

# Quarterly review

## Community Engagement

### Q1 - 2015/16

# Q1 - CE Department

## Objective: Strategy and Priorities



Objective	Measure of success	Status
Goal 1. FOCUS: Define overall strategy and prioritize current work into the available resources	<ul style="list-style-type: none"><li>• Define an overall community strategy</li><li>• All projects will appear on a community Master Project List</li><li>• Identify gaps and map against existing capabilities</li></ul>	<p>Projects on MPL, and gaps mapped (informally) as part of strategy.</p> <p>Strategy defined, but did not complete all steps requested by ED (definition of each team's mission statement, top priorities)</p>

# Q1 - CE Department

**Objective: Strengthen community health**



Objective	Measure of success	Status
Goal 2. STRENGTHEN community health	<ul style="list-style-type: none"><li>● CA defines approach to harassment on the projects with community input and prepares Q2 broad community consultation and surveys</li><li>● Consult with community on funding process and structures</li><li>● Clarify membership criteria and engagement channels for Wikipedia Education Collaborative</li></ul>	Successful. Details in each team's report.

# Q1 - CE Department

Objective: internal support



Objective	Measure of success	Status
Goal 3. STRENGTHEN support of other WMF departments	<ul style="list-style-type: none"><li>• Liaisons effectively support VE deployment</li><li>• Liaisons effectively support creation of product development process</li><li>• CA team develops support framework and response workflow for non-engineering teams, inc. Partnerships, Office of the ED</li></ul>	<p>Product development process was not successful.</p> <p>Other steps successful or deliberately reprioritized (details in each team).</p>

# Q1 - CE Department

**Objective: Strengthen community health**



Objective	Measure of success	Status
Goal 4. EXPERIMENT with new community tools and approaches	<ul style="list-style-type: none"><li>• Investigate new tools for global ban enforcement</li><li>• Resources develops pilot plans for Community Capacity Development Framework (see CR Goal #4)</li><li>• Create process and roadmap for Community Tech team</li></ul>	Successful. Details in each team's report.

# Q1 - CE Department

Objective: Experiment



Objective	Measure of success	Status
Goal 4. EXPERIMENT with new community tools and approaches	<ul style="list-style-type: none"><li>Resources develops pilot plans for Community Capacity Development Framework</li><li>Create process and roadmap for Community Tech team</li><li>Investigate new tools for global ban enforcement</li></ul>	Global ban enforcement experiments were deprioritized. Other experiments were mostly successful; details in each team's report.

# Q1 - CE Department

Objective: Core 

Objective	Measure of success	Status
Goal 5. CORE: support existing workflows.	<ul style="list-style-type: none"><li>Continued support of community needs.</li></ul>	Successful. Details in each team's report.

# Quarterly review

## Developer Relations

### Q1 - 2015/16

Approximate team size during this quarter: 3.5 FTE  
*Time spent: strengthen 30%, focus 10%, experiment 60%*

Key performance indicator

Users of Wikimedia Web APIs	N/A ( <a href="#">T102079</a> )	N/A from Q4	N/A YoY
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# Q1 - Developer Relations

Objective: Wikimania Hackathon



Objective	Measure of success	Status
<p>Goal 1: EXPERIMENT First <u>Wikimania Hackathon</u> fully integrated with the main program and the editor community</p> <p><i>Team members involved: 2</i></p>	<p>Hackathon Showcase features at least 8 demos produced at the event in front of a mixed audience of developers and editors.</p> <p>All newcomers and editors joining the hackathon get a tech savvy buddy.</p>	<p><u>23 hackathon projects</u> <u>showcased</u> on Wikimania's first official day.</p> <p>About 50% of the attendance in the showcase had not participated in the hackathon.</p> <p>All participants requesting a buddy got one, making a total of 22 buddy pairs.</p>

Volunteer Siebrand Mazeland was a very helpful co-organizer supporting Rachel Farrand.

A smaller Hackathon space was available during all Wikimania, hosting small meetings and work.

Survey: 87% of participants had a positive/very positive experience, 0% negative/very negative.

Lessons learned

# Q1 - Developer Relations

Objective: Web APIs hub



Objective	Measure of success	Status
<p>Goal 2: EXPERIMENT Integrate the new Web APIs Hub with mediawiki.org</p> <p><i>Team members involved: 2</i></p>	<p>New Web APIs bub available in mediawiki.org with basic content and coherent user experience.</p> <p>Community process to propose and contribute documentation.</p>	<p>New <u>Web APIs hub</u> is ready for 3rd party developers.</p> <p>A <u>process for contributing documentation</u> exists.</p> <p>BUT <u>Blueprint skin available only in prototype</u>, not mediawiki.org, due to lack of UX resources and community resistance.</p>

S Page (previously in Engineering Community) was *on loan* from Reading to work on this goal.

Volker Eckl (Reading Design) went beyond call of duty volunteering many fixes to Blueprint skin.

Plan to keep writing documentation based on explicit needs from developers using our APIs.

UX refresh priority demoted as long as UX resources are not committed.

# Q1 - Developer Relations

Objective: Gerrit Cleanup Day



Objective	Measure of success	Status
<p>Goal 3: STRENGTHEN Organize a Gerrit Cleanup Day</p> <p><i>Team members involved: 1</i></p>	<p>All WMF developer teams join the Day.</p> <p>All patches contributed by volunteers, and all patches from the past 3 months have at least one review.</p>	<p>All WMF developer teams using <u>Gerrit participated</u>, although with different degrees of engagement.</p> <p>The queue of changesets without any review was <u>reduced</u> by 18% (total) and 24% (last 3 months).</p> <p>BUT 752 changesets were still unreviewed (was 910), 314 from the past 3 months (was 406).</p>

We committed to the goal of 100% without a calculator; we are still happy about the 18%-24%.

Lessons learned are on their way, but first impression is that the experience was positive and it helps sensibilizing our teams and our technical community about improving our code review practices.

# Q1 - Developer Relations

Objective: GSoC and Outreachy



Objective	Measure of success	Status
<p>Goal 4: STRENGTHEN All completed GSoC and Outreachy projects have code merged and deployed by the end of September</p> <p><i>Team members involved: 1</i></p>	<p>All the GSoC and Outreachy interns that pass the program in August have their code reviewed and deployed by the end of September.</p>	<p>From the 9 projects that passed the mid-term evaluation, <u>6 are merged and deployed, and 3 are fully functional</u> and showcased in Labs as planned.</p> <p>It is the first time that we achieve such performance. (<a href="#">blog post with details</a>)</p>

Hall of Fame: Jan Lebert & Cross-wiki watchlist tool, Sumit Asthana & Wikidata PageBanner extension, Alexander Jones & Flow support in PyWikiBot, VcamX & OAuth support in PyWikiBot, Tina Johnson & Newsletter extension, Vivek Ghaisas & SmiteSpam extension, Frédéric Bolduc & Graph for VisualEditor, Ankita-ks & Language Proofreading for VisualEditor, Dibya Singh & Translation Search.

Niharika Kohli (former intern, from India) started as stellar volunteer org admin and is now a contractor at the Community Tech team.

Frédéric Bolduc (ferdbold, from Canada) is now a contractor at the VisualEditor team.

# Q1 - Developer Relations

Objective: Wiki Loves Open Data



Objective	Measure of success	Status
<p>Goal 5: EXPERIMENT Establish a framework to engage with data engineers and open data organizations</p> <p><i>Team members involved: 1</i></p>	<p>Publication of basic documentation and community processes for open data engineers and organizations willing to contribute to Wikidata.</p> <p>Ongoing projects with one open data org.</p>	<p><u>Wiki Loves Open Data</u> offers a framework and is the result of a collaboration with the Wikidata team and community, including some chapters and projects.</p> <p>BUT even if WMF Strategic Partnerships and some chapters are in talks with organizations, we cannot count that as “ongoing projects” yet.</p>

Sylvia Ventura (Strategic Partnerships) started promising talks with World Bank, OECD, and others, but the requirement for CC0 licensing is the main obstacle for quick collaborations.

The involvement of Lydia Pintscher (Wikidata), Liam Wyatt (Europeana), Susanna Ånäs (WMFI), Yair rand (volunteer developer) and Jens Ohlig (WMDE) among others has been very valuable and puts this first step in a promising direction inspired by the GLAM precedent.

# Q1 - Developer Relations

## Core workflows and metrics

Category	Workflow	Comments	Type
<a href="#">Bugwrangler</a>	Review of new tasks and unusual activity in <a href="#">Phabricator</a>	Trying to keep it at 50% dedication from Andre Klapper.	R
Events	<a href="#">Tech Talks</a>	Let's talk about web performance ELK: Elasticsearch, Logstash and Kibana <a href="#">Lightning Talks</a>	M
	Offsites	100% organization of Operations offsite (20 people) on 11-16 Oct Small support to Discovery, Performance, Parsing, Reading	R
Community metrics	<a href="#">Monthly KPIs</a> and <a href="#">Korma dashboard</a>	We keep ironing data with the goal of pushing it to the WMF scorecard.	M

Type: new, reactive, maintenance

# Quarterly review

## Community Resources

Q1 - 2015/16

Approximate team size during this quarter: 8.75 FTE

*Time spent: strengthen 65%, focus 25%, experiment 10%*

### Key performance indicators

People supported  <i>Global metrics from reports by resourced initiatives this Q</i>		39,988 total individuals involved	9,188 new editors (24% of total)		9,308 active editors (24% of total)			
Grants to Global South <i>approved this Q</i>	95 grants	\$328,371	61% of total #	66% of total \$	+533% # from Q4	-6% \$ from Q4	+25% # YoY	+21% \$ YoY

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# Q1 - Community Resources

## Objective 1: Resources Consultation



Objective	Measure of success	Status
<p>Goal 1. STRENGTHEN Prioritize updates to funding programs in consultation with community</p> <p><i>Team members involved: 8 (CR), 2 (L&amp;E)</i></p>	<ul style="list-style-type: none"><li>*Input gathered from at least 200 community participants via community consultation</li><li>*Public plan complete on meta-wiki with milestones for rest of year</li><li>*Annual plans pilot process for small affiliates ready for opt-in use</li></ul>	<p>245 responses from 101 countries</p> <p>*39% Global South, 21% women, all Wikimedia projects</p> <p><a href="#">Outcomes reported</a></p> <p>*6 milestones, implementation of 33 actionable suggestions</p> <p><a href="#">Annual plan simple process pilot</a> on-track for 30 Sept launch</p>

**Success:** Consultation a useful first step in building alignment. Using as a model for future consultations. Planning to run survey questions again in future to track improvement on pain-points.

