Thriving Movement Tuning Session Q3 FY 21-22

WIKIMEDIA

FOUNDATION

Thriving Movement

Overview

The success of the Wikimedia mission is built upon a **strong movement** of **diverse communities** who will thrive and grow, even through adversities and setbacks. This year, our work continues by **shoring up the systems Wikimedians need to succeed and the resources to safely succeed within those systems** while also supporting our movement in becoming **more welcoming to diverse contributors, with systems encouraging global growth**.

Progress and Challenges

The **Systems of Governance** goals moved into next phases and are advancing, albeit on different schedules than anticipated. Community engagement in both is high. Neither of the two tools proposed for the year for **Management and Curation** support (IP Masking and UCoC Reporting System) will see completion on schedule as both require significant alignment across and beyond the Foundation. Work progresses on tools designed to help users detect spam and disinformation. In **Systems to Succeed**, which are on track, the total amount of Movement Strategy Grants going to emerging communities more than doubled. Considerable activity was oriented towards **growing in underserved communities** with the pilots and the launch of the second cohort of the Reading Wikipedia Training of Trainers. **Empowering and protecting underserved communities** was also active, with an emphasis on translation, a new tool in grants, and the first run of the Human Rights' Crisis Response Protocol following the invasion of Ukraine.

OKRs

Systems of Governance	
Management & Curation Tools	
Systems to Succeed	
Grow in Underserved Communities	
Empower & Protect Underserved	

Actions

Teams are planning timelines and processes for the next iteration of Universal Code of Conduct Enforcement Guideline voting. The elections-oriented focus of the disinformation playbook has proven to be too narrow for real community support, which will shape future planning. The Movement Communications team is increasing its emphasis on translation/interpretation support for the whole Foundation.

TM Priority Metrics

| MTP Outcomes	MTP Metrics	Y3 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Our communities will become more resilient and self-sustaining.	New editor retention rate increases YoY **Baseline:** 7.1% 1-month editor retention	+5% YoY	**+6.8% YoY** (6.1%/mo)	**0.0% YoY** (7.6%/mo)	**+1.0% YoY** (6.7%/mo)	-
	Emerging markets[1] **Baseline:** 5.5% 1-month editor retention	+5% YoY	not available*	not available*	not available*	-
	6-month editor retention increase over baseline[2]	Establish baseline	-	-	-	-
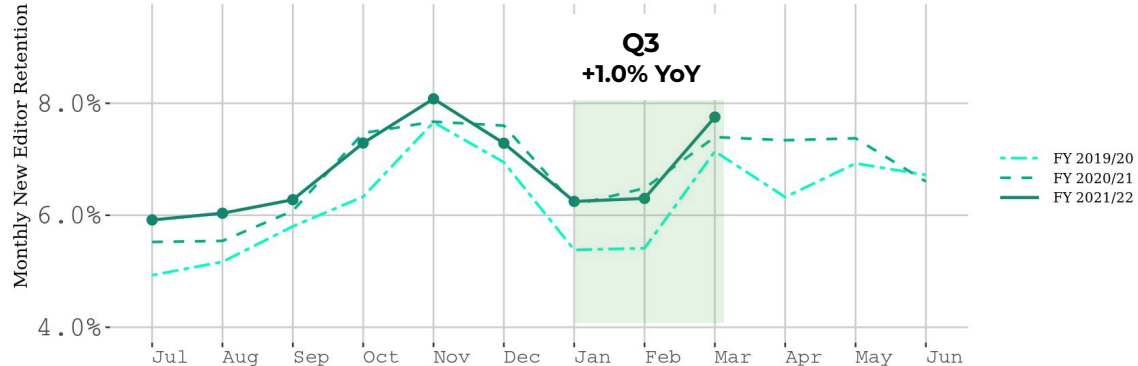
TM Priority Metrics

MTP Outcomes

Our communities will grow, especially in parts of the world that have been underrepresented in the movement.

MTP Metrics

MTP Metrics	Y3 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Monthly active editors increase YoY **Baseline:** 96K active editors/month	+5% YoY	**+0.9% YoY** (89K/mo)	**-2.6% YoY** (89K/mo)	**-6.8% YoY** (91K/mo)	-
Emerging markets[1] **Baseline:** 25K active editors/month	+5% YoY	**+7.1% YoY** (24K/mo)	**+1.9% YoY** (23K/mo)	**-2.2% YoY** (23K/mo)	-

Q3
-6.8% YoY

Active Editors

FY 2019/20
FY 2020/21
FY 2021/22
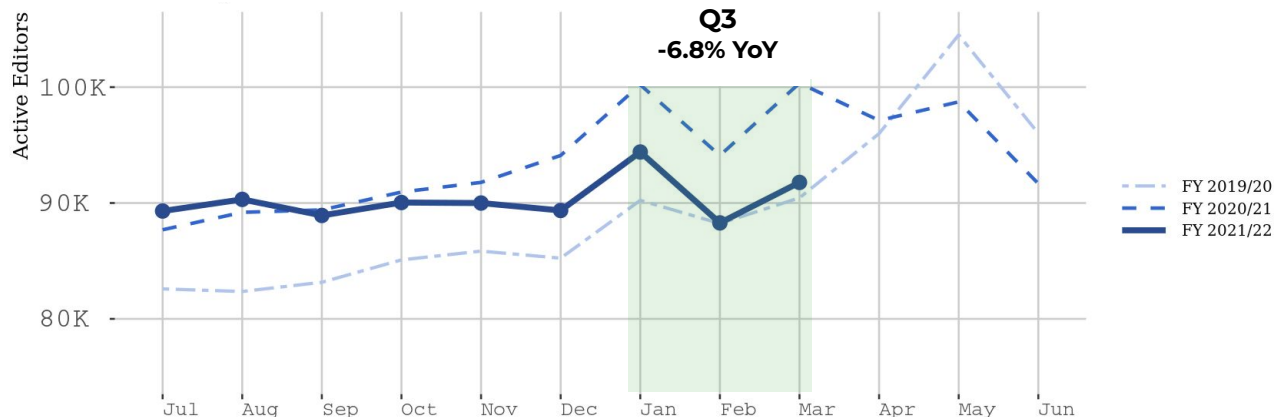
Systems of Governance

Objective:

Wikimedians will have collaboratively and equitably built systems of governance to support effective movement management.

Both the **Movement Charter Drafting Committee (MCDC)** and the **Universal Code of Conduct (UCoC)** entered next phases.

In Q3, the **MCDC** produced a content outline and began developing plans for community engagement in the Movement Charter process. A qualitative research project to map out **proto-hub projects and hub-like structures** in the movement was conducted with participation of 17 movement groups (43 individuals). This was followed by a **hubs global conversation** where 84 individuals validated the outcomes to lay the foundation for next steps in hubs piloting.

