Wikimedia 2030: Movement Strategy

Wikimania Cape Town
Katherine, Nicole, Kaarel, Bhav, Jodi, Douglas, Anna Lena, Anne

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Wikimedia 2030

We have a
[direction](#)!

The strategic direction

By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.

We, the Wikimedia contributors, communities, and organizations, will advance our world by collecting knowledge that fully represents human diversity, and by building the services and structures that enable others to do the same.

We will carry on our mission of developing content as we have done in the past, and we will go further.

Knowledge as a service: To serve our users, we will become a platform that serves open knowledge to the world across interfaces and communities. We will build tools for allies and partners to organize and exchange free knowledge beyond Wikimedia. Our infrastructure will enable us and others to collect and use different forms of free, trusted knowledge.

Knowledge equity: As a social movement, we will focus our efforts on the knowledge and communities that have been left out by structures of power and privilege. We will welcome people from every background to build strong and diverse communities. We will break down the social, political, and technical barriers preventing people from accessing and contributing to free knowledge.

Now we determine how we get there.

Core Team
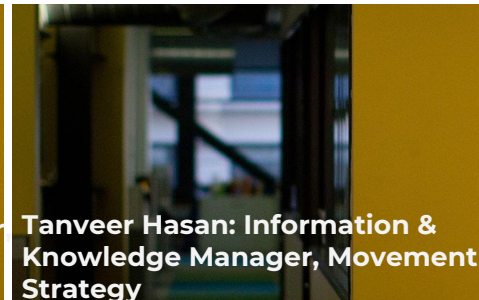
Nicole Ebber: Program Manager, Movement Strategy

Kaarel Vaida: Architect, Movement Strategy

Jodi McMurray: Project Manager, Movement Strategy

Tanveer Hasan: Information & Knowledge Manager, Movement Strategy

Anna Lena Schiller: Thought & Process Facilitator

Bhavesh Patel: Process Support Lead, Movement Strategy

Anne Kierkegaard: Project Assistant

Douglas Ssebaggala: Information & Knowledge Support, Movement Strategy

Process

Roadmap 2018-2020

	2018 WMCON	**2019** WMCON	**2020** WMCON
Contextual	Change process	Pilot and implementation	next steps
Structural	Recommendations	Recommendations and implementation	next steps
Programmatic	Organizational planning	Experimentation and evaluation	alignment
Tactical		Project and community processes	

The work ahead

- **At every level:** How do we evolve in a healthy and consistent way? What do we need to change or adapt as we move toward our strategic direction?

- **Across the movement:** What are the critical questions we, as a movement, need to resolve around our <u>structures</u> in order to be successful?

- **In movement organizations:** How do we contextualize and apply the direction? What sort of <u>programs</u> and efforts should we undertake? What are our first priorities?

- **For projects and individuals:** What are the priorities for individual Wikimedia projects, or within projects? What do contributors need and care about?

Scope of the process

- To achieve our strategic direction, we need to decide how to evolve **our structures at the movement level** so we can all seize the opportunities ahead.

- Over the next year, we will engage in a structured, distributed process to develop concrete guidance for how we can evolve as a movement in order to be successful.

- Working groups of 10-15 people representing diverse backgrounds and movement roles will develop guidance through open, collaborative analysis and learning.

- Everyone will have a chance to offer their expertise and perspective through open, on-wiki sharing.

Participants

Participants

WMF Executive Director	Owner/project sponsor of the Movement Strategy Process
Core Team	Responsible for the process, operations, logistics, and focus; working under different kinds of contracts to the Wikimedia Foundation
WMF Board of Trustees	Review and confirm models for acceptance of recommendations; participate in Working Groups, support an effective and inclusive process
Working Groups	10-15 people from across the movement and beyond; will develop guidance regarding key thematic areas
Steering Committee	Supports the core team with selecting the first round of Working Group members
Strategy Liaisons	Ensure constant and structured information flows between organizations/groups and the process (tba)
Everyone	Will have a chance to offer their expertise and perspective

