **Wikipedia:** The #1lib1ref (1 librarian, 1 reference) campaign's May cycle (focused on the southern hemisphere) saw explosive growth in Africa thanks to a partnership with the continent's umbrella library association, AFLIA, leading to a 394% YoY increase in edits from May '19 (see more in drill down).

Supporting content campaigns: The Campaigns team began providing mentorship services to community content campaigns, connecting them to partners and advising on organizing and content creation strategies. Advisees this quarter included Wikipedia Pages Wanting Photos (WPWP), WMSE's Gender and Health Editathon, and Wiki Loves Love.

Target quarter for completion: Q4 FY19-20



Department:
Product

Diverse Content



Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Develop partnership agreement with Wikimedia Sverige to develop a movement GLAM Hub, based on 5 streams of research Baseline: 0	100% complete 5 streams	10% research streams scoped	25% 2 nearing completion, 3 paused	40% 2 completed, 3 paused	100% agreement signed
KR2: Design a curriculum and strategy for a holistic “Campaign in a Box” framework based on at least 4 experiments Baseline: 0	100% complete 4 experiments	20% 2 initiated	40% 4 initiated, 2 nearing completion	75% 2 completed, 2 nearing completion, 1 in development	100% 4 completed
KR3: Develop a plan with external partners and stakeholders in at least 3 regions beyond Europe and North America for researching global heritage digitization needs. Baseline: 0	100% complete 3 regional stakeholders	0% 0	10% 0	N/A	N/A



Diverse Content



Campaigns spotlight: #1lib1ref meets #AfLibWk

- Partnership with AFLIA (African Library and Information Associations and Institutions) led to a massive spike in contribution across the continent
- Regional ambassadors provided support for newcomers and intermediated with functionaries on-wiki
- 32,890 total edits (394% YoY) in nearly 24 languages by more than 550 editors (6% YoY growth)
- 27,800 edits (84.52% of global total) were from African Libraries Week (#AFLibWk)
- AFLIA will continue to build capacity among African information professionals through a program funded by a WMF Project Grant (WiR to train 300 librarians from 30 countries)



Department:
Product

Address Knowledge Gaps



Objective:

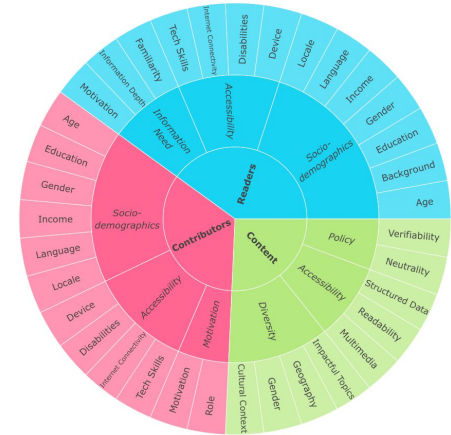
Build the taxonomies of knowledge gaps for measuring and prioritizing knowledge gaps in order to help the Wikimedia Movement thrive

We are building a **Knowledge Gap Index** that can be utilized by decision makers to inform their decisions about what areas to further invest in.

By building the **taxonomy of knowledge gaps** we are taking the first step to be able to build the Knowledge Gap Index.

We have identified three main branches to focus on: content, contributors, and readers.

Target quarter for completion: Q4 FY19/20



Address Knowledge Gaps



Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Build three or more taxonomies of knowledge gaps (the list of taxonomies: content, readership, contributorship, usage, and primary causes) Baseline: {0}	3	0.5	1.5	1.7	3
Provide a comprehensive write-up of the taxonomies developed during the year and present internally. Baseline: {0}	100%	25%	30%	30%	100%



Appendix



WIKIMEDIA
FOUNDATION

Attract and Retain a Larger and More Diverse Editor Base



Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Increase average monthly active editors Baseline: 86K/month	+5% YoY	+3.8% YoY (83K/mo)	+4.3% YoY (85K/mo)	+4.6% YoY (90K/mo)	+14.9% YoY (99K/mo)
Emerging Markets Baseline: 21K/month		+3.8% YoY (21K/mo)	+3.0% YoY (21K/mo)	+0.7% YoY (21K/mo)	+17.7% YoY (24K/mo)
Established Markets Baseline: 69K/month ⁺		-- YoY* (67K/mo)	-- YoY* (75K/mo)	-- YoY* (76K/mo)	+13.2% YoY⁺ (78K/mo)
New Active Editors Baseline: 17K/month		+2.3% YoY (16K/mo)	+5.5% YoY (16K/mo)	+6.8% YoY (18K/mo)	+28.5% YoY (22K/mo)
Returning Active Editors Baseline: 69K/month		+4.1% YoY (67K/mo)	+4.1% YoY (69K/mo)	+4.1% YoY (71K/mo)	+11.5% YoY (77K/month)



Attract and Retain a Larger and More Diverse Editor Base



Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Increase average one-month retention Baseline: 6.6% retained/month	+5% YoY	+1.9% YoY (5.3%/mo)	+1.4% YoY (7.0%/mo)	-1.6% YoY (6.0%/mo)	+1.3% YoY (6.7%/mo)
Emerging Markets Baseline: 4.7% retained/month		-9.2% YoY [#] (4.2%/mo)	+3.0% YoY ⁺ (4.4%/mo)	+2.2% YoY (4.4%/mo)	+0.6% YoY (4.8%/mo)
Established Markets Baseline: Not Available		-- YoY* (-- /mo)	-- YoY ⁺ (7.8%/mo)	-- YoY* (7.4%/mo)	-- YoY* (7.8%/mo)