The community ratified the **UCoC Enforcement Guidelines** draft in Q3 in a SecurePoll vote with more than 2,000 participants. Vote participation was not as diverse as hoped, with a disproportionate participation of large, mature Wikipedia language versions, most notably English and German language Wikipedias. The guidelines had 56.98% support from among all responders (58.61% of those who expressed an opinion) and over 600 comments to help guide the next iteration Crucially, The Board requested further iteration, focusing on the four themes most identified as concerns by commenters and adding early review of one passage in section 3.1 of the text of the UCoC itself to the refinement project's scope.

Target quarter for completion: Q4 FY 21-22

Teams: Movement Strategy & Governance; Trust & Safety Policy

Systems of Governance

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Movement strategy governance reform proceeds with equitable participation, including robust input of both established and at least 30 emerging communities.* **Baseline:** Multiple proposals for movement charter approach, without coalescence. No charter; no hub; largely European & American engagement.	Complete +30	Elections initiated for drafting committee for charter	Charter committee formed with participation goals exceed (32). Early work on minimum viable piloting criteria for hubs initiated.	Hubs Dialogue conducted with 17 groups / hubs global conversations attended by 84, representing a total of 30 emerging communities	-
A ratified Universal Code of Conduct enforcement protocol reflects robust input of both established and at least 25 emerging communities. **Baseline:** No protocol or pathways of enforcement.	Ratified +25	In Progress	Input target -1 (24 participating emerging communities), but draft and ratification plan in progress.	Community ratified with 56.98% and identified five key improvement themes, refinement extension planning into 22/23 ongoing	-

Teams: Movement Strategy & Governance; Trust & Safety Policy

Management & Curation

Objective:

Our platform and our contributors will be better protected with improved movement management & curation tools (software and practices).

The Anti-Harassment Tools Team (AHT) continues to work on the IP Masking initiative, hiding IPs from public view on the platform. **The Trust & Safety Tools (TST)** team have completed development and deployment of the survey software to measure community perception of safety on the wikis in English, French, Farsi, Spanish, Portuguese, and Catalan. The team have begun preliminary exploration of the reporting software systems for the Universal Code of Conduct enforcement. This tool and IP masking are major changes in how our communities govern themselves and require care.

As for **Knowledge Integrity (Research)**, new data was integrated to the Wikipedia Knowledge Integrity Risk Observatory from the Social media traffic report pilot to extend indicators coming from sources out of the Wikimedia ecosystem. Additionally, findings from the spambot detection model were obtained which will help shape future evolution of the spambot.

In Q3, **Trust & Safety Disinformation** concluded the pilots on the Uttar Pradesh election with Bhojpuri, English, and Hindi Wikipedia community partners. It was an opportunity to test the playbook together with three different communities of different sizes and maturity levels. We learned that both English and Hindi communities find the playbook limiting in its focus on elections and would prefer we explore more continuous models of disinformation collaboration, which will inform future approaches.

Target quarter for completion: Q4 FY 21-22

Teams: Anti-harassment Tools; Trust & Safety Tools; Trust & Safety Policy; Research; Trust & Safety Disinformation

Management & Curation

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Wikimedia will increase the safety of participants without diminishing self-governance by transitioning to a better system than the public display of IP addresses. **Baseline: Public IP editing, logs, and outdated tools**	Completed system meets community approval	Not started	Underway	Underway	-
The UCoC will be operational, with collaboratively developed reporting software, policy-alignment support in two interested project communities, and at least one operational pilot for peer support networks.	Completed software; policy-alignment support in 2 project communities; 1 operational pilot for peer support networks	Not started	Software not started, affiliate peer pilot preparing (WMPL)	Peer Support pilot still undergoing logistical planning due to some churn from WMDE.	-
Contributors will be empowered to protect the reliability of content across Wikimedia projects. **Baseline: 0 spambot detection API and influence campaign playbook refinement pilots.**	1 model to improve steward efficiency in detecting bad content; Disinfo playbooks in 3 key communities	0	40% steward efficiency model; 3 community partnerships launched	3 influence campaign partnership pilots conducted; playbook refinement underway	

Systems to Succeed

Objective:

Wikimedians will have equitable access to key resources and information needed to advance movement goals.

In **financial resources**, community engagement with **Movement Strategy Implementation Grants** has increased. During Q3, 40% of funding went to emerging communities, a 10% increase from the projections. This trend is expected to continue through Q4.

Several significant **Information resources** are being produced to expand community knowledge: a new, more consultative approach on our Annual Plan and a refreshed introduction to Movement Strategy for a non-initiated audience with an emphasis on current status and opportunities for engagement. We found that the 10 Recommendations offer a better framework for implementation than the Clusters, because the successful implementation of these clusters depend on some non-prioritized recommendations. GDI is refining its public dashboard for the Equity Landscape through collaborations with Platform Product & Data Engineering with pilots steering functional improvements, leading them to propose new metric use cases for strategy around classifying emerging and underserved geographies.

In the category of **training**, we completed the Foundation's Board of Trustees (BoT) onboarding program, which has served as a pilot audience to test tools that can be applied more broadly. We've launched evaluation to determine the success of the program to guide next steps.

We sample surveyed **committees we support,** identifying some areas of improvement for our future work with the stewards and the Ombuds Commission. We completed onboarding conflicts consultants which have long been a key request by AffCom.

Target quarter for completion: Q4 FY 21-22

Systems to Succeed (1)

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Movement goals will be advanced through strategic access to movement strategy grants by community groups and individuals, with !50% of funds received by emerging communities, with projects in all 8 regions	* As stated, and * Tracking system for measuring funded programs' impact	51.27% ($18,300 USD total, $9,382 to emerging communities) in 6 regions Tracking system not started	64% ($26,409.16 total, $16,761 went to emerging communities) 7 regions (except US & Canada region)	40% ($105,437 total, $42,340 went to emerging communities) 7 regions (except US & Canada region) Qualitative and quantitative tracking ongoing	-
Improved support in communicating with one another and in receiving information on-site from the Wikimedia Foundation. **Baseline:** TBD: no campaigns	Constructive Communications on-wiki (between users) increase by 10% At least 1 Foundation-led information campaign	Baseline Data TBD 1 Campaign completed	On track with testing continuing across products 2nd campaign completed	Puzzles & priorities letter shared & planning for AP 22/23 two way conversations.	-

Teams: Movement Strategy & Governance; Product; Movement Communications; Legal Operations; Community Development; Global Data & Insights; Research

Systems to Succeed (2)

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Better preparation for leadership positions in key community governance roles, increasing equitable access to such positions and improving their impact.	Governance training delivered to BoT; AffCom; Movement Charter Drafting Committees Learning Management Software scaling improvements 2 Key Committee Efficiency Review	Governance training partially delivered to BoT All on track	Governance training still in progress All on track	Completed Board of Trustees on-boarding program	
Better access to data and information about opportunities to advance the movement strategy and the current status of the Wikimedia movement in relation to those goals.	Movement Strategy Initiative Cluster Mapping complete Public facing movement DEI dashboard Prototype Knowledge Gap Index	All on track, pending resource review in Research for the Knowledge Gap Index	On track, but will need significant time and attention in Q3 & Q4 to fully map MS implementation cross-wiki. DEI dashboard 48% complete. Knowledge Gap prototypes in process	Public dashboard for the Equity Landscape underway. New metric use cases for emerging and underserved geographies developed.	

