Grantmaking Quarterly Review

September 29, 2014
<table>
<thead>
<tr>
<th>Item</th>
<th>Duration</th>
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<tbody>
<tr>
<td>Overview</td>
<td>15 min</td>
</tr>
<tr>
<td>Highlights: Q1 progress, Q2 goals</td>
<td>20 min</td>
</tr>
<tr>
<td>Key needs</td>
<td>10 min</td>
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</tbody>
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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
Global South editors present a growth opportunity

GS participation is increasing across our projects

# Active editors by region

<table>
<thead>
<tr>
<th></th>
<th>Aug 2012</th>
<th>June 2013</th>
<th>June 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>GN Active</td>
<td></td>
<td></td>
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<tr>
<td>GS Active</td>
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Active editors from GS countries on EnWp (except India)

- Argentina
- Bangladesh
- Brazil
- Indonesia
- Iran
- Malaysia
- Mexico
- Pakistan
- Philippines
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


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

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

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
hangintoggether.org
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.

<table>
<thead>
<tr>
<th>Q1 ACTIVITIES</th>
<th>Q1 STATUS</th>
<th>PROJECTED Q2 GOALS</th>
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</thead>
<tbody>
<tr>
<td><strong>FOCUS</strong></td>
<td></td>
<td></td>
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<tr>
<td>Develop and track diversity-focused strategy</td>
<td>GS, Gender strategies in progress</td>
<td>Complete GS research, data-driven action plans</td>
</tr>
<tr>
<td>Create and clarify effective growth strategy in Brazil and India</td>
<td>AE partnership; Brazil and India consultations</td>
<td>Plan Inspire &amp; support initiatives</td>
</tr>
<tr>
<td><strong>EVALUATE</strong></td>
<td></td>
<td></td>
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<tr>
<td>Create and integrate ~5 mandatory <strong>global metrics</strong> across all grants programs (proposal and reporting forms)</td>
<td>Launched</td>
<td>Confirm action plans with communities, supported with grants and program guidance</td>
</tr>
<tr>
<td>Update and implement FDC guidelines and strategy for Board, for FDC and applicants</td>
<td>Launched, action plan in progress</td>
<td>Begin collection of preliminary data, evaluating &amp; iterating as needed</td>
</tr>
<tr>
<td><strong>INTEGRATE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Build pipeline between IdeaLab &amp; grants programs</td>
<td>3 new tools deployed</td>
<td>Roll out consultation plan with FDC, grantees and larger community (shift focus from money to impact)</td>
</tr>
<tr>
<td>Redesign program strategy &amp; team structure</td>
<td>In progress</td>
<td>Finish idea expansion pipeline Needs assessment for Inspire</td>
</tr>
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**Q1 2014-15**
Q1 grants: 154 grants, $377,532

<table>
<thead>
<tr>
<th>Region</th>
<th>Funding Approved</th>
<th>Total # of Grants</th>
<th>% of Funding</th>
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<tbody>
<tr>
<td>Global South</td>
<td>$181,566</td>
<td>80</td>
<td>48%</td>
</tr>
<tr>
<td>Individual Grantees</td>
<td>$162,908</td>
<td>138</td>
<td>43%</td>
</tr>
</tbody>
</table>

Funding by region and grantee type:

- **Global South**
  - $197,544
    - 79 Grants
  - $162,908
    - 146 Grants

- **Individual Granters**
  - $179,905
    - 90 Grants
  - $159,038
    - 19 Grants

- **Funding by Region**
  - $26,260
    - 6 Grants
Agenda

- Overview 15 min
- Highlights: Q1 progress, Q2 goals 20 min
  - 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 CoI 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
Agenda

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  - Global Metrics
  - Annual Plan Grants
  - IdeaLab
- Key needs 10 min
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

... +1 learning question

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

- **Overview** 15 min
- **Highlights: Q1 progress, Q2 goals** 20 min
  - Diversity strategy
  - Global Metrics
  - Annual Plan Grants (FDC)
  - IdeaLab
- **Key needs** 10 min
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:

<table>
<thead>
<tr>
<th>Total Participants Served</th>
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<tbody>
<tr>
<td>FY12-13, TOTAL: 10,780</td>
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<tr>
<td>FY13-14, Q1+Q2: 16,990</td>
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</table>

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
Agenda

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  - Global Metrics
  - Annual Plan Grants
  - IdeaLab
- Key needs 10 min
Ideas engage our communities to make better projects/programs/grants

Community motivation to participate in IEGrants
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

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)
## Agenda

- **Overview**  
  - 15 min
- **Highlights: Q1 progress, Q2 goals**  
  - 20 min
- **Key needs**  
  - 10 min
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
Thanks for watching! 😊