**Learning:** Offering a private space to give feedback + usual on-wiki discussion brought in many diverse and constructive perspectives. *(198 survey respondents vs 34 on-wiki)*

**People:** Big thanks to Winifred Oliff, Chris Schilling, and Edward Galvez for ensuring high participation

**Learn more:** [Blog](#), [Slides](#) on key findings



# Resources consultation

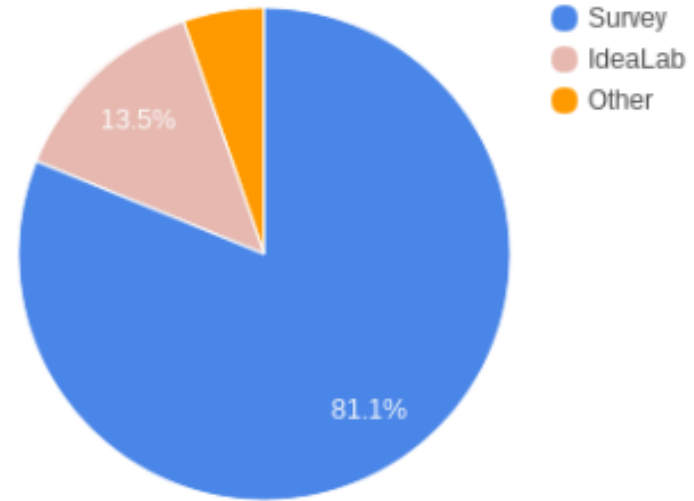
## 245 community responses in total

(participation target =200)

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- 198 survey (anonymized)
- 34 on-wiki (public discussion in IdeaLab)
- 13 conversations (Hangouts, private emails)

Participation methods



# Q1 - Community Resources

## Objective 2: Maintain Grants Core



Objective	Measure of success	Status
<p>GOAL 2. STRENGTHEN Maintain full coverage for Annual Plan (APG), Project and Event (PEG), Individual Engagement (IEG) grant program workflows</p> <p><i>Team members involved: 5 (CR)</i></p>	<p>*All PEG, IEG and APG workflows are fully staffed for H1 2014/15</p> <p>*Meeting commitments for 10 of 10 grantmaking workflows on-time</p>	<p>*Kacie Harold onboarded to maintain PEG during Program Officer's leave</p> <p>**PEG funded 4 new user groups (Korea, Latvia, Tec de Monterrey, Wikisource)</p> <p>*Marti Johnson onboarded for IEG, open call in progress, improved criteria/support for software proposals</p> <p>*APG round 1 grantees in active support, round 2 proposals on-track</p> <p>**3 APG orgs received site visits to review programs &amp; org capacity &amp; tailor support</p>

**Learning:** 75-95% of PO time is spent on these core workflows.

# Q1 - Community Resources

## Objective 3: Grow Wikidata



Objective	Measure of success	Status
<p>Goal 3. STRENGTHEN Develop plan to support Wikidata's growth</p> <p><i>Team members involved: 1</i></p>	<p>Plan is developed with Wikimedia Deutschland and delivered to C-team to the satisfaction of ED, COO, and VP Engineering</p>	<p>*Plan for initial restricted APG grant achieved with committee and WMDE</p> <p>*Exploration of further growth developing in consultation with many stakeholders, but not yet finalized or approved by C-team.</p>

**Miss:** APG PO's core workflows haven't left sufficient time for taking on a significant extra project like this.

**Learning:** FTE .25-.5 is needed for managing this project.

# Q1 - Community Resources

## Objective 4: Community Capacity



Objective	Measure of success	Status
Goal 4. FOCUS Implement Community Capacity Development in partnership with emerging communities  <i>Team members involved: 2</i>	At least 3-4 emerging communities participate in framework discussions.	5 emerging communities (+2 others) engaged and indicated interest in building <u>capacities</u>
	Scope and plan 2 pieces of community-building work for launch in Q2	2 communities identified areas for pilots, but still under discussion on-wiki. Expect pilot plans to be scoped in first 2 weeks of Q2

**Success:** Strong interest from communities in building partnerships, technical, communication and conflict-resolution capacities.

**Miss:** Planning stage, including volunteer translation of materials, continues at community's own pace.

**Learning:** Respecting community process more important than WMF timeline for co-creating workplans. In-person discussions in Ukraine helped forward on-wiki interest.

# [https://meta.wikimedia.org/wiki/Community\\_Capacity\\_Development](https://meta.wikimedia.org/wiki/Community_Capacity_Development)

Start

Capacity 1:  
Community  
Governance

Capacity 2:  
Conflict  
management

Capacity 3:  
On-wiki  
technical skills

Capacity 4:  
New contributor  
engagement and growth

Capacity 5:  
Partnerships

Capacity 6:  
Communications  
& Media relations

**Community Capacity Development** is an initiative that aims at identifying needs and ways to build capacity in different [Wikimedia communities](#), and then initiating specific actions to build specific capacities in specific interested communities.

## What is community capacity?

"Community capacity" is the **ability of a community to achieve their goals**. These goals are very diverse, and span issues that affect one or all Wikimedia communities.

## What is capacity development?

[Capacity building](#), also known as [capacity development](#), is a development approach that involves **identifying the challenges** that inhibit a community from achieving their goals, and then **building, facilitating, or supporting projects to address** these challenges.

Are you interested in building capacity within your community?

# Q1 - Community Resources

**Objective: Increase Open Innovation**



Objective	Measure of success	Status
Goal 5. EXPERIMENT Define open innovation (IdeaLab) team based on available resources  <i>Team members involved: 2</i>	JD approved and delivered to recruiting	Community Organizer JD delivered, candidate identified, hire in progress to lead IdeaLab campaigns

**Learning:** In Resources Consultation, community ranked as #1 priorities:

- *connections to others*
- *support for applicants*

IdeaLab Community Organizer will help us provide better support in both areas.

# Q1 - Community Resources

Core workflows and metrics   
Type: new, reactive, maintenance

Category	Workflow	Comments	Type
Grantee support	TRAVEL building relationships, participating in conferences, delivering trainings	8.5 weeks of FTE time spent traveling this quarter  Wikimania: 5 FTEs, 1 week each CEE & Ukraine: 1 FTE, 2 weeks WMIT, WMNO, WMEE site visits: 1 FTE, 1.5wks	M
	AFFILIATE SUPPORT mentorship in transitions/crisis, feedback on progress	4+ weeks of FTE time spent supporting 12 affiliates  (Significant increase this Q from average of 2 per Q)  Outcomes include: <i>*5 affiliates transitioned to simple APG pilot next quarter</i> , improved support for programs aligned with organizational capacity <i>*Strengthened organizational financial systems and/or board development</i> for WMIT, WMEE, WMNO, WMUA, WMZA, WMPH	R

# Quarterly review

## Community Advocacy

Q1 - 2015/16

Approximate team size during this quarter: 6

*Time spent: strengthen 30%, focus 50%, experiment 20%*

### Key performance indicators

SLA for Trust & Safety correspondence: Resolving 95% of emergency@ within three hours	100%	+/- 0 change from sample (100%)	+/- 0 change YTD (100%)
SLA for public correspondence: Resolving 95% of answers@ and business@ within two business days	97%	+/- 0 change from sample (97%)	+/- 0 change YTD (97%)



# Q1 - Community Advocacy

**Objective:** Internal collaboration



Objective	Measure of success	Status
Defined pathways for communication with non-Engineering teams <i>Team members involved: 3</i>	<ul style="list-style-type: none"><li>Assigned staff to each non-engineering department designated</li><li>Staff will have attended at least one meeting with that department</li></ul>	<i>Objective redefined shortly after start of quarter to permit focus on shifting priorities and emerging tasks, as per instruction. CA staff continue to liaise with non-engineering departments on “as needed” basis with defined pathways but no assigned staffing.</i>

CA created a preliminary plan for internal consultancies, but ceased developing this project in July when instructed to focus on other tasks. This could still be developed further in future, but for now “as needed” consultancies continue. We have refined and updated our process for that on our internal wiki for staff access.

# Q1 - Community Advocacy

**Objective: Harassment strategy**



Objective	Measure of success	Status
<p>Support community health through creation of a community-informed harassment strategy.</p> <p><i>Team members involved: 6</i></p>	<ul style="list-style-type: none"><li>• Harassment strategy project plan complete</li><li>• Plan for broad community consultation complete</li><li>• Community consultation and UX survey designed and out for translation.</li></ul>	<p><i>Quarterly objectives met towards this cross-quarter goal.</i></p>

CA held discussions at Wikimania, assembled small community workgroups, consulted with outside organizations, and began compiling extensive research ([one](#), [two](#), [three](#)) to begin preparing a survey and community consultation for Q3. **Patrick** and **Kalli** were instrumental in reaching out internally and externally to craft the consultation and survey. Their work benefitted greatly from the invaluable assistance of **Edward Galvez**, **Abigail Ripstra** and **the harassment workgroup**.

# Q1 - Community Advocacy

**Objective:** Global ban enforcement



Objective	Measure of success	Status
Define and explore further ideas for scalability of global ban enforcement  <i>Team members involved: 1</i>	<ul style="list-style-type: none"><li>● Investigation into computer aided enforcement for global bans underway. Carry out at least three experiments for global ban enforcement (e.g. abusefilter)</li><li>● If tenable, requirements definition complete.</li></ul>	<i>Objective postponed due to shifting priorities and emerging tasks.</i>

**Learnings:** Meeting the unpredictable resourcing demands for trust & safety makes committing resources for scalability experiments currently challenging. Contractor services may be useful still in achieving this important goal in future quarters, but focus has shifted to strengthening critical trust & safety processes and policies, with an emphasis to be placed on improving efficiency later.

# Q1 - Community Advocacy

**Objective:** Community communication.



Objective	Measure of success	Status
<p>Monitor and reach out to community on various community fora.</p> <p><i>Team members involved: 3</i></p>	<ul style="list-style-type: none"><li>• Obtain approval for channel maintenance SLA and publish on Meta.</li><li>• Staff identified public channels 3 days a week, with a response time to appropriate conversations within 48 hours.</li></ul>	<p><i>Objective superseded by community hub (Q2 goal)</i></p>

**Learnings:** Difficulties in identifying and determining staffing requirements for public channels highlighted the need for a more centralized approach, which we are seeking to explore in Q2 with a community hub project.

# Q1 - Community Advocacy

**Objective: Maintain the core.**



Objective	Measure of success	Status
Maintain the core. <i>Team members involved: 6</i>	<ul style="list-style-type: none"><li>Execute and maintain core workflows with 95% of inquiries responded to within 2 business days.</li></ul>	<i>CA met KPIs related to defined inquiry paths and maintained core workflows in spite of staffing transitions.</i>

# Q1 - Community Advocacy

## Other successes and misses

SUCCESS: Project Everyone was an unexpected call to assist with locating volunteer translators to help publicize the UN's [Sustainable Development Goals](#). This turned into a cross-team collaboration with multiple user groups involved, and, with **Jan** coordinating for CA, the goal of translating that article or [simplified version](#) was met by deadline.