Teams: Movement Strategy & Governance; Product; Movement Communications; Legal Operations; Community Development; Global Data & Insights; Research

Grow in Underserved Communities ↗

Objective:

New contributors in underserved communities will feel welcomed and successful and continue to contribute over time.

- [Newcomer Experience](#): 'add an image' task expanded to desktop users, and used to back four affiliate-led GLAM events in Latin America (Argentina, Mexico, and Chile). Marketing and Fundraising projects planned for Q4, along with work on positive reinforcement in the user experience.
- [Campaigns](#): Working on the Campaign Registration Tool, with the first version expected for testing by end of Q4.
- [Wikistories](#): Minimal Viable Product (MVP) for Wikistories was [scoped](#) based on user research done in Q2 [1] [2], and product development initiated. Preparations for post-release campaigns with Wikimedia Indonesia, and with GLAM Partners in ESEAP done.
- The second cohort of [Reading Wikipedia Training of Trainers](#) was launched with 29 new participants and 6 grants were administered to certified trainers from the first cohort in Guinea, Nigeria, Ghana, Mexico, Tanzania, and Ukraine.
- [Moderator Tools](#): Published the [Content Moderation in Medium-Sized Wikimedia Projects](#) design research report. Based on those findings, the team's first focus will be improving [moderation tools on the mobile web](#).

Target quarter for completion: Q4 FY 21-22

Grow in Underserved Communities ↗

MTP Metrics	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Three data-driven, growth-centered pilots focused on Newcomer participation in underserved communities.	Increase in newcomers in underserved communities Improvement of cross-departmental programmatic collaboration	First Newcomer Experience hypothesis tested. (**3% made an account, .05% made an edit**.) Pilot communities, products, and outreach identified for Campaigns, Wikistories, and Moderator Tools	NewEx deployed first iteration of "add an image" and iterated on donor email hypothesis (**0.31% made an account, .00% made an edit**.) Wikistories delivered clickable prototype.	Moderator tools design report published, campaign registration tool moving to testing by Q4. User research sessions for Wikistories editing in Indonesia, Kenya, Nigeria, and S Africa completed.	-
KR2: 40 new Reading Wikipedia in the Classroom trainers are certified and 6 community and 1 partner implementation of RW are initiated with a reach of 7,000 teachers, 2,300 participating in the training program, and at least 600 earning certificates	40 certified trainers 7 implementations (6 community, 1 partner) 7K teachers reached, 2300 participating	26 trainers on track to complete training	22 participants received certification	29 trainers on track to complete training 6 certified trainers received grants for local implementation Teams: Product, Brand, Global Data & Insight	

Empower & Protect Underserved Communities ↗

Objective:

Contributors in underserved communities will be empowered to grow and drive forward movement goals through grants, information, language and communication support and regionally oriented safety protocols in high risk areas.

Grants saw the deployment of a new tool increasing transparency and ease of use: the Fluxx portal. This provides a single point of data collection, and a sync bot between Fluxx and meta. Community expertise in grants was enhanced via the Lets Connect peer learning program, which launched, and the completion of the first two regional learning clinics. Information access and language support intersected, as Movement Communications' regional specialists turned their attention to multilingualism with a focus on **translation/interpretation services** to enhance access and **Section Translation** was made available to more users by enabling one new entry points and 7 new wikis, including Persian - the first top-20 Wikipedia and right-to-left language supported (see appendix slide 65 for further details). This massively increased translation (13x). In Q3, the **Human Rights team** enhanced its understanding of support needs for volunteers at-risk as a result of the activation of the Crisis Response Protocol due to the invasion of Ukraine. Support was provided, but will improve. The team has brought this understanding to ongoing meetings with partner organizations in each of the three key regions.

Target quarter for completion: Q4 FY 21-22

Teams: Language & Translation; Structured Data; Movement Communications; Human Rights; Community Resources

Empower & Protect Underserved Communities (1) ↗

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will provide better translation support to contributors, both in translating interfaces and documentation for them and enabling them to translate content into their projects. **Baseline:** Data point	Increase section translation adoption to reach 400 sections translated/week Improve translation quality and stability to reduce content deletions by 25%	~5 sections/week +2 entry points +4 wikis Set baseline: 15-21 wikis	~25 sections/week +2 entry points +7 wikis 16 wikis (+7%)	~325 sections/week +1 entry point +7 wikis 13 wikis (-13%)	-
By Q4, three regions of the Movement have the information needed to effectively engage with the Foundation	Create a network of 3 (Q2) and 2 (Q4) Global Movement Communications Specialists connected to the communities we wish to serve enabling a two way dialogue	1 - Africa	3 - Africa (Q1) South Asia (Q2) Latin America (Q2)	3 - Africa (Q1) South Asia (Q2) Latin America (Q2	-

Empower & Protect Underserved Communities(2) ↗

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will better secure the safety of community members in three regions vulnerable to governmental, terrorist, or other organized persecution related to their activities on our sites by building up networks of volunteers and allied organizations to provide on the ground support.	3 Fellows in high risk regions 3 key org partners in each region 1 Peer support group in each region	3 fellows hired & onboarded Internal structures & guidelines developed; list of external partner orgs drafted	Final list of potential partners completed. Final list of community members and peer support structures completed. Outreach to begin Q3	Have conducted partnership outreach and have relationship with at least one partner per region. Interest group outreach has begun and each region has held at least one meeting.	
Implement the new grants strategy aligned with the strategic direction and local decision making, resulting in content and editor growth in underrepresented communities.	15% decrease in disparity of distribution of funds between high income countries v other Peer Learning Program Active with 2 topics covered Learning & Evaluation community-facing quarterly sessions	Develing system for Learning & Evaluation sessions in Fluxx. Other goals will hit later in fiscal.	4 regions completed funding rounds. Peer learning plan created and working group formed.	All 7 regions completed funding round and learning. Learning session for Applicants and Regional Fund Committees Complete. Peer learning program kicked off with first sessions in MEA LAC ESEAP	

Appendix: Team OKRs

Systems of Governance (SoG)

Overarching Objective: Wikimedians will have collaboratively and equitably built systems of of governance to support effective movement management.