Working Groups

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Thematic areas

Roles & Responsibilities	Revenue Streams	Resource Allocation
Partnerships	Community Health	Product & Technology
Capacity Building	Diversity	Advocacy

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Timeline

CALL FOR PARTICIPATION	SET-UP & START OF DISCUSSIONS	RECOMMEN-DATIONS: SCOPING	RECOMMEN-DATIONS: ANALYZING	RECOMMEN-DATIONS: CONCLUDING	IMPLEMENTATION AND ITERATION
June 2018	July-September 2018	October-December 2018	January - March 2019	April - July 2019	August 2019 - June 2020
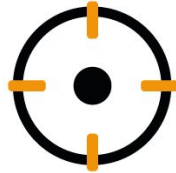
Responsibilities

- **Responsibilities**
  - Develop recommendations for how we evolve, with community input
  - Define individual group workflows, governance, and timelines
  - Commit ~5 hours per week, per person

- **Support**
  - Core team will provide support
  - Budget for travel, training, research, administration, translation

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Composition

- One Working Group per Thematic Area
- 10-15 members from across the movement and beyond
- Focus on diversity, representation, and expertise

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Coordination

- Each Working Group has two co-coordinators (one selected by the Core Team, one selected by the group)

- All coordinators form the Steering Group to ensure coordination and information across groups.

- The Steering Group is supported by the Core Team.

STEERING GROUP

Working Group Support

Core Team

Katherine

Board of Trustees

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Working Groups applications

Diversity criteria

Region	Represent	Group	Role	Gender	Perspective
Africa	CEE	Chapter	Board member	Male	External
Asia	ESEAP	Committee	Other	Female	Other
Europe	Iberocoop	Project community	Staff	Other	
North America	Indaba	User Group	Volunteer		
South America	Emerging	WMF			

Applications

Number of applications per Working Group / 1st and 2nd priority*																	
Advocacy		Capacity Building		Community Health		Diversity		Partnerships		Product and Technology		Resource Allocation		Revenue Streams		Roles and Responsibilities	
1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd	1st	2nd
14	10	17	18	21	31	37	14	20	13	22	15	18	14	5	13	21	10
Total: 24		Total: 35		Total: 52		Total: 51		Total: 33		Total: 37		Total: 32		Total: 18		Total: 31	
Total number of 1st priority																	175
Total number of 2nd priority																	138

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as of 9 July

Applications: Role

ROLES

Other
2.3%

Board
32.2%

Volunteer
36.8%

Staff
28.7%

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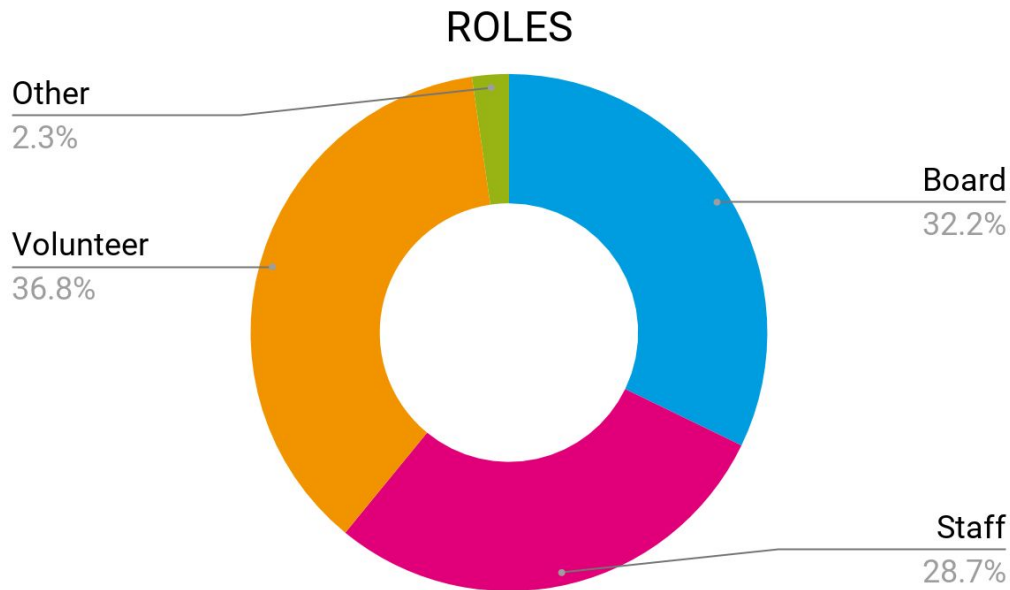
Applications: Gender