SUCCESS: CA underwent substantial transition this quarter with the departure of its former Director, but managed to maintain service levels through extraordinary time commitments from existing team-members and the rapid acquisition of a new CA. As part of the transition, we have carved out a new Trust & Safety dedicated task force, with manager James Alexander, to improve practices in this area and build future capacities.

# Q1 - Community Advocacy

## Core workflows and metrics

Category	Workflow	Comments	Type
Direct community support	Change management	In assisting with overcoming insufficient technological resources, CA scoped out a contract for Legal to implement the <a href="#">Access Policy</a> and is overseeing the subsequently retained contractor to ensure that work is done.	N
	Correspondence support	CA handled over 250 inquiries from readers, contributors and external organizations through answers@ and business@, collaborating as necessary with volunteers or staff to resolve concerns.	M

Type: new, reactive, maintenance

# Q1 - Community Advocacy

## Core workflows and metrics

Category	Workflow	Comments	Type
Trust and Safety	Liaison Work to community groups	In addition to routine functionary group support, this quarter CA invested considerable time assisting in the investigation of and response to the <a href="#">Orangemoody case</a> , an extensive group of sockpuppets involved in undisclosed paid editing and extortion of editors/article subjects.	R
	Education / ongoing training	CA team members attended Crimes Against Children conference in order to gain new knowledge on best practices for child protection and make further connections with other leaders in the industry.	M

Type: new, reactive, maintenance



# Q1 - Community Advocacy

## Core workflows and metrics

Category	Workflow	Comments	Type
Internal support	Supporting executives	CA has been involved this quarter in facilitating the executive director visit to South Korea and Japan, including liaising with community in those regions to coordinate engagement, and will accompany her in Q2.	N
	Supporting Resources	CA has been helping Community Resources in their development and deployment of a Friendly Spaces framework for the Grants spaces on Meta.	M
	Supporting Fundraising	CA has been mediating between Fundraising and community and negotiating with both stakeholders regarding use of central notice and the September 2015 scheduling clash.	R

Type: new, reactive, maintenance

# Quarterly Review

## Learning & Evaluation

### Q1 - 2015/16

Approximate team size during this quarter: ... 7.5

*Time spent: 60% Strengthen, 20% Focus, 20% Experiment*

Key performance indicators

Resource pageviews	61,354	Q4 Not yet available	YoY Not yet available
Resource page editors	239	+99% from Q4	+149% YoY
Learning Patterns created	75	+63% from Q4	+97% YoY
Community leaders engaged	185	not applicable	not applicable

# Q1 - Learning & Evaluation

Objective: Focus



Objective	Measure of success	Status
<b>Goal 1. FOCUS</b> Identify priority workflows and processes for project mgmt.  Staff involved: 7	<ul style="list-style-type: none"><li>• Priority research projects, workflows, KPI's and tools <a href="#">mapped</a> ✓</li><li>• Project charter system for all projects requiring over 5 hours of staff resourcing. ✓ <a href="#">view example</a></li></ul>	<i>Complete</i>



**Learning:** Use of the “Pixar Pitch Process” to creating the Master Project List (MPL) was effective and resulted in a more strategic approach to prioritization of staff resourcing of projects. Team members prepared a 10 minute pitch of projects with required resources and impact statements which were then challenged in a collaborative process. **Pixar Pitch Process**

Including community voice in the retreat incredibly valuable. To be expanded in the Annual Plan via community notes process.

# Q1 - Learning & Evaluation

Objective: Strengthen



Objective	Measure of success	Status
<b>Goal 2. STRENGTHEN</b> Encourage and support the community to better self-evaluate  Staff involved: 6.5	<ul style="list-style-type: none"><li>85% of Wikimania <a href="#">Learning Day</a> participants increased skills/competency; 50 + community conversation and consults; Virtual podcast with 200 downloads. <a href="#">Global Podcast</a> ✓</li><li>1 new <a href="#">toolkit</a> added on Photo Contests ✓</li><li>Central Eastern European Train the Trainer Workshop <a href="#">Workshop Toolkits</a> ✓</li><li>Scope <a href="#">community capacity development</a> (CCD) ✗</li><li>5 program evaluation <a href="#">reports</a> released ✗</li></ul>	<i>Wikimania and online engagement targets exceeded</i>  <i>Report releases well received in peer and community review. <a href="#">current timeline</a></i>  <i>CCD Scoping postponed until after pilots</i>



**Learning:** Partnering with Community Leaders is key to scale and teach best and promising practices and co-author toolkits.

Decision to focus on a Train the Trainer Model and Community Knowledge Stewards. The first one pilot happened in Estonia. Thanks to Jaime Anstee, Amanda Bittaker, Maria Cruz and Community Member, Nikola Kalchev. Additional user testing on tools including translation required.

# Q1 - Learning & Evaluation

Objective: Experiment



Objective	Measure of success	Status
<p><b>Goal 3. EXPERIMENT</b> Quantify the impact of grants and community projects.</p> <p>Staff involved: 2</p>	<ul style="list-style-type: none"><li>Global coordination of Wikimania Scholarship programs: Wikimania scholarships are built into proposals of Round 1 APG organizations ✓</li><li>Conduct <a href="#">analysis of PEG and IEG programs</a>, measuring content-related impact and exploring &amp; measuring qualitative impact (e.g. dev. of people, programs) ✓</li></ul>	<p><i>Complete</i></p> <p>FY 13-14 Impact Analysis completed</p> <p>Proposal created for grantees to plan for Wikimania Scholarships</p>

## Successes & Learning:

→ -Survey Specialist, Edward Galvez has jumped into his new role with attention to streamlining foundation surveys and avoiding “Community Survey Fatigue”. Edward is also doing an inventory of all WMF survey tools, creating a survey resource center for community and WMF.

-Scoping of a solution to fix to pain of gathering Survey Metrics by volunteers and staff completed by Amanda Bittaker.

# Q1 - Learning & Evaluation

Objective: Measure



Objective	Measure of success	Status
<p><b>Goal 4. MEASURE</b> Set-up large scale data collection system to measure community health and activities</p> <p>Staff involved: 4</p>	<ul style="list-style-type: none"><li>Run Annual Evaluation Pulse Survey (Target: Increase responses by 25% to 122 completed) ✓</li><li>Launch Phase 1 <a href="#">Community Health Research</a> with a series of internal/external interviews as part of the community health research. Virtual engagement <a href="#">strategy</a> around topic of community health (See <a href="#">Appendix</a>) ✓</li><li>Run Wikimania Scholarship Survey ✗</li></ul>	<p><i>Complete in conjunction with expanded Community Consultation.</i></p> <p><i>Health Phase 1 Research Launch-DC Conference Health Clinic</i></p> <p><i>Wikimania Scholarship Survey postponed to 2016.</i></p>



**Successes and Learnings:** Haitham Shammaa is leading the research work into community health. This includes curating practices, research and initiatives across communities and by other WMF teams.

# Q1 - Learning & Evaluation

Objective: CORE



Objective	Measure of success	Status
<b>Goal 5. CORE</b> Continue development of the online resources and tools, and tracking of community activities interacting with those resources.  Staff involved: 7.5	<ul style="list-style-type: none"><li>Track, monitor and increase use of Evaluation Portal and Tools (Increase by 5%)</li><li>Strategic virtual meet-up sessions (1-2 monthly) ✓</li><li><a href="#">Strategic Communications plan</a> (via the <a href="#">comms form</a>) and executed for all key community research, tools and key community engagement activities ✓</li></ul>	<i>Complete --Data inserted at the end of the quarter.</i>

**Success & Learning:** *Just in Time Video Training* is important for busy volunteers. This quarter, the team launched “bite size videos” which review Wikimedia programs highlights in under 3 minutes. Look for future innovations in shared learning as we work to make program data actionable and use more video for Wikimedia Learning. <https://www.youtube.com/watch?v=5ER0YCdRDyK>

Communications Liaison, Maria Cruz leading both user testing of tools and exploration of best practices in community knowledge.sharing (peer to peer learning)



## Successes:

- **Affiliate Relationship Building** - WMDE Monthly Connect on Collaboration (Learning Resources, WIKI Swap, Wikimedia Conference Berlin).
- **Global Edit-a-thon** to be facilitated for World Creativity and Innovation Week - April 2016 including engagement of 30 global community leaders, researchers and educators in creative studies.
- **Supported survey work** across multiple WMF teams.  
**In Q1:** Community Resources, Community Tech, Team Practices Group, Community Advocacy, Partnerships; **Planning started for:** Reading, Mediawiki UX, Community Liaisons (Product process visioning), Legal, Education Program

## Misses:

- Tools translation is essential to support communities. Process and community engagement plan to be created.



# Q1 - Learning & Evaluation

## Core workflows and metrics

Category	Workflow	Comments	Type
Affiliate Relations & Community Support	Conference Planning & Partnerships	Meeting with WMDE to review partnership and support for Wikimedia Conference in Berlin and other Knowledge Partnering (WikiSwap) to support collaboration in community knowledge sharing.	N
	Knowledge Management	Support to WMF Teams in knowledge transfer tools to preserve institutional knowledge	N
	Responsive workshop support	Responded to request to offer L&E workshops at the 4th annual CEE <a href="#">meeting</a> 60+ community leaders from 32 different countries gathered to share learning to discuss and further a regional support agenda.	R
	Proactive workshop support	Train-the-trainer <a href="#">workshop toolkits</a> initiated	N
	Communications	<ul style="list-style-type: none"> <li>- <a href="#">Announcements</a> &amp; Social media (<a href="#">Portal</a>, <a href="#">Facebook</a>, <a href="#">Twitter</a>)</li> <li>- Communication plans (<a href="#">Writing Contests Toolkit</a>, <a href="#">Writing contest evaluation report</a>, <a href="#">General Comms plan for Evaluation Reports</a>)</li> <li>- <a href="#">Blogs</a> &amp; Video Recorded Report Briefs</li> <li>- <a href="#">Learning Quarterly Newsletter</a></li> </ul>	M

