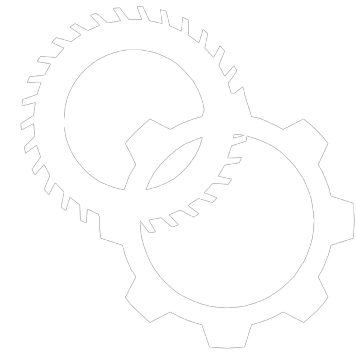


Grantmaking Quarterly Review

September 29, 2014



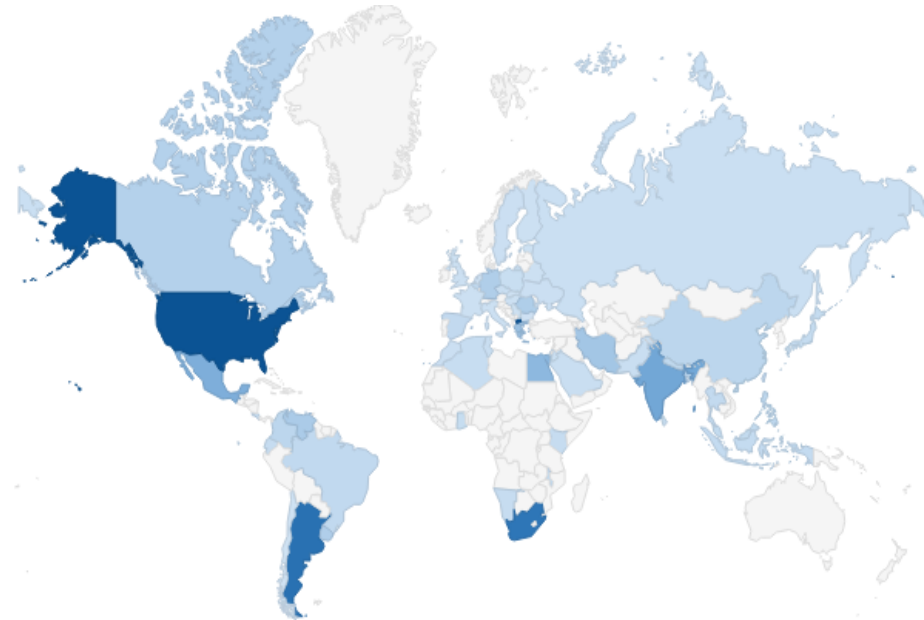
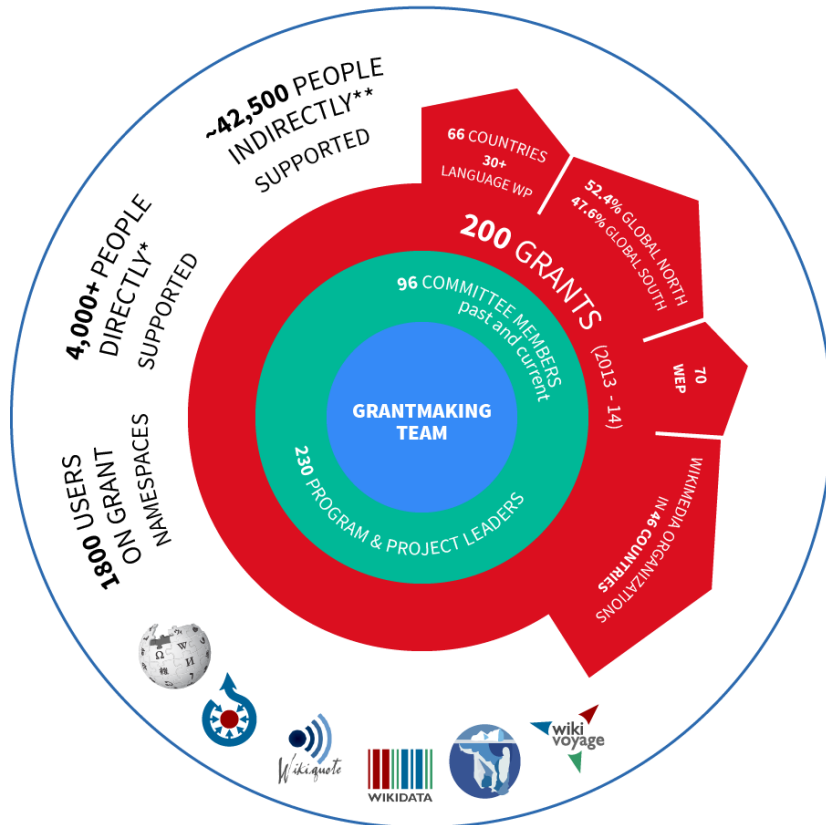
Agenda