GENDER IDENTIFICATION

Other
1.7%

Not mentioned
9.8%

Female
25.9%

Male
62.6%
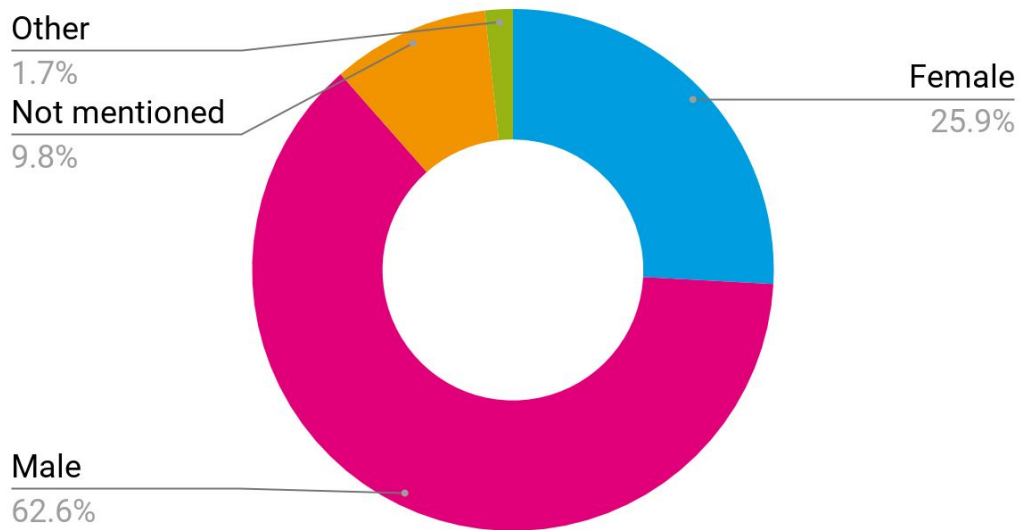
Applications: Affiliation

AFFILIATION

External
7.4%

WMF
9.7%

Not organized
24.0%

Chapter
32.6%

Committee
9.7%

User group
16.6%

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Applications:
Geog

GEOGRAPHY