# Q1 - Learning & Evaluation

## Core workflows and metrics

Category	Workflow	Comments	Type
Program Design & Evaluation Support	Survey and Evaluation Design Consultations	34 consulted on evaluation design, 25 on survey design and/or tools, 17 on Evaluation tech and tooling supports.	M
	Inspire campaign evaluation support	- Conducted 90 min virtual training for about 15 Inspire grantees in collecting Global Metrics data using Wikimetrics.	R
	Storytelling coaching	- Latest APG impact reports show an improvement in storytelling after initiative began last September. - We have developed core content to standard <a href="#">storytelling training</a> and facilitation techniques, to enable others to host trainings.	M
	<a href="#">In-person</a> and <a href="#">Virtual Meet-ups</a>	- Hosted full learning day (5 workshops, lightning talks and a poster session/Idea Lab mixer) and 2 conference sessions at Wikimania, - Facilitated 4 workshops at CEE meeting - Conducted 3 live virtual meet-ups (2 on reports and 1 for Inspire Grantees on Wikimetrics) - Prep for upcoming workshops at WikiConference USA	M

# Q1 - Learning & Evaluation

## Core workflows and metrics

Category	Workflow	Comments	Type
Tools Support	Tools workshops	3 hours workshop time and 49 community leaders trained on tools at Wikimania and CEE Meeting on tools including: Surveys, Wikimetrics, Global Metrics, Category Tools, Education Extension	M
	<a href="#">Learning Pattern Library</a>	We worked to engage program leaders in strategic conversation about their work and sharing in the learning pattern library. This quarter, 96 community leaders and 15 staff members edited the library creating 75 new patterns.	M
	Qualtrics Support	47 current staff and community users who ran 39 new surveys.	M
Team & WMF Admin	Monthly reports and L&E coordination meetings	Meetings are kept to 1 per month for the full team with rotational leadership and topical focus.	M
	Wikimania CE Engagement	The L&E team <a href="#">coordinated</a> CE department booth and messaging supported as storytellers to capture 13 community interviews.	M
	Project Charters & Strategic Communications Plans	The L & E team has adopted the best practice of creating project charters and strategic communications plan for adequate scoping of projects.	N

# Quarterly review

## Wikipedia Education Program

### Q1 - 2015/16

Approximate team size during this quarter: 3.8 FTE  
*Time spent: strengthen 70%, focus 25%, experiment 5%*

Key performance indicator

Interactions with program leaders worldwide	187 individuals in 61 countries	+ 110% individuals from Q4 + 53% countries from Q4	YoY n/a
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# Q1 - CE / Education

Objective: Maintain core & improve Collab



Objective	Measure of success	Status
Maintain the core <i>Team members involved: 4</i>	Maintain resources, tools, mentoring, support and communications of education programs worldwide (see list of 20 main workflows on <a href="#">office wiki page</a> )	On track for mentoring, support and communication. Tech tools require additional WMF support.
Strengthen the <a href="#">Education Collaborative</a> to form the frontline of education mentorship, fostering personal global relationships <i>Team members involved: 2</i>	Improve Collab model: * Better define membership criteria * Assess WMF needs and Collab capacity Start planning meeting for fall 2015: * Determine date & location * Assess which members can attend	On track for improvements to Collab model and membership. * <a href="#">Membership criteria</a> clarified * 7 new members joined * Launched task management on <a href="#">Phabricator</a> : ** 54 tasks created ** 37 claimed ** 19 completed On track to determine date, location and attendance criteria.

# Q1 - CE / Education

**Objective: Strengthen Arab world programs**



Objective	Measure of success	Status
Strengthen Arab world education programs  <i>Team members involved: 1</i>	* Embed program in Egypt at administrative and professorial level * Fall pilots are ready to start (Oman, Palestine)	* Egypt: Education activities supported through User Group * Oman and Palestine pilots on track
	* Integrate current programmatic activity in Jordan with newly established UG	In conversation with stakeholders and leaders

Oman: Working on building a strong pilot program by connecting three different groups: government sponsors, classroom professor and community members.

Jordan: Interest by different parties to join forces, but more conversation is warranted.

# Q1 - CE / Education

Objective: Refine data gathering



Objective	Measure of success	Status
Refine data gathering efforts to produce more, better and consistent data  <i>Team members involved: 1</i>	At least 10 programs report metrics	* <a href="#">16 programs reported metrics for Wikimania session</a>

Highlights from initial data gathering efforts:

- + 12,500 students
- + 1,700 teachers
- + 178 volunteers
- + 70 universities
- + 122 secondary schools
- + 21 primary schools
- + 5 adult schools
- + 12 Wikimedia projects
- + 21 languages
- + 88,000 articles created
- + 1,500 articles translated
- + 925 articles improved
- + 4,500 files uploaded
- + 283 million bytes added

# Q1 - CE / Education

Objective: Engagement in regional meetings



Objective	Measure of success	Status
<p>Regional meetings as a venue for sharing experiences, improving learning and fostering personal connections.</p> <p><i>Team members involved: 3</i></p>	<p><u>Wikimania:</u></p> <ul style="list-style-type: none"><li>* Engaging sessions for 40 - 60 attendees of education pre-conf</li><li>* Host 4 sessions during pre-conference</li><li>* Host and facilitate 2 education-related sessions at Wikimania</li><li>* 70% CE booth coverage during conference hours by Ed team</li></ul>	<ul style="list-style-type: none"><li>* 60 attendees to pre-conference (&gt;90 sign-ups)</li><li>* More than half very satisfied with pre-conference program</li><li>* Almost 50% of attendees were Mexican</li><li>* Facilitated 2 education related sessions</li><li>* ~75% booth coverage by team</li></ul>

## What we learned:

- Due to the language gap between English speakers and Spanish-only speakers and an experience gap, it was hard to keep everybody equally interested. Next time: plan ahead on dividing up the groups in smaller groups by experience level, and pre-plan different language tracks, or arrange for translation.



# Q1 - CE / Education

## Core workflows and metrics

Category	Workflow	Comments	Type
Mentoring and support	Individual mentoring and support worldwide	Particularly time-intensive mentoring and support happened during Wikimania and the Central & Eastern European (CEE) meeting.	M
	Grow and support Wikipedia Education Collaborative	New core workflows after revamp of Collab mean closer involvement from the Education team in day to day management of Collab.	M
Resources and tools	Develop, maintain and socialize resources	Most work around maintaining resources was geared towards data gathering and creating a space on-wiki where that information lives in a structured way.	M
	Tech tools support	Hackathon at Wikimania provided momentum for adapting Wiki Ed's Education Dashboard to international use. Despite team's plan to de-prioritize advocating for tech tools because of lack of engineering support, we are involved in attempts to get the Dashboard adapted. Interest in the Education Program Extension continues, especially after in-person events such as the CEE meeting (5 new deployments in progress)	N

Type: new, reactive, maintenance

# Q1 - CE / Education

## Core workflows and metrics

Category	Workflow	Comments	Type
Communications and data	Write and publish monthly education newsletter	* Newsletter frequency reduced to quarterly because of team capacity * Solicited greater community involvement in writing, publishing and distributing newsletter. Good initial response from community members	M
	Write blog posts	* Deprioritized blog posts due to team capacity	M
	Maintain Education Program Facebook group	* Solicited greater involvement from community members for maintenance and posts. Good initial response. This workflow will be dropped from core workflows in future quarters.	M

Type: new, reactive, maintenance

# Q1 - CE / Education

## Core workflows and metrics

Category	Workflow	Comments	Type
WMF Internal	Ensure Education team's alignment with other teams	For this quarter, specifically with other CE teams and the Partnerships team.	M
	Support Lila and C-levels as needed		R
	Build strategy and report internally	Internal reporting included this quarter: * Defining KPI for Education * Completing Master Project List * Quarterly reporting	M

Type: new, reactive, maintenance

# Q1 - CE / Education

## Appendix: Scorecards

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Number of wikis that use the Education Program MediaWiki Extension	18 (5 projects in 16 languages)	16 (4 projects in 16 languages)	+ 13%	n/a	M
Referrals made by Education Team to other community members	43	16	+ 167%	n/a	M
Number of tasks claimed and completed by Education Collab members on Phabricator	39 claimed 18 completed	n/a	n/a	n/a	N

Type: new, reactive, maintenance

# Quarterly review

## WIKIPEDIA LIBRARY

### Q1 - 2015/16

Approximate team size during this quarter: 2.6 FTE  
*Time spent: strengthen 48%, focus 36%, experiment 16%*

Key performance indicator

Accounts distributed (total)	4707	+8.4% from Q4	+45% YOY
Global branches (total)	11	+37% from Q4	+267% YOY

# Q1 - Wikipedia Library

Objective : Editor Access



Objective	Measure of success	Status
<p>GOAL 1: STRENGTHEN Enhance editor access to research with new major partners and by extending the reach of those accounts</p> <p><i>Team members involved: 3</i></p>	<ol style="list-style-type: none"><li>1) Add 8 partners (at least 4 non-English) ✗</li><li>2) 300 accounts distributed, 75 new users ✓</li><li>3) Add 1 new coordinator contacting publishers ✓</li><li>4) Improve citation-impact data and plan ✓</li><li>5) Signup efficiency metrics ✓</li></ol>	<ol style="list-style-type: none"><li>1) 7 partners (4 non-English)</li><li>2) 370 accounts and 120 new users</li><li>3) Added 6 contacting publishers</li><li>4) Created plan: next step is dependent on WMF analytics</li><li>5) Ran metrics: avg is 27 days</li></ol>

Quite good: picked up 7 partners at ALA conference including largest donation \*ever\* from EBSCO, not reflected in partner count metric. We have most major English publishers and global outreach is still ramping up. Can't yet query per-user citation, our most critical performance indicator. Signup speed and more accurate metrics are our major motivators for building the Library Card Platform.

# Q1 - Wikipedia Library

Objective: Global Branches



Objective	Measure of success	Status
<p>GOAL 2: FOCUS Continue scaling the English Library model by starting-up unique, locally-run global branches</p> <p><i>Team members involved: 4</i></p>	<ol style="list-style-type: none"><li>1) Contact with 20+ interested language leaders ✓</li><li>2) 6 new consultations, 4 new page setups ✗</li><li>3) Advance activity 1 step with 8 existing branches ✓</li><li>4) Deploy TWL-lite model for 2 emerging communities ✗</li><li>5) 14 total TWL branches with pages ✗</li></ol>	<ol style="list-style-type: none"><li>1) Success, robust Wikimania engagement</li><li>2) 7 consultations, 3 new page setups (Catalan, Finnish, Vietnamese)</li><li>3) Maintained active engagement with all existing branches</li><li>4) Deployed on Vietnamese</li><li>5) 11 total TWL branches with pages</li></ol>

Wikimania was fantastic for building connections and momentum, but movement on branch development was greatly delayed by long summer holidays. Expect ramp-up in Q2 with focus on Spanish, Italian, Hebrew, and Dutch.