- Overview 15 min
- Highlights: Q1 progress, Q2 goals 20 min
- Key needs 10 min

Our team currently reaches over 40,000 people across 66 countries

42,500 people, 30+ language projects across direct & indirect engagements

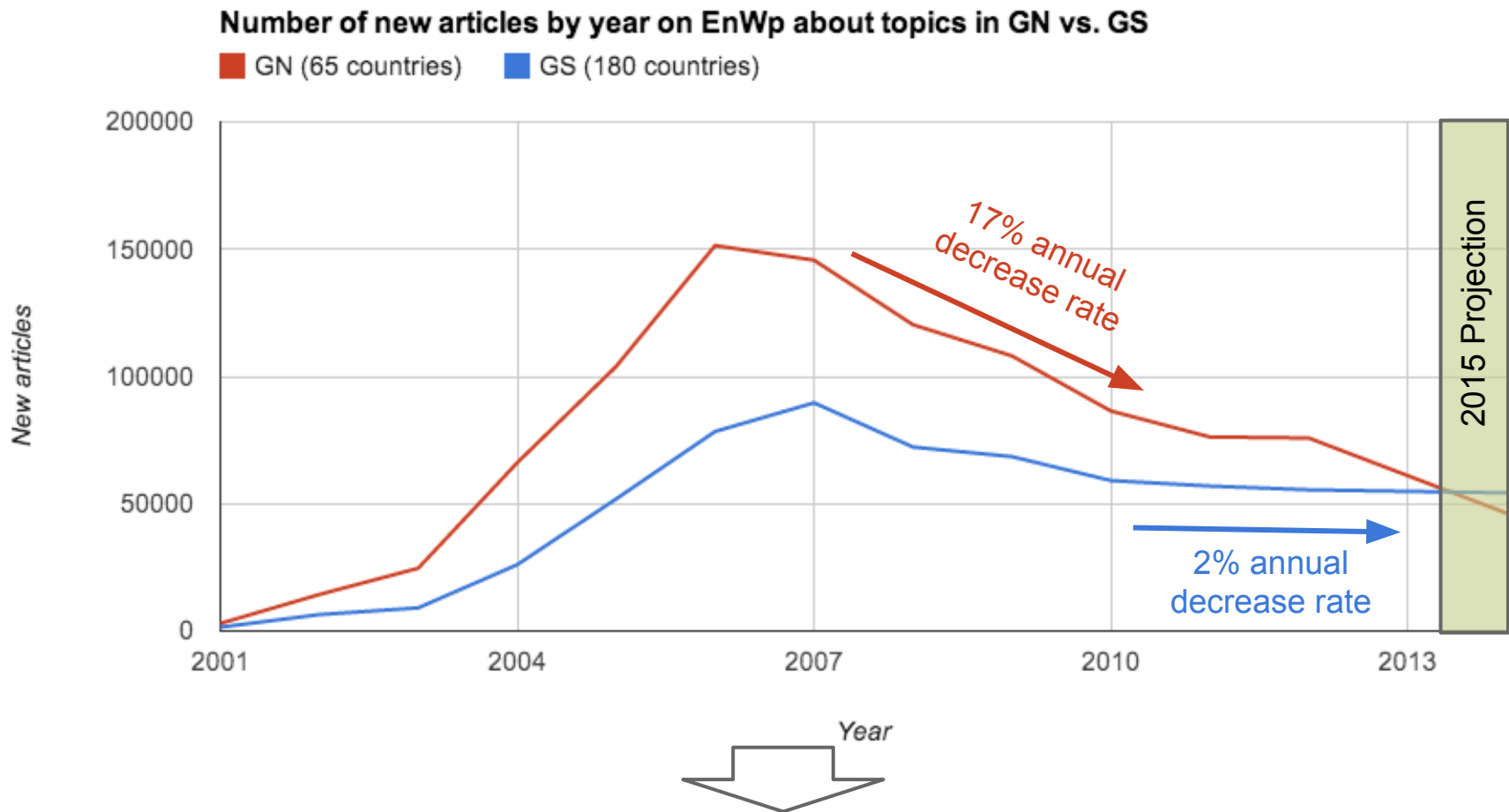
Total grants awarded in FY14 span 66 countries