OKR Id	Team(s)	OKR Short name	Status
1007-003	Movement Strategy & Governance	Global Governance	→
	Trust & Safety Policy	UCoC	→

Global Governance (SoG)

Objective:

Primary systems of movement governance outlined in Movement Strategy will be defined and operational by the end of the fiscal year.

In Q3 the Movement Charter Drafting Committee (MCDC) dived into actual work on Charter with initiated content outline and developing plans for community engagement in the process.
In February-March Hubs Dialogue qualitative research project was conducted, followed by an event focused on validating and discussing the learnings. This has helped to advance towards preliminary definition and minimum viable piloting criteria for setting up the hubs.

- 7 MCDC full committee meetings. Established sub-committees for content outline and communications with regular meetings and asynchronous work.
- **Hubs Dialogue,** a qualitative research project to map out proto-hub projects and hub-like structures in the movement conducted with participation of 17 movement groups (43 individuals)
- A **hubs global conversation** with 84 individuals discussed and validated the outcomes of the Hubs Dialogue project to lay the foundation for next steps in hubs piloting.

Target quarter for completion: Q4 FY 21-22

Team: Movement Strategy & Governance

Global Governance (SoG)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: By the end of June 2022 - with robust input of both new and at least 30 emerging communities - a diverse and inclusive Global Council is elected, and **Baseline:** No Global Council	complete/ +30	Not started	32 emerging communities participated in MCDC elections	8 members (53%) of MCDC from emerging communities-	-
complemented by at least two forming Hubs, **Baseline:** Data point	At least 2	Initial plans for Global Conversations on Hubs in Q2	1 co-creation workshop held Minimum viable piloting criteria initiated	Dialogue & Event had a total of 30 emerging communities represented To date 5 funded proposals	-
all of them enabled by a ratified Movement Charter. **Baseline:** No Movement Charter	ratified	Community process to create the MCDC agreed and ongoing	15 member MCDC set up	Work on the Movement Charter content started in Q3	

Team: Movement Strategy & Governance:

Universal Code of Conduct (UCoC) (SoG) →

Objective:

The recently ratified Universal Code of Conduct will have clearly defined and operational enforcement pathways.

The community ratified the **UCoC Enforcement Guidelines** draft in a SecurePoll in a vote with more than 2,000 participants and, crucially, submitted more than 600 comments. The vote, however, was also disproportionately taken part in by large, mature Wikipedia language versions, most notably English and German language Wikipedias that were overrepresented in their voting share compared to their share of eligible voters globally. The Board's CAC thanked the community and staff for the vote and approved a refinement extension, focusing on the four themes identified and adding the Note on race and ethnicity attached to section 3.1 of the text of the UCoC itself to the refinement project's scope.

Going into Q4, T&S Policy and MSG are launching the refinement project requested by the CAC to address the points identified by trustees based on the insights from community comments. The aim is to deliver the updated guidelines and a proposed solution to the Note-issue before the end of the calendar year 2022 with a subsequent community vote re-ratifying the refined guideline text in early Q3 22/23.

Target quarter for completion: Q3 FY 22-23

UCoC (SoG)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: The UCoC enforcement outline proposal has been crafted with robust participation of at least 25 emerging communities as well as established communities and delivered to the Board for ratification by EOQ2. **Baseline:** No enforcement outline	Crafted Enforcement Outline with at least 25 emerging communities	In Progress	Stable draft submitted to the community, with 24 out of 25 emerging communities consulted	Done	-
The UCoC enforcement outline is ratified and operational by EOQ4. **Baseline:** Unratified	Ratified & Operational	In Progress	Ratification plan proposal submitted to CAC	Community ratified the draft and identified four key improvement themes, CAC-approved extension planning into 22/23 ongoing	-

Team: Trust & Safety Policy

Management & Curation (M&C)

Overarching objective: Our platform and our contributors will be better protected with improved movement management & curation tools (software and practices).

OKR Id	Team(s)	OKR Short name	Status
T-O13-D3	Anti-Harassment Tools & Trust & Safety Tools	Management & Curation Tools (M&CT)	→
	Trust & Safety Policy		↗
P-O14-D4	Research	Knowledge Integrity (KI)	→
	Trust & Safety Disinformation		↗

Management & Curation Tools AHT/T&ST →

Objective:

Contributors feel safe contributing to the movement.

The Anti-Harassment Tools Team (AHT) continues to work on the regulatory and movement strategy IP Masking initiative, hiding IPs from public view on the platform. Like the movement strategy-guided reporting system below, this will be a long-term commitment delivered over multiple quarters into FY22/23.

The Trust & Safety Tools (TST) team have completed development and deployment of the survey software to measure community perception of safety on the wikis. Surveys have been completed for English, French, Farsi, Spanish, Portuguese, and Catalan. The team have begun preliminary exploration of the reporting software systems for the Universal Code of Conduct enforcement. Trust & Safety Policy (T&SP) focused on the UCoC enforcement pathways and their upcoming ratification vote added to the scope in Q2. The team is also working with focus groups across multiple stakeholders to build partnerships around piloting a peer support approach for targets of harassment and abuse.

Target quarter for completion: Q3 FY 22-23

M&CT AHT/T&ST

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: IP addresses are no longer visible to the public in our system, and are replaced with easy-to-use tools **Baseline: Public IP editing, logs, and outdated tools** Estimated completion: Q3 22/23	No visible IP edits going forward	Not Started	Community consultation for implementation options in progress	IP Info has been rolled out to testwiki as we pilot the feature and get early feedback.	-
KR 2: All registered users will have a safe, private way to raise their harassment concerns and their sense of safety with a 10% increase in safety for engaged communities three months after deployment. **Baseline: No safe, private community pathways to report harassment concerns** Estimated completion: Q3 22/23	MVP to measure limited safety perception	Supporting work underway with Survey MVP	Surveying Tool code complete and awaiting deployment	Surveying tool deployed, utilized, and the data is being analyzed by GDI. T&ST began scoping for the Private Incident Reporting System	-
KR3: The election for the Wikimedia Board of Trustees will use a reliable voting system that elects a diverse slate of candidates using proportional representation. **Baseline: Non-STV election**	Complete	Complete	**N/A**	**N/A**	Complete Team: AHT/T&ST

Management & Curation Tools (T&SP) ↗

Objective:

Contributors feel safe contributing to the movement.