# Q1 - Wikipedia Library

Objective: Curate Innovation



Objective	Measure of success	Status
<p>GOAL 3: FOCUS Acts as a best practices hub by expanding and disseminating the Global Branch Project Menu</p> <p><i>Team members involved: 2</i></p>	<ol style="list-style-type: none"><li>1) Place 5 new visiting scholars and complete transition of US program to Wiki Ed ✓</li><li>2) Wrapup Interns Class and handoff to coordinator ✓</li><li>3) Document new project models from Wikimania ✓</li><li>4) Continue to consult on WVU Library WIR Grant ✓</li></ol>	<ol style="list-style-type: none"><li>1) Successful transition to WikiEd</li><li>2) Interns wrap-up successful, transition strategy in place including Volunteer Engagement plan</li><li>3) Documentation in progress</li><li>4) Done</li></ol>

Our idea of being a clearinghouse for global Wikipedia best practices has solidified, engaging volunteers from international networks in consultation and documentation. Our high-level talks with major library IFLA (International Federation of Library Associations) and ARL (Association of research Libraries) are quickly advancing. Piloting ALISE library education reference-desk participation and reference videos project.



# Q1 - Wikipedia Library

Objective: Expand Network



Objective	Measure of success	Status
<p>GOAL 4: FOCUS Extend our network of influence with universities, libraries, consortia, publishers, and research leaders</p> <p><i>Team members involved: 3</i></p>	<ol style="list-style-type: none"><li>1) Present 2 talks and host meetup at Wikimania ✓</li><li>2) GLAM leaders feedback on WMF role description ✓</li><li>3) Host 3 more WMF Partnerships Brunches ✓</li><li>4) Complete draft of WMF partnership guideline ✓</li></ol>	<ol style="list-style-type: none"><li>1) Presented 5 talks, hosted TWL Wikimania meetup</li><li>2) Distributed GLAM strategy</li><li>3) Held 3 successful meetings</li><li>4) Draft posted on Office Wiki; pilot ongoing internally for next 1-2 quarters</li></ol>

Increasingly shifting our networking role towards large scale international library networks (International Librarians Network, IFLA, ARL, SPARC). Major wins in sending volunteers to conferences; we're planning 4-affiliate attendance at Frankfurt Book Fair and volunteer attendance at Arabic Publishing Conference. Advising WMF on Sustainable Development Goals overlap with libraries network, with growing potential to collaborate with large NGOs.

# Q1 - Wikipedia Library

Objective: Develop Tools



Objective	Measure of success	Status
<p>GOAL 5: EXPERIMENT Build for a more efficient, robust, inter-connected TWL platform for the future</p> <p><i>Team members involved: 4</i></p>	<ul style="list-style-type: none"><li>1) Identify technical coordinator and/or contractor ✗</li><li>2) Begin coding library card platform ✗</li><li>3) Complete alpha 'reference tooltip literacy guide' ✓</li><li>4) Complete {{cite archive}} template ✗</li></ul>	<ul style="list-style-type: none"><li>1) Call for developers was extended: 7 total applicants, 3 to be interviewed in October</li><li>2) Delayed by developer hiring</li><li>3) Done, and consulted with Readership team on next steps</li><li>4) Slower progress due to time reduction of CA-embedded project lead</li></ul>

Good progress here despite miss. We had 7 very strong applications and are interviewing 4 in early October. We received excellent consultations from Asaf, Dario, and Jon Katz with regards to the development of the Library Card Platform and mapped out a fully-featured 4-phase roadmap.

# Q1 - Wikipedia Library

## Other successes and misses

### Successes

- Project-assisted with development of [Internet Archive LinkRot bot](#)
- Updated agreement from OCLC for free ISBN data for Citoid reference auto-fill
- Expert engagement pilot with BMJ started, Taylor & Francis and OUP talks for similar pilot
- Sent South African volunteer editor to IFLA: met with Director of Policy and Advocacy of IFLA and Executive Director of American Library Association's Association of Research Libraries
- Redesigned TWL on Meta as global branches portal
- Completed lowering requirements for sign-up to 6 months/500 edits across all partners

### Misses

- Blocked on using Hay's Tools or Magnus' Tools to [improve citation](#) and [pageview tracking](#) due to WMF [analytics pageview revamp](#)

### Learning

- Successfully engaging with [controversy](#) on Elsevier donation and open access priorities; began planning WMF open access week panel, JSTOR referral access pilot, and OA bot

# Q1 - Wikipedia Library

## Scorecard

Donation partners	42	+20% from Q4	+200% YOY
Accounts distributed*	4707	+8.4% from Q4	+45% YOY
Unique recipients	2384	+5.4% from Q4	+31% YOY
Signup speed (unweighted avg)	27 days	n/a	n/a
Citations added to partners**	13,383	+12.2%	n/a
Global branches	11	+37% from Q4	+267% YOY
Library coordinators	40	+210% from Q4	+470% YOY
Citations added by recipients	n/a	n/a	n/a
Category:TWL Pageviews	n/a	n/a	n/a

\*Underestimates 1-year access given to editors as some access is perpetual

\*\*Overestimates TWL impact as non-TWL recipients are included

# Quarterly review

## Community Liaisons

Q1 - 2015/16

Approximate team size during this quarter: 7 FTE (6 FT, 2 PT)

*Time spent: Strengthen 60%, focus 30%, experiment 10%*

Key performance indicators:

<a href="#">Individual contributors with 2+ edits in product pages</a>	Q1/J - 887 Q1/A - 894 Q1/S - 898	N/A from Q4	N/A YoY
<a href="#">Page Views</a>	Q1/J - 29,887 Q1/A - 22,773 Q1/S - 21,173	N/A from Q4	N/A ToY

# Q1 - Community Liaisons

Objective: Defining process



Objective	Measure of success	Status
<p>Define and integrate community engagement process into Engineering</p> <p><i>Team members involved: 8</i></p>	<ul style="list-style-type: none"><li>● Clear definition of CL Tools and activities within product development, including<ul style="list-style-type: none"><li>○ refined Workflows definitions and communication channels/SLAs</li></ul></li><li>● Adding CL projects into MPL documentation</li></ul>	<p>* Product development and community process still evolving through Q2.</p> <p>* CL projects have been submitted to the MPL</p>

- Most CL initiatives are part of product team MPLs, and the FTEs are counted through product team line items.
- **Learning:** Product process and CL's tools within it is an integrative process taking longer than anticipated. It is currently in-flight, and has been added to CL's Q2 goals

# Q1 - Community Liaisons

Objective: Supporting VisualEditor Launch



Objective	Measure of success	Status
Finish launch of VE to new account holders at enwiki <i>Team members involved: 4</i>	Support VE rollout to enwiki (RfC, enwiki feedback channels, triaging requests)	<a href="#">Discussion</a> at en.wp concluded with consensus to begin slow roll-out to new accounts. Initiative completed.

- Discussion did not become a formal RfC.
- **Learning:** Announcing A/B announcement/testing/follow-up and results followed careful product process, which may have been helpful in holding a successful conversation.
- **Sherry, Erica and Nick** were integral to advising on and executing discussions around this discussion and launch.

# Q1 - Community Liaisons

Objective: Wikimania session



Objective	Measure of success	Status
<p>Complete Wikimania session with new ideas for community collaboration in product development</p> <p><i>Team members involved: 2</i></p>	<ul style="list-style-type: none"><li>• Community roundtable at Wikimania</li><li>• Follow up report and conversation on-wiki</li><li>• Ideas are realistic possibilities within product development methodology</li></ul>	<p>* Roundtable included about 20 community members, <a href="#">notes uploaded</a>.</p> <p>* 2 users engaged in conversation onwiki, one of whom attended the event.</p>

- Did not meet objective due to low turnout in on-wiki conversation.
- **Learning:** Immediate posting (prior to end of Wikimania) and more promotion of conversation online may have increased engagement in conversation.
- Requested during session were more clearer communication channels with Foundation, product prioritization inclusion, recruitment of more volunteers to help, and considering language localization whenever possible.



## Q1 - Community Liaisons

Objective: Adding Tech/News to workflows



Objective	Measure of success	Status
Adoption of Tech/News into Community Liaison tasks  <i>Team members involved: 1</i>	Intake of Guillaume's weekly <u>Tech/News</u> , incl. any needed modifications/ adjustments	Completed intake of workflow by first week of August.

- **Tech/News** is translated to 15 languages weekly, has 430 individual subscribers and 71 project page subscriptions (including en.wp's Technical Village Pump), and is featured weekly in The Signpost.
- **Johan** successfully adopted weekly workflow and collaborates with tens of volunteers who help with translating and making the information accurate and accessible every week.

# Q1 - Community Liaisons

Objective: Core Workflows



Objective	Measure of success	Status
Maintain presence in product teams that CLs are currently assigned to  <i>Team members involved: 7</i>	<ul style="list-style-type: none"><li>• Active filing and updating reporting for products that CLs work with</li><li>• Providing designers, PMs, eng with product feedback</li></ul>	<ul style="list-style-type: none"><li>* 233 Phabricator tickets filed for/on behalf of teams</li><li>* Teams assigned into: VE, Flow, Comm Tech, Reading, Analytics</li></ul>

# Q1 - Community Liaisons

## Other successes and misses

### Success

- **Erica and Benoit** held a successful [Translathon](#) for VE documentation at Wikimania.
  - For **interface messages**: 42 languages: from 56.5% to 78.2% **(+21.7%)**
  - For **documentation**: 24 languages: from 26.6% to 46.9% **(+20.3%)**
- VisualEditor Newsletter page views increased; may have been caused by adding link allowing viewers to read in other Languages towards the top of newsletter. See [June](#) vs. [August](#) stats.

### Misses

- A conversation around deploying [VisualEditor to inactive and inexperienced](#) accounts was received negatively despite taking similar actions to the earlier, successful discussion
  - **Learning:** The VE team has revised path forward with opt-in for all users at enwiki.
- Change in plans around Flow was received with confusion and assumption that Flow was being stopped completely.
  - **Learning:** CLs leading a retrospective in early October to determine issues and for learning.