Heat map: darker blue is higher \$ spend

* Directly supported through grants and programs
 ** Indirectly supported through events by grantee Wikimedia organizations

GS content gap : $\frac{2}{3}$ of the world is covered by only $\frac{1}{3}$ of the content ...



We have an opportunity to engage Global South contributors to address content gaps across projects

Gender gap impacts both contributors & content

Fewer female contributors = less content, lower quality, systematic bias

lower retention

♀ 8-16% of active editors, 22-30% of newcomers

Editor Survey 2008, 2011; Gender Micro-survey 2013;
Hill & Shaw 2013; Morgan, Bouterse et al. 2013

less coverage

Articles on topics of interest to women are absent or abbreviated

Lam et al. 2011

lower quality

Articles about notable women are absent or not linked to

Reagle & Rhue 2011, Aragon et al. 2012

little progress

Despite media attention, community dialogue, small scale initiatives, WMF commitments

Gender content gap is widespread & persistent

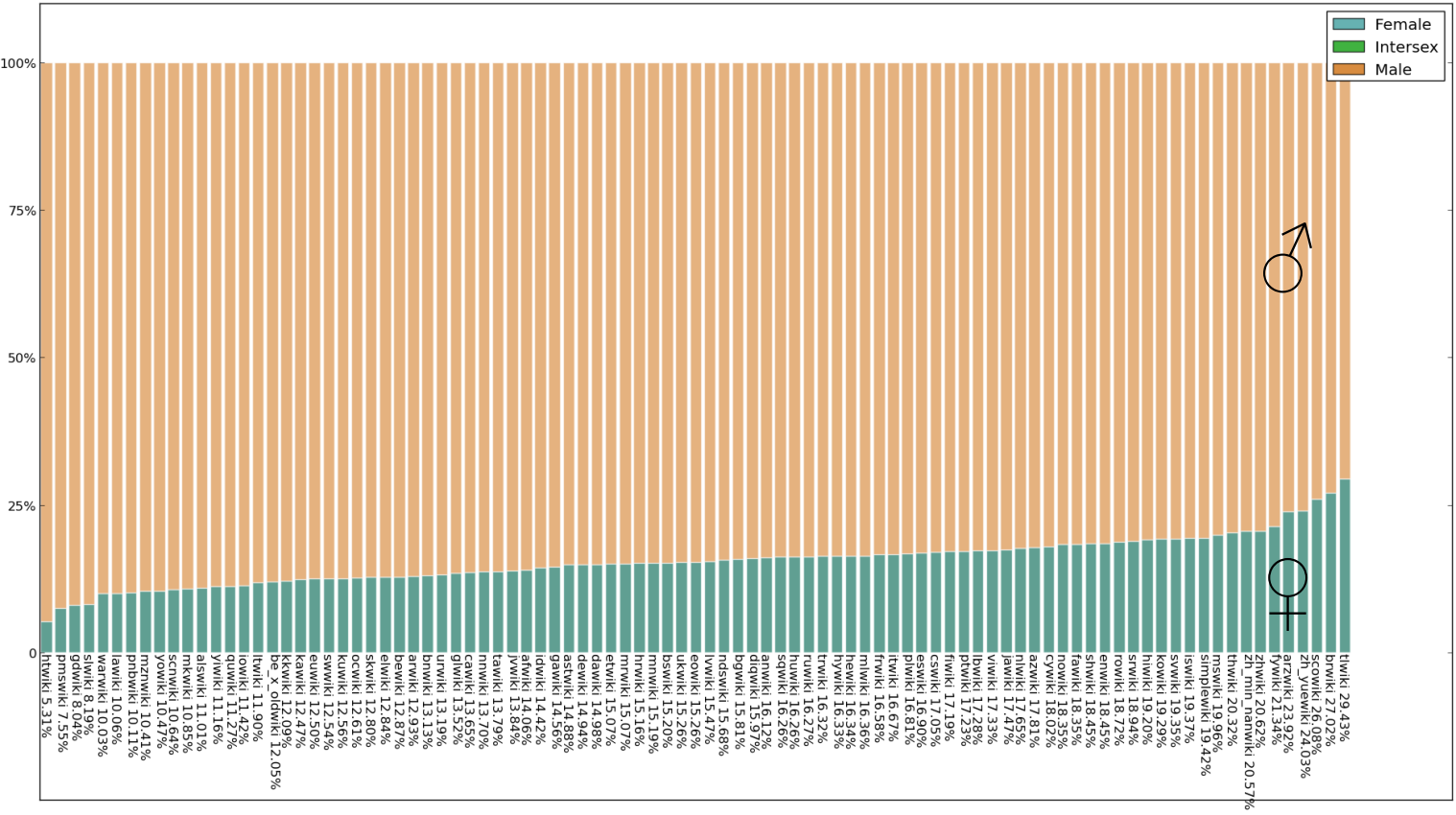
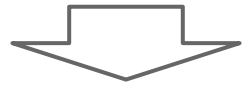