In Q3, leadership approved an adjustment to the OKR by adding a community vote on the Enforcement Outline while narrowing the scope of the other KRs. Following through on the adjusted scope guidance, the Trust and Safety Policy team:

- Analyzed the outreach from **focus groups with sensitive stakeholders** hosted across multiple time zones, specifically focusing on peer support for the community, identifying two potential partner communities for an affiliate partnership to support such a network.
- In partnership with the MSG team, built out practices for **integrating SecurePoll into community elections,** which aims to improve the sense of safety in participating communities.

Target quarter for completion: Q1 FY 22-23

MC&T (T&SP)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: One affiliate will have successfully partnered with T&S Policy to build a UCoC peer support network for harassed volunteers by EOFY21/22. **Baseline: No affiliates partner with T&S Policy for UCoC Support.**	One functioning affiliate-supported network	In Progress	In Progress	In Progress	-
KR2: By end of June 2022, One interested project community who have partnered with the WMF to improve their communities' UCoC adherence see increased sense of safety within their communities by 10%. **Baseline: No projects partner with WMF.**	One interested project communities partner with WMF	In Progress	In Progress with two identified project communities.	In Progress with two identified project communities.	-

Knowledge Integrity (Research) ⊕

Objective:

Contributors will be empowered to protect the reliability of content across Wikimedia projects.

We integrated new data to the [Wikipedia Knowledge Integrity Risk Observatory](#) from the [Social media traffic report pilot](#) to extend indicators coming from sources outside of the Wikimedia projects and to improve the accuracy of the risks surfaced.

We obtained [findings from the spambot detection model](#). We shared the findings with T&S and stewards which **informed** a discussion about specific forms of spamming that would require further attention to protect knowledge integrity in Wikimedia projects.

We published a scientific article focused on reference quality in English Wikipedia and **we engaged with technologists, policymakers, and activists** through a specific session on [Wikipedia and The Science of Knowledge Integrity](#) at Mozilla Festival.

For a full report of our activities in FY22 Q1-Q2, please refer to the [Research Report](#).

Target quarter for completion: Q4 FY 21-22

Random Forest
Predicted label
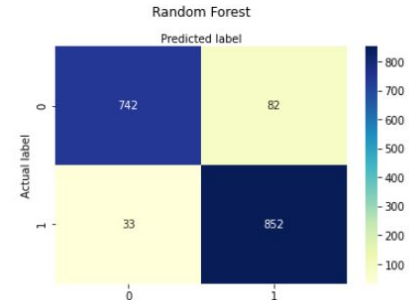
Accuracy: 0.9327091866588648
Precision: 0.9122055674518201
Recall: 0.9627118644067797
F1: 0.936778449697636
CV Accuracy: 0.935 (0.008)

Results from one of the spambot detection models ([full deck of slides](#))

Team: Research

Knowledge Integrity (Research)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Develop one model to improve steward's efficiency in detecting bad content on the projects. **Baseline: 0** model	1	0	0.4	0.6	-
KR2: Build a multi-dimensional observatory that assists Wikimedia Foundation in monitoring knowledge integrity risks in different WM projects. **Baseline: 0** observatory	1	0.25	0.5	0.7	-

Team: Research

Knowledge Integrity (T&SD)

Objective:

Contributors will be empowered to protect the reliability of content across Wikimedia projects.

In Q3, the pilots on the Uttar Pradesh election with Bhojpuri, English, and Hindi Wikipedia community partners concluded. These partnerships - co-resourced by T&S Disinformation and the Human Rights Team due to skill match (Hindi) and a Wikipedia volunteer being unlawfully detained in that Indian state on grounds tied to his journalism - ran from early December through the end of voting (Feb 10 to March 7) and follow ups. It was an opportunity to test the playbook together with three different communities of different sizes and maturity levels.

Both English and Hindi language Wikipedia partners voiced the need to move to a more continuous model of collaboration, not tied specifically to elections, in coordination calls staff hosted with them respectively. The team also learnt that shipping surveys to these stakeholders to assess effectiveness of support provided is not a useful approach from the community perspective; at the time of writing no community functionary or collaborating admin has filled it in.

Beyond the UP OKR election integrity focus, Q3 was dominated by close collaboration with the Human Rights team on Russia's invasion of Ukraine. Both teams started risk mitigating steps together with impacted communities in January and effective incident response across both teams launched within 4 hours of the invasion commencing at 5am local time on February 24th.

Team: Trust & Safety Disinformation

Target quarter for completion: Q4 FY 21-22

Knowledge Integrity (T&SD)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR3: A disinformation playbook is created based on partnerships with 3 key communities in managing election campaign interference in 2022 to stakeholder satisfaction (75%) that will both serve against interference in the US midterms 2022 and help inform a broader disinformation campaign protocol. **Baseline:** US-centric 2020 playbook	3 pilots with 75% satisfaction perception; Refined playbook	Prepared partnership framework and engaged potential partners for Q2-4	Launched partnerships with three communities	Completed 3 pilots; playbook refinement underway	-

Team: Trust & Safety Disinformation

Systems to Succeed

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Systems to Succeed (S2S)(1 of 2)

Overarching objective: Wikimedians will have equitable access to key resources and information needed to advance movement goals.

OKR Id	Team(s)	OKR Short name	Status
	Movement Strategy & Governance	S2S:Financial	↗
T-SSC	Product	S2S:Communications	↗
	Movement Communications		↗
T-O11-D1	Legal Operations	S2S: Leadership	↗
	Community Development		↗

Systems to Succeed (S2S)(2 of 2)

Overarching objective: Wikimedians will have equitable access to key resources and information needed to advance movement goals.

OKR Id	Team(s)	OKR Short name	Status
T-SSD	Movement Strategy & Governance	S2S:Data	↗
	Global Data & Insights		↗
	Research		↗

S2S: Financial (MS&G)

Objective:

Major movement strategy initiatives will be funded.

Since the relaunch of Movement Strategy Implementation Grants, community engagement activities have increased. The team continues to provide potential grantees from emerging communities with the support they need to develop strong plans and submit successful proposals. As a result, the number of grants requests, especially from emerging communities, has increased. We do not however expect to use all of our annual budget for MS grants this fiscal year:

- **Conversations ongoing in ~ 25 communities.** Through these conversations, MSG facilitators have promoted MS grants in ~ 20 emerging communities.
- **We have supported the development of 18 proposals to-date**, from ideation stage to full submission. 14 more than the previous quarter.
- **During Q3, 40% of funding went to emerging communities**. This represents a 10% increase from the projections in Q2. We expect to maintain the trend, with ~ 40% of projected spend going to emerging communities at the end of Q4.
- **A total of $105,436 has been spent as at the end of Q3.** This represents an increased spend of $80,192.77. We are currently reviewing proposals totalling $292,457.64. More details in the MS Grants Mid-Year Financial Report.