# Q1 - Community Liaisons

## Core workflows and metrics

Category	Workflow	Comments	Type
Planning	Plan community engagement processes within product teams	Team members currently meeting regularly with the following teams: VisualEditor, Flow, Reading, Analytics, and Community Tech. They regularly bring feedback and discuss potential engagement strategies  <b>Moushira</b> participated in <a href="#">Reading's strategy offsite</a> in August, and is leading engagement with communities in this process through Q2.	M
Outreach	Engaging volunteer translators in updating documentation created by product teams	Successful <a href="#">VisualEditor Translathon</a> at Wikimania for 2nd year	M
	Creating newsletters and other outbound communication to communities	* <a href="#">VisualEditor</a> (roughly 1 per quarter) - 474 pageviews and <a href="#">109 subscribers</a> * Tech/News is a weekly publication with a <a href="#">distinct workflow</a>	M, N
	Facilitating public meetings around product development	This quarter's Roundtable at Wikimania.  Bug Triage meeting attendance has fallen off within communities. A discussion on other forms of public meetings around product development is pending.	N

Type: new, reactive, maintenance

# Q1 - Community Liaisons

## Core workflows and metrics

Category	Workflow	Comments	Type
Feedback	Turning user feedback into Phabricator tickets and actionable tasks	233 tickets created by team members in Q1. Users are not always able to express feedback in a technical manner, and discovering the problem requires discussion on-wiki in order to get to actionable feedback.	M
	Engaging users in surveys and other online testing of products	No surveys were conducted this quarter.	R
	Managing conversations around product rollouts and WMF product initiatives	In addition to VisualEditor engagement, the team has been conducting conversations around Flow, Community Tech, and Reading	M

Type: new, reactive, maintenance

# Q1 - Community Liaisons

## Appendix: Scorecards

Beta Signups (totals)	This quarter	Type
<a href="#">Flow: MW</a>	190	M
Flow signups (across all wikis)	55	M
<a href="#">VisualEditor at enwiki</a>	486,470	M

Type: new, reactive, maintenance

# Appendices

# Q1 - Developer Relations

## Appendix: Scorecards

Tech Community Metrics	This quarter	Previous quarter	QoQ	YoY	Type
Median age of open changesets waiting for review	36.2 days	46 days	-21.3%	-21.1%	R
Median age of open changesets waiting for review (MediaWiki core)	67.2 days	83.5 days	-19.5%	51.6%	R
Number of open changesets waiting for review	1075	1066	0.8%	2.6%	R
Number of open changesets waiting for review (MediaWiki core)	192	224	-14.2%	-35.1%	R

Type: new, reactive, maintenance



# Q1 - Developer Relations

## Appendix: Scorecards

Tech Community Metrics	This quarter	Previous quarter	QoQ	YoY	Type
Number of new changesets submitted per month	3639	3279	10.9%	21.7%	N
Number of code uploaders per month	205	209	-0.2%	0.5%	N
Number of code reviewers per month	189	188	0.5%	4.4%	R
Number of code committers per month	128	132	-3.0%	13.2%	R

Type: new, reactive, maintenance

# Q1 - Developer Relations

## Appendix: Scorecards

Tech Community Metrics	This quarter	Previous quarter	QoQ	YoY	Type
Number of active users in Phabricator per month	863	794	8.7%	N/A	M
Number of new accounts in Phabricator per month	363	265	37.0%	N/A	N

Type: new, reactive, maintenance

### Diversity of New Grants in Q1<sup>[1]</sup>

Grants to...	Number of grants	Amount in dollars	Proportion of total <sup>[2]</sup>		QoQ		YoY	
			# of grants	\$ of grants	# of grants	\$ of grants	# of grants	\$ of grants
<b>Individuals</b>	<b>139</b>	<b>\$310,686</b>	89% of total	62% of total	+562%	+90%	+2%	+42%
<b>Global South</b>	<b>95</b>	<b>\$328,371</b>	61% of total	66% of total	+533%	-6%	+25%	+21%
<b>Gender Gap focused</b>	<b>3</b>	<b>\$6,882</b>	2% of total	1% of total	-86%	-95%	+50%	-25%

[1] Why do we track this diversity? Because WMF explicitly aims to fund:

- not only organizations, but also individuals
- not only Global North communities, but also Global South
- projects aimed at addressing the gender gap

[2] Column will not add up to 100% because a grant can be tagged in multiple categories

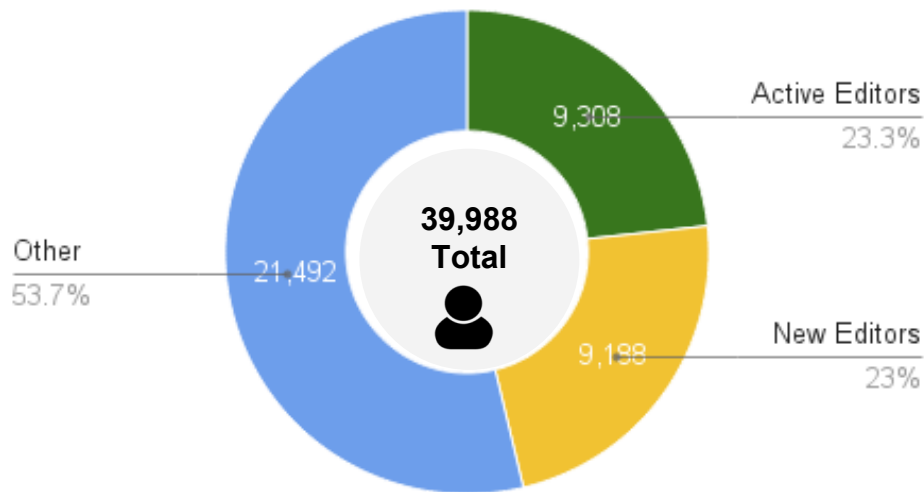
### 157 new grants funded at \$498,058 to 54 countries

Type of grants	# of grants	Amount in dollars	Proportion	
			# of grants	\$ of grants
Annual Plan Grants	1	\$21,571	<1%	4%
Individual Engagement Grants	1	\$30,000	<1%	6%
Project & Event Grants	20	\$168,190	13%	34%
Travel & Participation	17	\$23,252	11%	5%
Wikimania Scholarships	118	\$255,045	75%	51%
<b>Total</b>	<b>157</b>	<b>\$498,058</b>	<b>100%</b>	<b>100%</b>

*(Last Q: 36 new grants funded at \$1,458,354 to 25 countries)*

### Global metrics from grantee reports:

Number of Participants Reported through Grants FY15-16 Q1



**243,604 Media uploaded to Commons**



**29,834 media added to articles and main namespace pages**



**146,877 articles created or improved**

## Resources Consultation Outcome: Updated Funding Structure

### **Rapid Grants**

quick support for low-risk opportunities

### **Project Grants**

experiment & grow successes

### **Annual Plan Grants**

simple process for program and operating expenses

full FDC process for general support funding

### **Conference & Travel Support**

scholarships and support for travelers

funds, kits and logistics for organizers

# Q1 - Learning and Evaluation

## PEG & IEG Grants Analysis

### Reporting & Metrics

#### 88% of grantees submitted a report

The outcomes most reported included:

- **Participation:** 80% reported the number of people engaged by their grant projects
- **Content:** 71% reported quantitatively about the content which was affected by the grant projects
- **Quality:** Most also worked in various ways to report on quality either by reporting the number of articles, images, or media improved or awarded Good/Quality/Featured status or sharing a description of how the content was improved

### Impact

At least **14,927** contributors and individuals were engaged through FY13-14 PEG and IEG grants activities.

The content affected included at least:

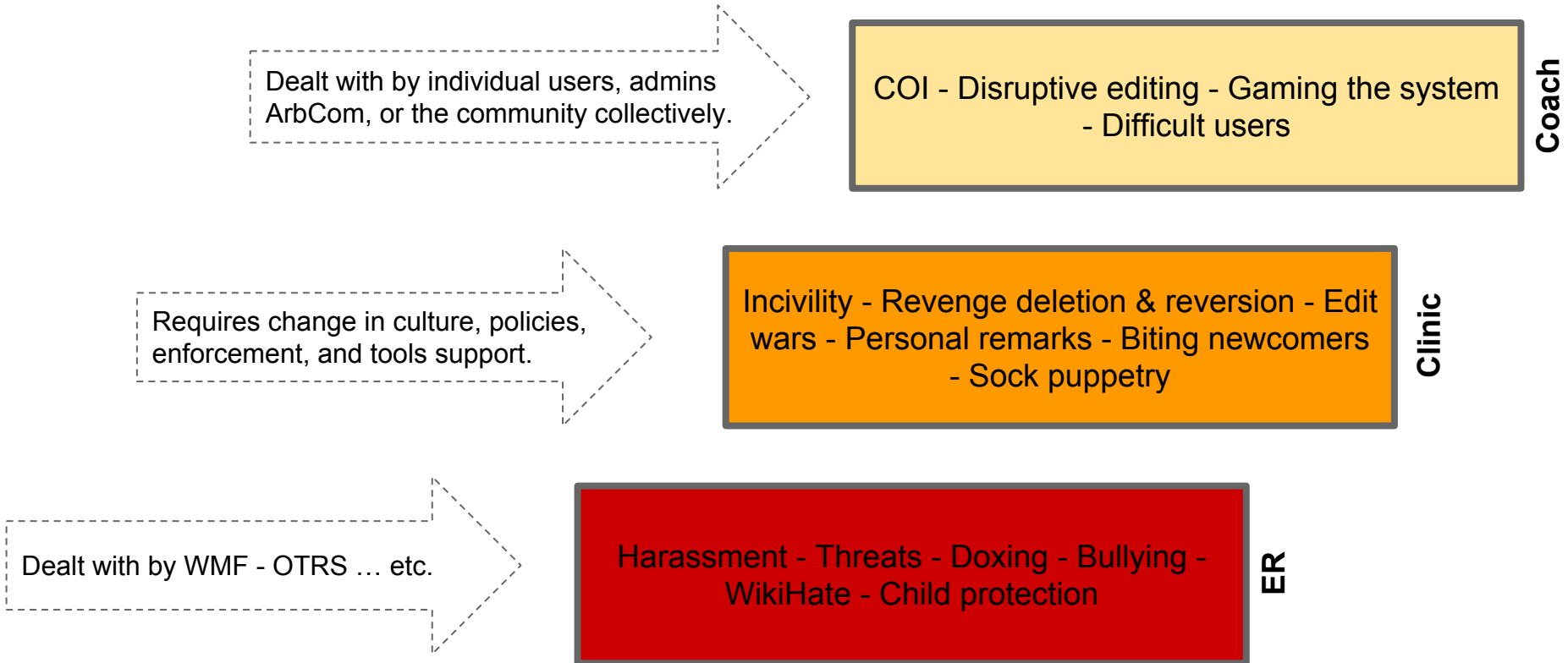
- **18,130** New or Improved Articles
- **7,776,827,316** Bytes Added
- **4,664** pages and **66** books added to Wikisource
- **249,332** Images or Media uploaded to Commons

# Q1 - Learning and Evaluation Community Health Research

WMF	Chapters	External
<ul style="list-style-type: none"><li>+ <a href="#">Community Health Learning Campaign</a></li><li>+ <a href="#">Harassment and Behavioural issues</a></li><li>+ <a href="#">Community Capacity Development</a></li><li>+ <a href="#">Wikimedia Content Contributors</a></li></ul>	<ul style="list-style-type: none"><li>+ <a href="#">Wikimedia Nederland - Wikipedia readers Survey</a></li></ul>	<ul style="list-style-type: none"><li>+ <a href="#">Community Health Index</a> - Lithium</li><li>+ <a href="#">Online Community Development</a> - Feverbee</li></ul>
	<ul style="list-style-type: none"><li>• Call to Action: We will improve our measures of community health</li></ul>	



# Q1 - Learning and Evaluation Community Health Research



*What makes you feel welcome in the wiki projects?*

*“A nice atmosphere of editing where I can fix any problem I see either major or tiny.”*

# Q1 - L & E Resource Pageviews

## Appendix 1



### Evaluation portal

A hub for learning and sharing resources to better understand Wikimedia programs.