Figure Usage of Wikidata items with Sex or gender property across Wikipedias. Shows relative proportion of Biography articles about women (green) and men (orange).

from “Sex ratios in Wikipedia, Wikidata, and VIAF”. Max Klein, 2013 hangingtogether.org



We need fresh ideas for projects to recruit and retain more female editors and create more diverse content

Our FY14-15 goals are aligned around three key areas: Focus, Evaluate, and Integrate

Focus

Identify diversity & content gaps globally, and create targeted strategies and programs to address

Goals:

- Expand resources to **Global South** (20% of direct grants, 60% total grants)
- Expand resources for **challenging gender gap** (1.5% of direct grants, Inspire campaign)
- Expand resources for **individual contributors** (7% of direct grants, 70% of number of grants, supporting 1500 - 5000 contributors)

Evaluate

Create new metrics to support self-evaluation, grow impactful programs/projects

Goals:

- Reduce non-impactful spending (particularly in APG)
- Increase use of aggregate metrics and self-assessment tools

Integrate

Re-organize structure to streamline community interfaces and increase non-monetary guidance & support

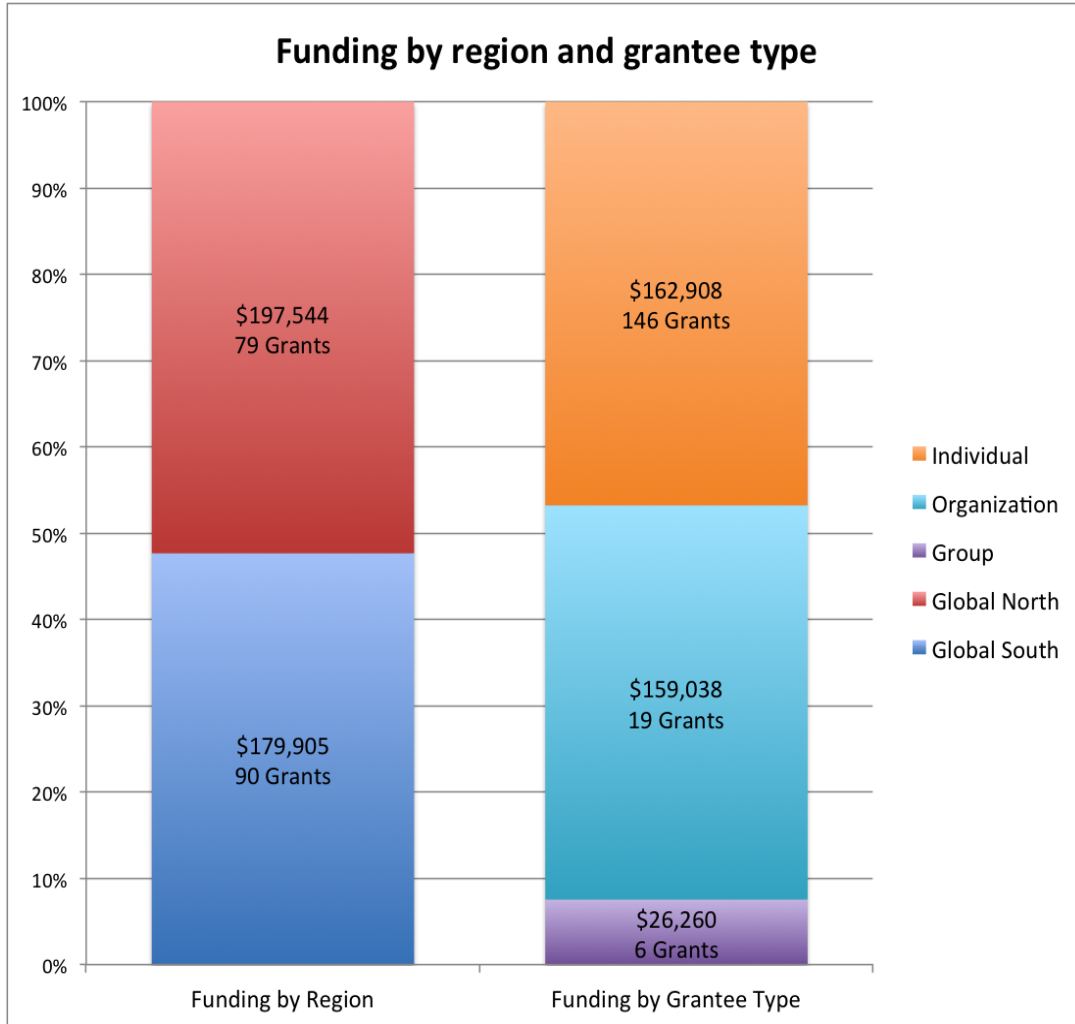
Goals:

- Increase non-monetary support to our communities for higher impact through team structure, guidelines and tools

Our FY14-15 goals are aligned around three key areas: Focus, Evaluate, and Integrate

	Q1 ACTIVITIES	Q1 STATUS	PROJECTED Q2 GOALS
FOCUS	Develop and track diversity-focused strategy	GS, Gender strategies in progress	Complete GS research, data-driven action plans Plan Inspire & support initiatives
	Create and clarify effective growth strategy in Brazil and India	AE partnership; Brazil and India consultations	Confirm action plans with communities, supported with grants and program guidance