Blank
1.1%

South America
12.6%

Pacific
2.3%

Asia
20.1%

Africa
11.5%

North America
14.4%

Europe
32.8%

Middle East
5.2%

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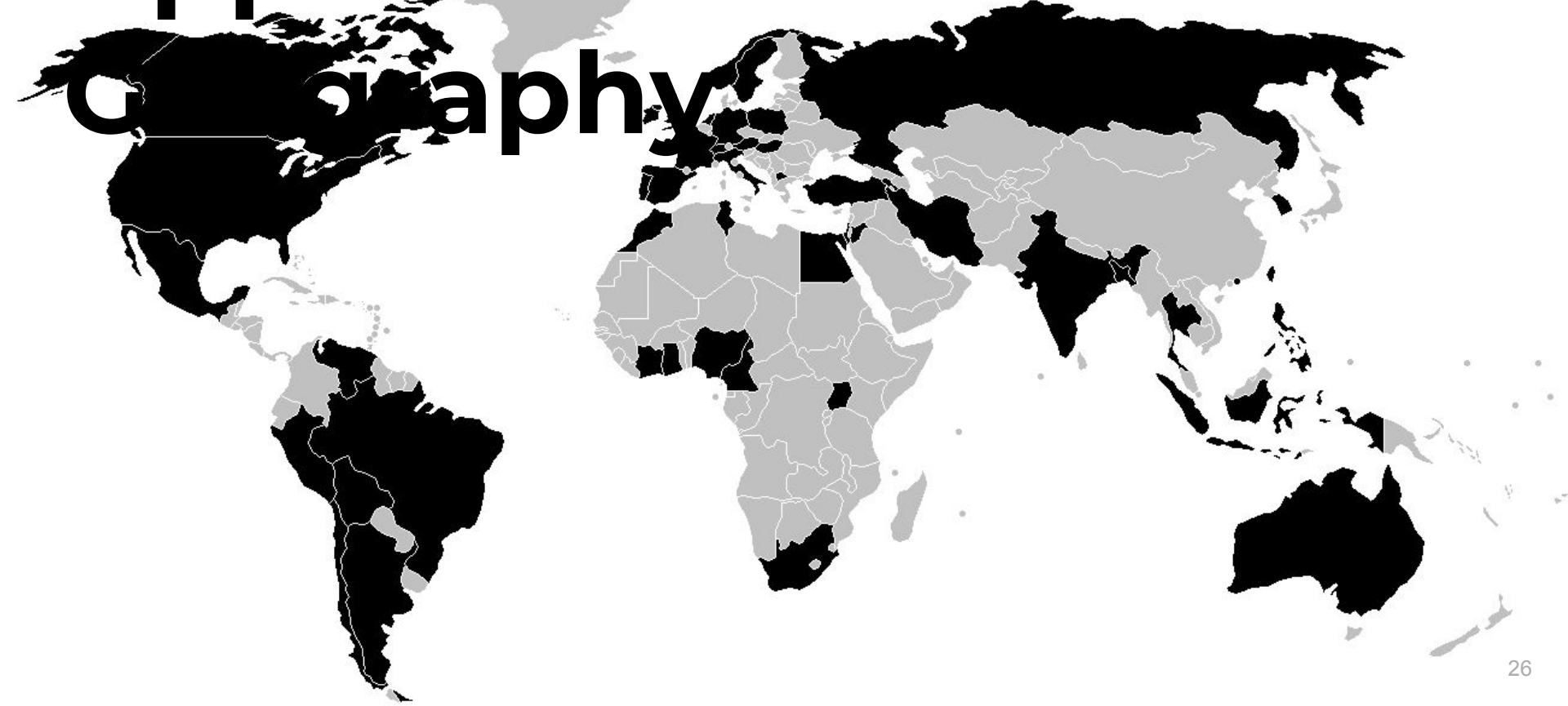FOUNDATION
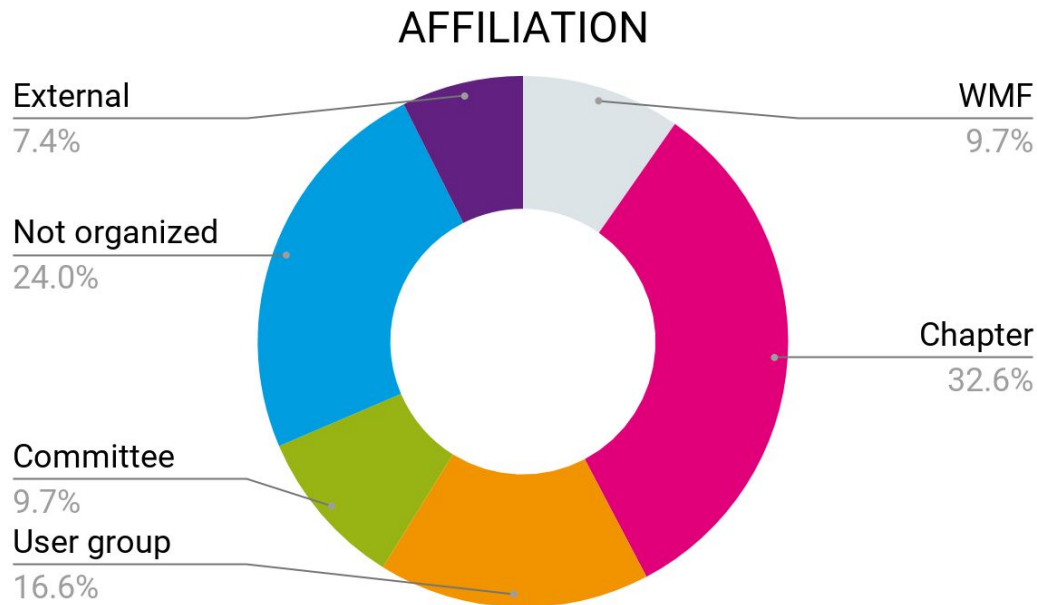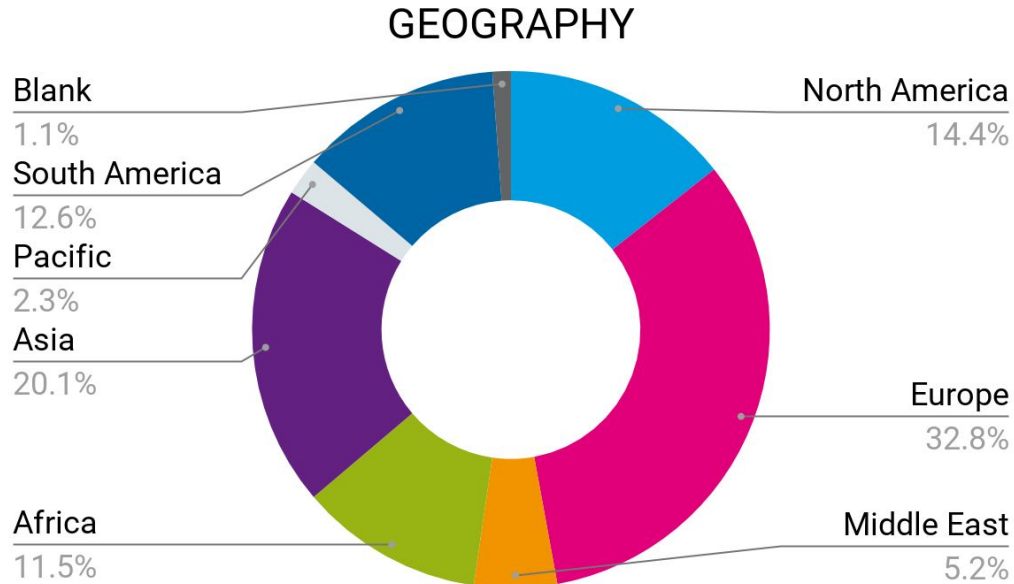
Applications: Geography

