Movement Strategy Tuning Session Q4 FY19-20

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Movement Strategy

Overview

Movement Strategy is the work towards developing recommendations and a plan to realize the Strategic Direction by 2030. The strategy has been developed through a multi-year radically open collaborative design and co-creation process, engaging all parts of the movement.

Progress and Challenges

The Q3 goal for **delivery of the recommendations was completed** in the first part of Q4 and presented to the wider movement beginning of May 2020.

At the same time options for bringing the work of transitioning to the implementation of the recommendations (that was planned for Wikimedia Summit 2020) to the online space were carefully reassessed. It did not make sense to initiate these conversations during the pandemic. In line with the principles of the strategy, the team **convened a movement wide design group for the transition phase**. This group has been assembled by the end of Q4 of FY 19-20.

Key Deliverables

Deliver final strategy consultation	
Develop final recommendations	
Implementation (and WMSummit)	

Actions

- Reassess and redesign the work for transition to the implementation of recommendations to adapt to a fully virtual context.

- Assemble co-design group with diverse movement actors by the end of Q4.

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Movement Strategy

MS Outcomes	MS Metrics	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Develop the strategy in an open, consultative model	Deliver pre-final recommendations to the movement in January 2020, translated in multiple languages	100%	n/a	80%	100%	100%
Engage community throughout the process	Deliver a 5-week consultation with multiple engagement options for Movement stakeholders to provide feedback to the recommendations	100%	n/a	n/a	100%	100%
Deliver the recommendations for the future 10 years of development of the movement	Refine and finalize the recommendations based on input from communities, affiliates, and the Foundation BoT.	100%	n/a	n/a	95%	100%

Movement Strategy

MTP Outcomes	MTP Metrics	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Create agency for implementing recommendations across the movement	Design Phase 3: Implementation	100%	n/a	n/a	30%	40%
	~~Engage the Movement at the WM Summit in Berlin~~	100%	n/a	10%	20%	20%

Develop final recommendations ✓

Objective:

Develop final recommendations

Feedback from the Movement Consultations and the Board's feedback from its February retreat informed a round of revisions to produce a pre-final draft that was shorter, more coherent, and more clear. This happened during in-person meeting in New York in March.

The Board then provided a final review, adding some final important requests that responded to the additional context and detail provided by the writers. The Board also provided its overall provisional endorsement of the strategy. There were some discussions regarding these points and final revisions were made to complete the recommendations. They were published on May 11, 2020.

Target quarter for completion: Q4 FY19/20

Full-time equivalent budget Actual: 5 FTEs

Develop final recommendations ✓

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Make final revision and produce the final Movement Strategy document (carry-forward from Q3). **Baseline:** Draft strategy document.	100%	n/a	n/a	95%	100%

Develop final recommendations ✓

Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Develop consultation plan and materials to deliver in Q3 (carry-forward from Q2). Baseline: No plan developed.	100%	n/a	80%	100%	100%
Collect relevant feedback, synthesize, and provide to staff for analysis and integration; support Board review to collect comments. Baseline: No feedback collected.	100%	n/a	n/a	100%	100%
Seek Board endorsement. Baseline: No Board endorsement.	100%	n/a	n/a	50%	100%

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Implementation

Objective:

Design Phase 3: Implementation (and engage the Movement at the WM Summit in Berlin)

In our initial plan, the substantial work for implementation was to take place at the Wikimedia Summit in Berlin. Due to global pandemic the Summit was cancelled. As a result of estimated effects on potential participation and staff capacity of the pandemic, it was decided not to rush implementation conversations. A completely new design was needed to enable online engagement worldwide, which also provided an opportunity to create further pathways for inclusion and participation at the online events.

The timeline was pushed back and now the implementation plan is forecasted to be delivered by the end of Q2 FY20/21. This provided a possibility to convene a cross-movement design group (not in the initial plan) to design the series of virtual events with a diverse range of perspectives to be taken into account. Hopefully, this will help us to be more inclusive in the transition conversations and build agency for people and organizations to take ownership for the implementation of the recommendations.

Target quarter for completion: Q2 FY20/21 (NEW!)

Implementation

| Key Results	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Support and collaborate with WMDE in their design and delivery of the WM Summit in Berlin to begin implementation of the strategy. Baseline: Completed 2019 Summit	100%	n/a	10%	20%	20%
Design and implement a new engagement and collaborative process for implementation, to be launched late May, 2020, and to run through the following months. **Baseline:** Existing design draft to deliver the work in-person at WMSummit	100%	n/a	n/a	30%	40%

Department slides

Support Team at Your Service

Abbad
(Content)

Ellie
(Operations)

Kaarel
(Structure)

Mehrdad
(People)
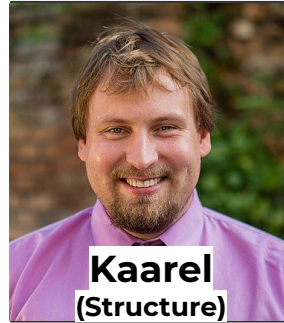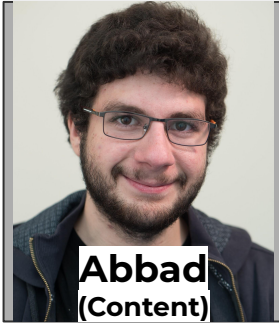
Focus: Collaborative model

- Using the process to create connections and build the movement;
- Holding the diversity of perspectives to increase the quality of the process / discussions and mitigate conflicts;
- Process as product: Accumulating trust and good faith through collaboration.
- ACTION: Creation of a collaborative design group of 18 members across the movement

Harmonization Sprint in 2019
By Camelia Boban, CC BY-SA 4.0

Focus: Open model

- Creating access points for people to look into the process, ask questions and provide insights;
- Continuously building understanding of the process, its purpose and function.
- ACTION: Publish materials and create pathways for review for anyone interested.

Harmonization Sprint in 2019
By Sailesh patnaik, CC BY-SA 4.0

Thank you!

for enduring another session of movement strategy fun!

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