Target quarter for completion: Q4 FY 21-22

Team: Movement Strategy & Governance

S2S: Financial (MS&G)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Community members will have access to separate funds intended to support major movement strategy initiatives, tracked to facilitate understanding of movement spending on and impact of funded programs, on an international and regional level. **Baseline: No projects granted, no tracking system implemented.**	+50% of funds received by emerging communities All 8 regions have projects funded Tracking system for measuring funded programs' impact	51.27% ($18,300 USD total, $9,382 to emerging communities) 6 regions Tracking system not started	64% ($26,409.16 total, $16,761 went to emerging communities) 7 regions (except US & Canada region) Quantitative data tracked, Qualitative tracking in progress	40% ($105,437 total, $42,340 went to emerging communities) 7 regions (except US & Canada region) Quantitative data tracked, Qualitative tracking in progress	-

S2S: Communications (Product)

Objective:

Empower contributors to communicate with one another and the WMF to communicate on-site to the communities.

On Android: Built and iterate improved Talk system support with target communities. Worked with Editing to define additional needs for the DiscussionTools API. Implemented customizable toolbar to increase discovery of editing tools.

On iOS: Released Notifications to all users. Began design and technical research on Talk page improvements goal, building on Android's work this quarter.

On Editing: finalized design for the last piece of "discussion tools" project, which is user interface improvements to the suite of tools. Tools are now beginning to be on by default for English Wikipedia. Adapting Talk API for use in Android work.

Target quarter for completion: Q4 FY 21-22

S2S: Communications (Product)

MTP Metrics	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Constructive Communications on-wiki (between users) increase by 10% **Baseline: TBD**	Measure baseline of existing communications.	Android: Success (Increased Notification Interactions by 121%.40 across all wikis) iOS: Progress, but slowed Editing:: Progress, but slowed	Android: 54 users of our target groups provided positive and helpful feedback on talk page improvements iOS: 83% of user testers found the notification center "intuitive and easy to use". Editing: Number of Topic Subscriptions volunteers initiate growing avg. 30% m-o-m. 86% of initiated Topic Subscriptions remain active. [source]	Editing: 1 million comments have been made with the Reply Tool. New Topic Tool A/B test shows a 30% increase in topics initiated by newcomers. Android: Custom toolbar successfully increased discovery of editing tools in the app. Talk pages finalized design. iOS: Success. shipped editing push notifications.	-

Team: Product

S2S: Communications (MovCom) ↗

Objective:

Empower contributors to communicate with one another and the WMF to communicate on-site to the communities.

KR1: By Q4, strengthen the Foundation's narrative with the movement by establishing at least 1 campaign.
We expect to deliver 3 campaigns over the year which work together to deliver the KR above.

In Q3, the Movement Communications team supported in closing the loop on Maryana's Listening Tour by sharing the puzzles and priorities letter. We also led on planning around engaging the movement with our annual plan process as part of the conversation started with the tour. Historically, the Wikimedia Foundation's plan has been presented as primarily one-way information sharing of the organization's work. As this year's annual plan more explicitly contributes to the wider and longer-term 2030 movement strategy, we will also ask others who share similar goals what they are planning. In our community conversations next quarter, we will share our plan but also invite others to share their plans, too.

We also supported the Foundation Board to connect with the movement through multiple live events.

Target quarter for completion: Q4 FY 21-22

Team: Movement Communications

S2S: Communications (MovCom)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: By Q4, strengthen the Foundation's narrative with the movement by establishing at least 1 campaign. **Baseline:**	At least 1 campaign	1 Campaign delivered - AP share out	1 Campaign delivered - Maryana's listening tour	Puzzles & priorities letter shared & planning for AP 22/23 two way conversations.	-

S2S: Leadership (Legal Ops)

Objective:

Key community governance committees will have the support they need to deliver high priority service to community in the affiliates pipeline (AffCom) and trust and safety reviews (OmbCom; ArbComs; Case Review Committee), with a 20% increase in committee satisfaction by EOY.

This quarter, the Committee Support team completed onboarding of the conflicts consultants for the movement. We also completed the survey of supported community committees and are in the process of sharing the results with each committee for their consideration. Additionally, we identified some previously unknown areas for improving Foundation committee support. These included systematizing internal tracking for ombuds commission case support and more directly involving grants and technology tools teams in conversation with the stewards to support project-wide technical needs. Finally, we completed our outreach for new Case Review Committee candidates and are currently reviewing the final applicants.

Based on current resources and other programs in development, we also adjusted this quarter to begin recruiting for the committee efficiency reviews in Q4 of the 21-22 fiscal year and to have the work carry into the next fiscal year. This will allow a more robust process for the efficiency reviews to produce higher quality results for the committees.

Team: Legal Operations

Target quarter for completion: Q4 FY 21-22

S2S: Leadership (Legal Ops)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: By EOQ2, AffCom will have access to expert external consultant support to offer advice on some of the most challenging inter- and intra-affiliate conflicts. **Baseline:** No consultant	Consultant fully onboarded and supporting Affcom	Proposal drafted and shared with Affcom	Consultant in final stages of onboarding	Consultants onboarded and reviewing cases -	-
KR 2: Starting in Q1, key community committees will have access to high priority translation support in 10 top languages, priority to be determined by Foundation staff in each case. **Baseline:**	100% of priority matters receive necessary translation support	On track	On track	On track	-
KR3: One key committee in Q3 and one in Q4 will undergo a facilitated efficiency review to improve processes and drain on community time. **Baseline:** no reviews conducted	2 reviews conducted	On track	On track	Readjusted to recruit in Q4 and work into the new fiscal year	

Team: Legal Operations

S2S: Leadership (ComDev)

Objective:

Communities of the Wikimedia movement will be better prepared for leadership positions in key community committees, including as elected representatives on the Board of Trustees, with a special emphasis on readiness for emerging markets.

The Community Development team completed the last phase of the Board of Trustees onboarding program which delivered the final trainings to the newly elected community seats. Evaluation of the newly implemented onboarding experience began with a report out scheduled for Q4.

The WikiLearn learning management system launched the second phase of its development with its localization and translation priority. Curriculum and course content posted on the platform will have built-in functionality to be translated in a variety of language ensuring equitable access to capacity building trainings.

The Leadership Development Working Group launched its open recruitment process for working group members to ensure balanced representation from all regions of the movement. In partnership with the Movement Strategy and Governance team, language facilitators were asked to lead conversations in local communities around the working group and it's intended impact and support outreach and engagement.