*Are you reaching your goals? Measure your program's success!*

#### News and Events



**Wikimedia Impact Evaluation:**  
Learn how we evaluate grants and programs.



**What happened at pre-conference sessions on the last WMCON?**



**New blog! Evaluation helps Wikimedia Leaders learn together**



**New Learning Day at Wikimanía México!**



#### Study

• Glossary  
• Learning modules • (+)



#### Plan

• Program resources  
• Logic models • (+)



#### Measure

• Reporting and tracking  
• WikimetRICS • (+)



#### Share

• Learning patterns  
• Evaluation reports • (+)



#### Connect

About  
Community  
Frequently Asked Questions  
Contact Us

61,354  
Portal resource  
pageviews

#### Evaluation portal



Study



Plan



Measure



Share



Connect



News & Events

### Learning Patterns Library

#### Create an Event Page

I need to make an event page, for a contest or something else.

LAST UPDATED: 06 JULY 2015



#### Writing Contest Topic Selection

I want to pick a writing contest topic that will be popular with new or existing editors.

LAST UPDATED: 06 JULY 2015

#### Writing Contest Work Lists

I do not know if I should make a work list for an editing contest.

LAST UPDATED: 06 JULY 2015

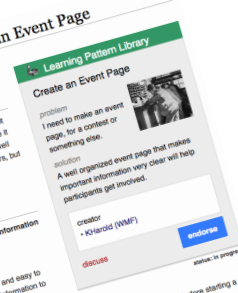
Grants: Learning patterns / Create an Event Page

What problem does this solve? [\[edit\]](#)  
Have you ever tried to participate in something, but you could not even figure out when the event started or how to sign up? Make it easy for people to join your event by creating an informative, well organized event page. You may have been doing this for years, but you still might be surprised by some of the tips below.

What is the solution? [\[edit\]](#)  
A well organized event page that makes important information very clear will help participants get involved.

Contest Event Pages [\[edit\]](#)  
Registration instructions should be easy to find, and easy to follow. After registration has ended, move that information to the bottom of the page.

- Contest start and end dates should stand out. Use bold letters or bright colors, do something
- Explain the rules and scoring system. Allow a few weeks for community discussion about scoring before starting a contest.



18,386  
Learning Pattern  
Library pageviews

# Q1 - L&E Toolkit Pageviews

## Appendix 2

5,117  
Toolkit  
page  
views

### Education Program

Start Plan Run Evaluate Connect

Wikimedians and educators have taught students around the world to contribute to Wikimedia projects. This toolkit contains resources they have tested and refined over the last ten years. Within each section of the toolkit, you will find strategies and solutions to plan, grow and scale up your education program.



The idea behind the Wikipedia Education Program is simple: educators and students share free knowledge by contributing to Wikipedia and Wikimedia projects in an academic setting. Wikipedia is being used as a teaching tool in education around the world ([see list of countries](#)). In some parts of the world, the academic setting is a traditional classroom and the editing is for a course assignment. In some parts of the world, students contribute to Wikimedia projects for community service, or as part of a [club](#) or a [camp](#), or at campus edit-a-thons, hackathons and workshops. And in some parts of the world, teachers learn Wikipedia editing as part of their teacher training.

#### Success factors:

- Start small, grow smart.
- Work with the community.
- Teach to student ability.
- Focus on motivation.
- Use tech tools to make work easier.
- Set goals and track progress.

#### How to use this toolkit [\[edit\]](#)

Use the navbar to navigate through the different sections in this toolkit:

Plan Run Evaluate Connect

### W

Start Plan Run Evaluate Forum

#### Contests are about so much more than creating content!

Find tools and share advice on how to start and improve writing and editing contests.



The Wikiverse is full of different kinds of contests. Each one is unique. The planning templates below can help you choose a contest model that your community will love and that works with the resources you have available. You can find quick links to resources in these templates or get more in depth planning tools in the tabs.

Short-term, Specific Topic	<a href="#">[show]</a>
High Edit Volume	<a href="#">[show]</a>
Content Gap	<a href="#">[show]</a>
Long-term, General topic or action	<a href="#">[show]</a>
Cross-Wiki or Regional Contest	<a href="#">[show]</a>

### Photo Contests and Events

Start Plan Run Evaluate Connect Forum

#### Contests are about so much more than creating content!

Find tools and share advice on how to start and improve photo contests and events.



There are a wide variety of photo contests, events and programs that Wikimedia communities plan and participate in with the primary goals of increasing the quality of Wikimedia projects by adding captivating images and reaching new users. Many organizations have found these programs can help build thriving photography communities.

Use the guides below to begin thinking about how to plan a program that will help your community meet their goals. Look for more detailed how-to guides and discussions in the tabs.

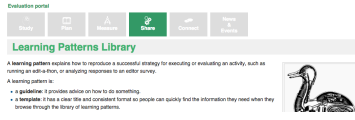

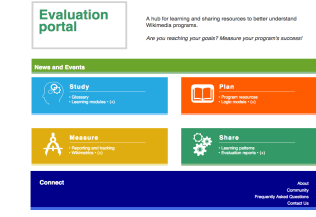
#### Plan a photo event for the first time