EVALUATE	Create and integrate ~5 mandatory global metrics across all grants programs (proposal and reporting forms)	Launched	Begin collection of preliminary data, evaluating & iterating as needed
	Update and implement FDC guidelines and strategy for Board, for FDC and applicants	Launched, action plan in progress	Roll out consultation plan with FDC, grantees and larger community (shift focus from money to impact)
INTEGRATE	Build pipeline between IdeaLab & grants programs	3 new tools deployed	Finish idea expansion pipeline Needs assessment for Inspire
	Redesign program strategy & team structure	In progress	Confirm and roll out

Q1 grants: 154 grants, \$377,532



	Funding Approved	Total # of Grants	% of Funding
Global South	\$181,566	80	48%
Individual Grantees	\$162,908	138	43%

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 - ❖ Diversity strategy
 - ❖ Global Metrics
 - ❖ Annual Plan Grants
 - ❖ IdeaLab
- Key needs 10 min

Global South

Q1

- Create and clarify effective growth strategy in Brazil and India
- Wind down of partnership with Ação Educativa and major community consultation on future of work in Brazil.
- Preparation work for major community consultation in India; support for WMIN around leadership transition.
- Visit and support for WM Ukraine on Col and leadership transition.
- Visit and support for Wikimedia Serbia around executive transition.

Q2/3

- Research on GS communities (user survey, norms, SWOTs)
- Secure buy-in for new vision and strategy in India (Oct)
- Create "baseline off-wiki activity plan" and proactively encourage GS groups to explicitly adopt it as a goal
- Portfolio of possible partnership models in preparation for proactively pursuing partners around content and reach in Q3-Q4.