Team: Community Development

Target quarter for completion: Q4 FY 21-22

S2S: Leadership (ComDev)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Deliver governance training program to WMF Board, Affiliates Committee and charter drafters. **Baseline:**		Partially delivered to 1 of 3	Completed 75% of the Board of Trustees training	Completed Board of Trustees onboarded program	-
KR 2: Upgrade current learning management software (LMS) instance to support the delivery of governance and community training to larger audience. **Baseline:**		Deployed first phase of the LMS development project	First cohort of learners engaged in the first curriculum on the WikiLearn platform	Localization and translation support launched	-

S2S: Data (MS&G)

Objective:

Contributors will be able to clearly understand what work is under way on the Movement Strategy and find opportunities to contribute towards meaningful impact.

- We are producing a refreshed introduction to Movement Strategy for a non-initiated audience with an emphasis on current status and opportunities for engagement. We started publishing MS weekly updates.
- We are developing a template common to all the MS Recommendations and Initiatives, to present consistent information about each initiative, updates, and opportunities for engagement.
- We have been compiling information about ongoing work aligned with the Movement Strategy promoted by Foundation teams and other actors across the Movement.
- As we learned from this work, we found that the 10 Recommendations offer a better framework for implementation than the Clusters, because the successful implementation of these clusters depend on some non-prioritized recommendations. Our metrics for this OKR may need to evolve accordingly.

Target quarter for completion: Q4 FY 21-22

Team: Movement Strategy & Governance

S2S: Data (MS&G)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: By the end of June 2022, all Movement Strategy Initiative Clusters are mapped with programs that are fully shaped or ready for adoption and clear information on Wiki as to which projects are underway and where individuals and organizations can plug in. As a result of this, we will see strategic programs in process in at least 9 of 10 strategic priorities. **Baseline: 8 clusters identified, no updated information, no implementation plans, no opportunities to get involved, 1 cluster with ongoing strategic programs (Governance).**	The 8 clusters have updated information	0 clusters	4 clusters	4 clusters	-
	The 8 clusters have basic plan for implementation	0 clusters	0 clusters	0 clusters	
	The 8 clusters offer opportunities to get involved	0 clusters	0 clusters	0 clusters	
	7 clusters have ongoing strategic programs	1 cluster	1 cluster	1 cluster	

S2S: Data (GD&I)

Objective:

Movement initiatives are supported by data to learn, track progress and measure collective impact.

Public Dashboard: In Q3, GDI continued to make progress in advancing toward our initial public dashboard for the Equity Landscape through collaborations with Platform Product & Data Engineering teams to map integrated data pipeline strategy, while implementing functional improvements, and proposing new metric use cases for strategy around classifying emerging and underserved geographies. We continue to onboard folks internally as well as hosted a community pilot with an initial cohort of 10 participants. We will be extending the community pilot window for late-comers to continue their exploration and interaction in office hours, if they choose, and to potentially onboard additional community folks as a second cohort.

T&S Safety Survey: In Q3, GDI worked with Trust & Safety Tools to 1) deploy 2 test surveys on Ca.WP and Fa.WP and 2) used findings from our test surveys to assess necessary adjustments, configure our survey tool, and deploy baseline surveys on En.WP, Es.WP, Fr.WP and Pt.WP. In Q4, GDI will clean, analyze and report on the baseline data collected in Q3, and will continue to work with Trust & Safety Tools and Trust & Safety to deploy the second wave of data collection on the En, Es, Fr, Pt, and Fa wikis, as well as potential additional spaces as determined by stakeholder teams.

Target quarter for completion: Q4 FY 21-22

Team: Global Data & Insights

S2S: Data (GD&I)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Launch public-facing dashboard to enable movement organizers and partners to map diversity, equity & inclusion among movement-wide programs and spaces **Baseline:** No dashboard. 0% Complete	Launch public-facing dashboard	Data pipelines developed - 23% Complete	Dashboard MVPs released internally. Launched meta portal & public comms. - 48% Complete	Updated annual metrics & hosted community pilot. Collaborated to design data pipeline solutions - 73% Complete	-
KR2: Provide monthly data to the Trust & Safety (T&S) team to monitor safety measures, and to partner with two communities to implement interventions and increase a sense of safety by 10% **Baseline:** No existing survey. 0% Complete	Launch monthly T&S survey	SoW established and divided between GDI, T&S, T&S Tools - 24% Complete	Survey plans finalized, tool & documentation preppd for pilot testing - 47% Complete	Two test surveys (ca, fa) and four baseline surveys (en, es, fr, pt) deployed for data collection - 73% Complete	-

Team: Global Data & Insights

S2S: Data (Research)

Objective:

Movement initiatives are supported by data to learn, track progress and measure collective impact.

We added two critical capabilities.
- The Structured Data team will be able to track the impact of their Image Suggestion feature by integrating our **edit types model**, which classifies edits in all Wikipedia languages. (Try it, install the python package, or learn about the research)
- The Content Translation Tool will be able to **suggest translated section titles** thanks to our Section Alignment model, which automatically retrieves translations for section titles for 197 languages (see output data).

We experimented with new technologies.
- To help with several community requests, we created the first prototype of a search-by-image API: a tool that, given an image, can automatically retrieve the most similar ones on Commons (Learn more about the research behind this tool).

Did you know? (from our recent paper "A Large-Scale Characterization of How Readers Browse Wikipedia")
- Readers' sessions on Wikipedia are short (73% have only 1 pageload)?
- Readers' navigation stops when articles are of low quality?
- ~75 % of reading sessions start from external search?

For a full report of our activities during (FY22 Q1-Q2)*,* please refer to the Research Report*.* (Next report at the end of Q4.)

Target quarter for completion: Q4 FY 21-22

Team: Research

S2S: Data (Research)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Investigate tools and methods to quantify knowledge gaps. **Baseline: 5** methods/models	8	5+2 prototypes	5+2 prototypes	7+1 prototype	-
KR2: Prototype the infrastructure for the Knowledge Gap Index **Baseline: 0** productionized metrics (out of the possible 34)	4	0	0	0	
KR3: Prototype, develop and maintain algorithms for equitable content recommendation **Baseline: 3** algorithms	6	3	4	5	

Team: Research

Grow in Underserved Communities (Grow) ↗

Overarching objective: New contributors in underserved communities will feel welcomed and successful and continue to contribute over time.

OKR Id	Team(s)	OKR Short name	Status
T-GUC	Product	Grow Underserved	↗
	Brand		↗
	Global Data & Insights		→

Grow Underserved (Product)

Objective:

New Contributors in underserved communities will feel welcomed and successful and continue to contribute over time.

- Newcomer Experience: 'add an image' task expanded to desktop users, and used to back four affiliate-led GLAM events in Latin America (Argentina, Mexico, and Chile). Marketing and Fundraising projects planned for Q4, along with work on positive reinforcement in the user experience.
- Campaigns: Working on the Campaign Registration Tool, with the first version expected for testing by end of Q4.
- Wikistories: Minimal Viable Product (MVP) for Wikistories was scoped based on learnings from the user research completed in Q2 [1] [2], and product development initiated. The evaluation and instrumentation plan has been approved. Preliminary preparations for post-release campaigns with Wikimedia Indonesia, and with GLAM Partners in ESEAP done.
- Moderator Tools: Published the Content Moderation in Medium-Sized Wikimedia Projects design research report. Based on those findings, the team's first focus will be improving moderation tools on the mobile web.