#### Improve results in the next photo event

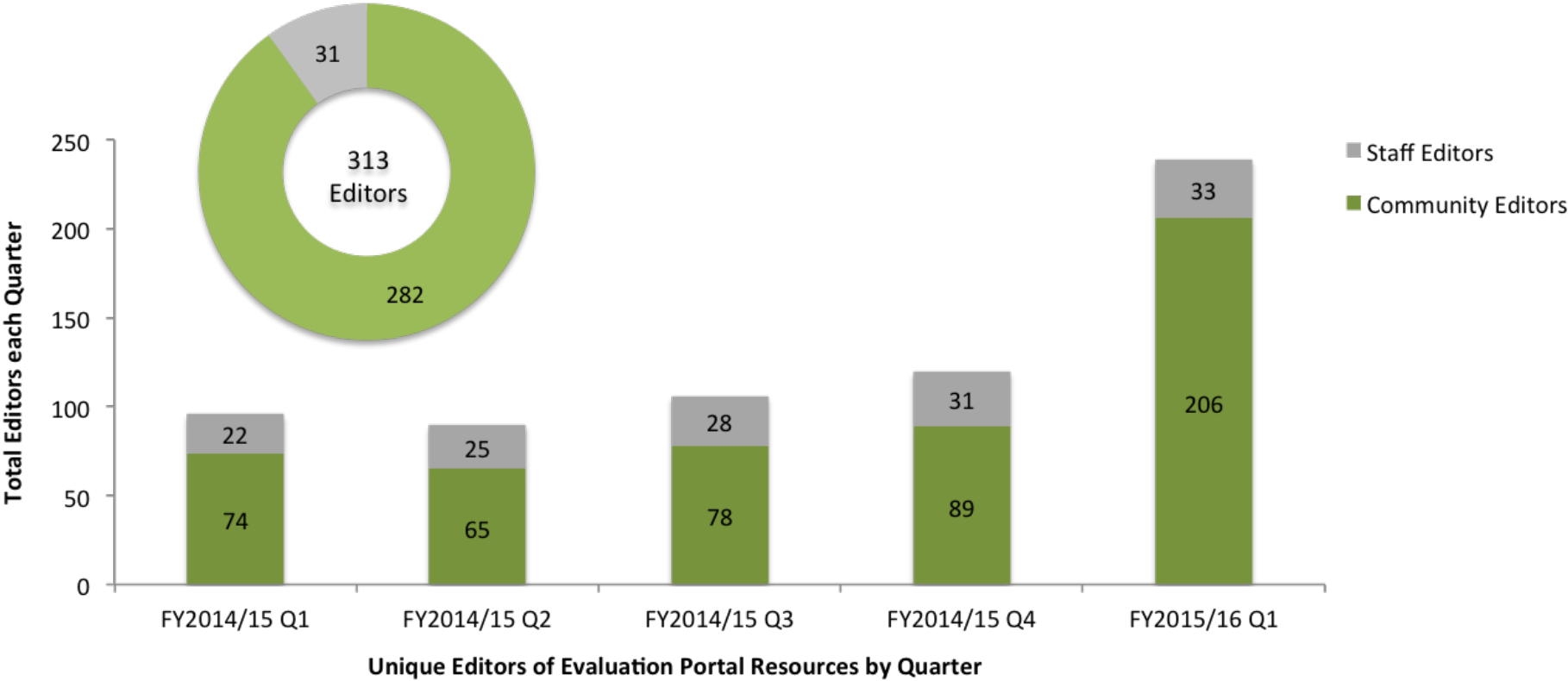
#### Try a new concept to avoid burnout

#### Support a community of photographers

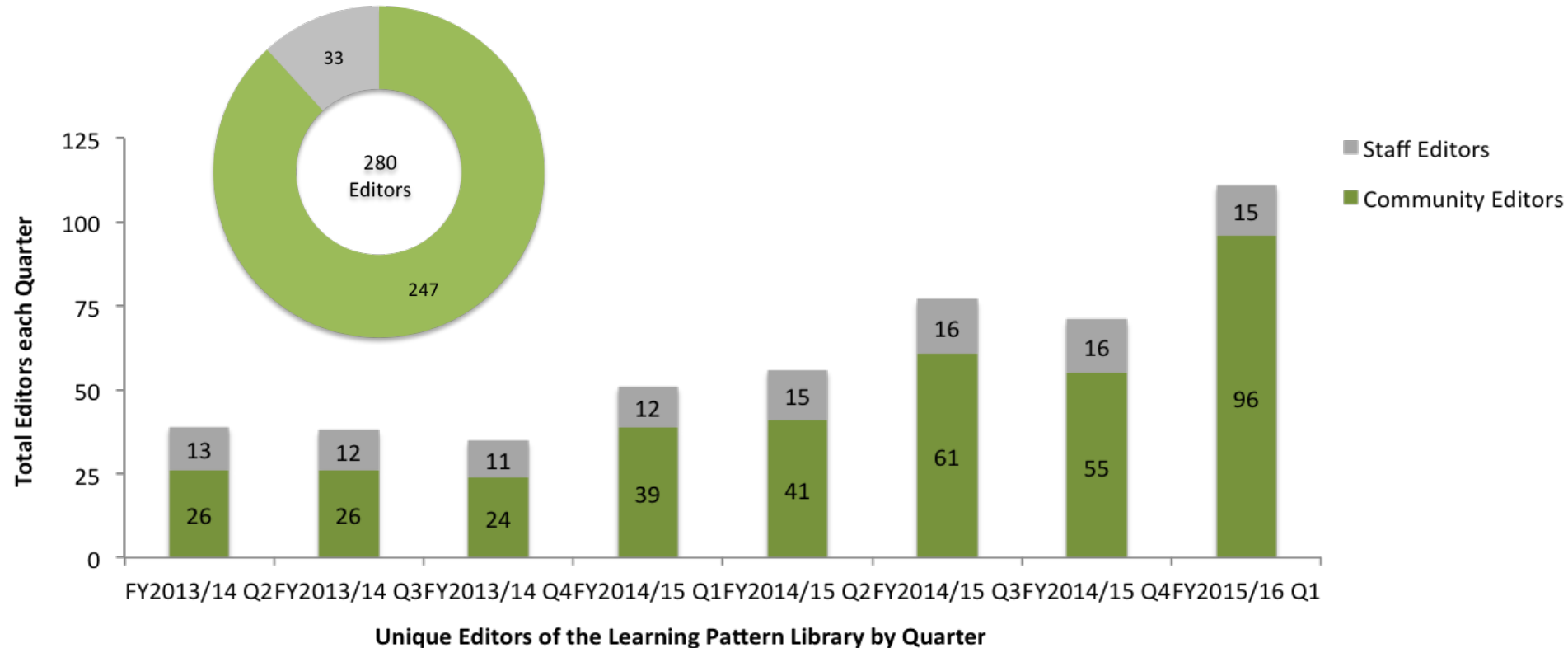
#### Help improve this toolkit!

Resource pageviews		Current Quarter	QoQ	YoY
			(Change from last Quarter)	(Change from last Year)
All L&E Resource Pages		61,354	Not yet available	Not yet available
Learning Pattern Library Pages		18,386	Not yet available	Not yet available
Program Toolkits & Resource Pages		5,117	Not yet available	Not yet available
All other Portal Resource Pages		37,851	Not yet available	Not yet available

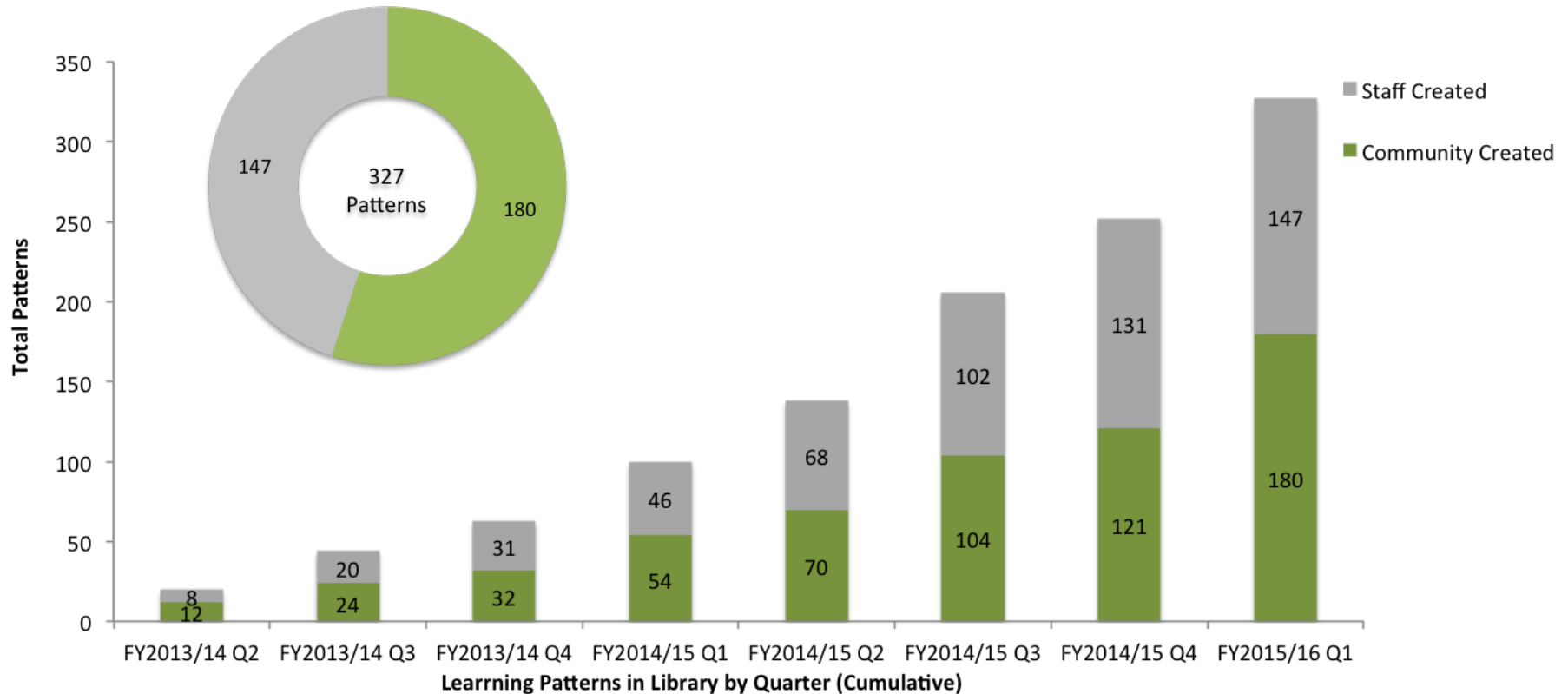
# Q1 - L&E: Portal Engagement



# Q1 - L&E: Learning Pattern Library Engagement



# Q1 - L&E: Learning Pattern Library Growth

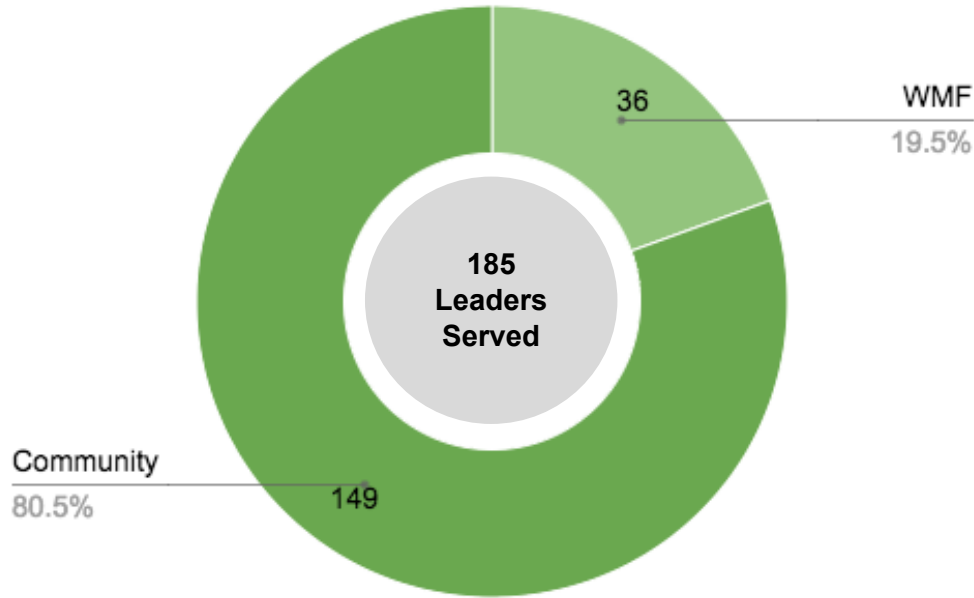




# Q1 - L&E: Consults & Engagement



## Community & Program Leaders Engaged this Quarter



**295+ Hours of support provided**



**185 Leaders supported**

## Education Program news:

- 2 new WEP pilots will begin in CEE countries.
- 4 [CEE projects](#) are in the implementation phase for the Education Extension.
- At least 3 more new CEE projects committed to translating and deploying the education program extension.

### KPI deeper dive: Individual contributors with 2+ edits on some product feedback pages:

- Our hypothesis is that if a user interacts more than once on a feedback page, that they find the channel/interaction to be useful. This, however, may also include some edits and clarifications.
- Due to QoQ product engagement in different projects, the team is not easily able to measure long term engagement in many channels. We will continue to fine-tune KPIs around community interactions with the team

Page	Why?	July	Aug	Sept	-Staff/bots
<a href="#">w:en:VE/Feedback</a>	Deployment of VE at en.wp is the focus of Q1	605	610	612	-13
<a href="#">w:fr:ÉditeurVisuel/Avis</a>	Main wiki where VE is fully deployed	107	107	107	-3
<a href="#">w:en:Wikipedia talk:Flow</a>	Substitute for main mw.org page (Flow boards can't be measured)	166	168	170	-4
<a href="#">w:ja:ビジュアルエディター/フィードバック</a>	ja.wp feedback beginning August 2015 to fix VE IME.	9	9	9	-5

# Q1 - Community Liaisons

## KPI deeper dive: Pageviews (Reach)

Page	Why?	July	Aug	Sept
<a href="#">mw:VisualEditor/Portal</a>	Central page	1,366	1,314	1,199
<a href="#">mw:Help:VisualEditor/User guide</a>	Central help page	3,741	3,660	3,701
<a href="#">mw: VisualEditor/Feedback page</a>	Central feedback page	1,206	1,093	958
<a href="#">w:en:Wikipedia:VisualEditor</a>	Main information page at en.wp (focus Q1)	9,794	6,719	7,069
<a href="#">w:en:Wikipedia:VisualEditor/User guide</a>	User guide at en.wp	9,004	5,322	4,783
<a href="#">w:fr:Wikipédia:ÉditeurVisuel</a>	Main information page for fr.wp (largest userbase)	796	796	791
<a href="#">w:fr:Aide:ÉditeurVisuel</a>	User guide at fr.wp	1,061	1,130	1,081
<a href="#">w:jp:Wikipedia:ビジュアルエディター</a>	Main information page for ja.wp (focus for IME testing)	239	263	300
<a href="#">mw:Flow</a>	Central information page at mw.org	1,850	1,229	1,248
<a href="#">mw:Talk:Flow</a>	Central feedback page (contributors aren't traceable)	772	772	744
<a href="#">ca:Wikipedia:Flow</a>	Main information page at ca.wp (focus for the quarter)	58	40	43