Applicant trends

- 172 applications, 88 initial members
    - + many very good and motivated applications
    - + good mixture of volunteer, board and staff roles
    - + diversity in terms of types of organization
    - - overly Western centered
    - - not enough women
- The Working Groups don't yet have the level of diversity that represents the movement, that brings in new voices and that ensures a healthy disruption.

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Steps to fill the gaps

- Wikimania conversations {done}

- Get the Steering Committee's input {done}

- Announce the initial members and communicate openly about the gaps {done}

- Work together with Working Group members to map and fill the gaps

- Identify connectors and get their expertise and support

- Use existing data and contacts (e.g. from strategy salons last year)

- Accept future applications as they come in. Consider to open another call for diversification

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Working Groups meeting

Nicole Ebber (WMDE), Working Groups meeting at the Movement Strategy Space, CC BY-SA 4.0

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Board of Trustees participation

Board statement

The Board of Trustees is [committed to the Movement Strategy process](#) and will play two specific roles:

1) Individually, as members of the Working Groups
   a) participate mindfully in our individual capacity,
   b) bring our content expertise and experience to the discussion,
   c) ensure the information flow from the Working Group to the Board,
   d) support an effective, and inclusive process.

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Board statement

2) Collectively, as the Board of Trustees

   a) review recommendations from each Working Group and provide feedback,

   b) resolve difficult questions as required and adhere to decisions made,

   c) delegate approval of recommendations to an appropriate community mechanism whenever possible (such as endorsement or consensus),

   d) make decisions when there is no other mechanism to make the decision,

   e) accept the recommendations that are consistent with the movement's values, the Strategic Direction as well as law and other compliance requirements,

   f) direct resources, budgets and capacities for the implementation of approved recommendations.

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Thank you!

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