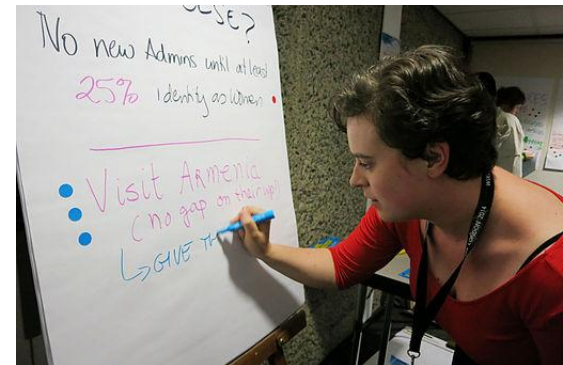
Gender Gap

Q1

- Held gender gap strategy meeting at Wikimania (40+ people)
- Prioritized 7 strategic initiatives (m:Gender_gap_strategy)
- Developing teams around initiatives (~12 signups in 3 days)

Q2/3

- Support initiative teams to develop work plans
- Plan and launch gender gap **Inspire Campaign** (500 participants)
- Help grow initiatives into Inspire grants aimed at high impact



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Global metrics for aggregate impact

Q1

- Define set of standard global metrics
- Develop resources for applying global metrics (learning patterns, webinars, office hours)
- Pilot metrics with current grantees (IEG, PEG, APG)

Q2

- Evaluate and iterate: coverage, applicability of metrics
- Develop additional resources (tools, tutorials) as needed
- Build metrics tracking infrastructure

6 metrics

Number of... **active editors involved** * **new registered users** * **individuals involved** * **new images/media added to pages** * **articles added or improved** * **bytes added to and/or deleted** ...in Wikimedia projects

... +1 learning question

Did your work increase the motivation of contributors, and how do you know?

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 - ❖ Global Metrics
 - ❖ Annual Plan Grants (FDC)
 - ❖ IdeaLab
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Changes to Annual Plan Grants program

Q1

- Streamlined proposal, reporting requirements ↓ from 4 to 2
- ½ of grantees receiving significant guidance.
- Most grantees now reporting outputs & outcomes, impact is up!

Q2:

Total Participants Served	
FY12-13, TOTAL: 10,780	FY13-14, Q1+Q2: 16,990

WM Amical

+54% catwiki pageviews year over year (-11% in eswp)
2,037 participants (tripled since last year)

WM RS

1,200 articles (quadrupled since last year)

WM SE

1,818 media files (523 quarterly avg last year)
26,434,542 media views (8M views on quarterly avg last year)

Q2/Q3 goals:

- ALL grantees to report outputs + outcomes (more #s, more stories!), work to ↑ impact, focus, clear articulation of value add
- R1 Nov deliberations, focus on impact
- Facilitate conversations on program learning/knowledge sharing

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IdeaLab Tools: integrate a pipeline of ideas & community advisors across grants

Q1

- Form Wizard: IdeaLab, IEG, PEG (~45 proposals)
- Probox & AddMe gadget: IdeaLab, TPS, IEG, PEG


Let's create your idea! ×

Idea title

What should we call your idea?

Q2/3





- Structured expand workflow for Ideas to IEG/PEG
- IdeaLab upgrades for Inspire campaigns
- Impact assessment (increase in participants, increase in impactful grant-funded projects)



idea creator

• Rosiestep

this project could really use...

-  volunteer
-  researcher
-  advisor
-  community organizer

give feedback
endorse
join

created on 13:58, 3 September 2014 (UTC)

 [Toolkit: expand your idea](#)

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Key needs

Sign-off on team strategy and mandate

Staffing (second-tier leadership + key implementation challenges)

- Two grants officers (to support IEG, Inspire and GS)
- Directors of L&E and Program Development
- Content + Communications + Evaluation support

Technical and data resource gaps

- IdeaLab, Wikimetrics, Editor Campaigns and grants process tools
- Dashboards for geo-located data (timely deployment)
- Integration of resource prompts into user interfaces (e.g. TWL)
- Support for team to do more applied research

FIN



**Thanks for
watching!**