Target quarter for completion: Q4 FY 21-22

Team: Product

Grow Underserved (Product)

MTP Metrics	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: WMF tests 3 growth-centered pilots focused on Newcomer participation funnel, including new form factors, balanced by Community Capacity support in order to grow new participants and newcomer retention in underserved communities.		First newcomer experience hypothesis tested. (**3% made an account, .05% made an edit**.) Pilot communities, products, and outreach identified for Campaigns, Wikistories, and Moderator Tools	NewEx deployed first iteration of "add an image", to be used in GLAM and Partnership events in Q3. NewEx iterated on donor email hypothesis (**0.31% made an account, .00% made an edit**.) Wikistories iterated on a clickable prototype.	Moderator tools design report published, campaign registration tool moving to testing by Q4. User research sessions for Wikistories editing in Indonesia, Kenya, Nigeria, and S-Africa completed.	-
KR2: 40 new Reading Wikipedia in the Classroom trainers are certified and 6 community and 1 partner implementation of RW are initiated with a reach of 7,000 teachers, 2,300 participating in the training program, and at least 600 earning certificates		26 trainers on track to complete training	**22 trainers certified**	29 trainers on track to complete training\n\n6 certified trainers received grants for local implementation	Team: Product

Grow Underserved (Brand)

Objective:

New Contributors in underserved communities will feel welcomed and successful and continue to contribute over time.

As part of the Newcomer Experience FY21–22 pilot, we will trial new methods for acquiring and retaining new Wikimedia editors in Spanish-speaking LATAM countries. To acquire new editors, we will use paid social media (Facebook and Instagram) to drive different audiences with an interest in Wikipedia in the sign up landing page, by inviting them to share more information about their country/region with the rest of the world. We will develop a pilot landing page, enhanced with motivational video content, in order to further engage and, thus, convert the prospect editors. To retain new editors we will engage them with a welcome email experience, including a video with messages from existing editors from their region and information on the newcomer experience features.

Target quarter for completion: Q4 FY 21-22

Team: Marketing

Grow Underserved (Brand)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Increase the effectiveness of 3 growth pilots through insights, public and community narrative, brand analysis and creative support **Baseline: No prior pilot projects**		In progress (On Track)	In progress (On Track)	In progress (On Track)	Paid social media campaign targeting prospect new editors in spanish-speaking LATAM countries on air for 3 weeks. Test pilot sign-up landing page, enhanced with new messaging and a motivational video from the editor community. Send "welcome email" with video from existing editors, tips and information about the new features to all new editors in the region.

Grow Underserved (GD&I)

Objective:

New Contributors in underserved communities will feel welcomed and successful and continue to contribute over time.

- We began the initial co-design phase in consultation with pilot leads.

- We began hiring process for Senior Analyst to support this work.

- Due to updates in anticipated fielding schedules for pilots, we began planning for participatory learning sessions to surface shared challenges and best practices across all pilot programs.

- We are on track to complete the initial co-design and participatory learning sessions to inform measurement and evaluation strategies as well as planning for FY22/23.

Target quarter for completion: Q4 FY 21-22

Grow Underserved (GD&I)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Design and deploy measurement strategy for 100% of the EM Pilots to support organizational learning about emerging spaces and their potential for targeted growth. **Baseline:** No measurement strategy defined.	Deploy measurement strategy for 100% of EM Pilots	Drafted theory of change for 3 pilots	Hired and onboarded Lead Strategist Initiated co-design of measurement & eval plans	Continued consultations with pilot leads and planned participatory learning sessions -	-

Empower & Protect Underserved Communities

WIKIMEDIA
FOUNDATION

Empower & Protect (E&P)

Overarching objective: Contributors in underserved communities will be empowered to grow and drive forward movement goals through grants, information, language, and communication support and through regionally oriented safety protocols in high risk areas.

OKR Id	Team(s)	OKR Short name	Status
T-EUC	Language & Translation	Empower & Protect	↗
	Structured Data		→
	Movement Communications		↗
	Human Rights		↗
	Community Resources		↗

Empower & Protect (L&T)

Objective:

Empower Contributors to have language support, including translation.

KR1: Increase Section Translation adoption. Made Section Translation available to more users by enabling one new entry points and 7 new wikis (Luganda, Occitan, Javanese, Mongolian, Telugu, Tagalog, and Persian). Persian being the first top-20 Wikipedia and right-to-left language supported.
- Translation activity massively increased (13x) driven by an edit event on Bengali Wikipedia in last quarter (from ~25 to ~325 sections/week) reaching the target of 200 sections/week for the quarter.
- Slow progress with entry points: only one new entry point completed (target was 2 for the quarter).

KR 2: Improve translation quality and stability. Resolved long-standing limitations of the tool: enabling users to translate the same article with minimal (24h) blocking, templates/references persisted across sessions, and better communication of machine translation limits.

KR3: Localization infrastructure. Completed planned work for automating key steps of the localization process.

Target quarter for completion: Q4 FY 21-22

Empower & Protect (L&T)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Increase section translation adoption to reach 400 sections translated/week **Baseline:**	400 sections/week +10 wikis	~5 sections/week +2 entry points +4 wikis	~25 sections/week +2 entry points +7 wikis	~325 sections/week +1 entry point +7 wikis	-
KR 2: Improve translation quality and stability to reduce content deletions by 25% **Baseline:**	-6 wikis (-25%)	Set baseline: 15-21 wikis	16 wikis (+7%)	13 wikis (-13%)	-
KR 3: 100% completion of the scheduled quarterly activities to make the localization process more fluent to increase the language coverage of User Interfaces and documentation of our products. **Baseline:**	✓	✓	✓	✓	-

Objective:

Empower Contributors to have language support, including translation.

We completed Phase η (eta, 7 out of 11) and started Phase θ (theta, 8 out of 11). The Phase completion marks functional completeness of the prototype. The new phase is centered about security, stability and integrity: designing and implementing appropriate user rights, choosing and displaying information about the implementations, etc.

We also started the Google.org fellowship, with 6 fellows joining us for six months, who will work on Abstract Wikipedia.

Target quarter for completion: Q4 FY 21-22

WIKIFUNCTIONS

Team: Search

Empower & Protect (SD)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Wikifunctions is being called from at least 15 small and medium wikis. Collaborators can contribute in their own languages and work together across language boundaries. **Baseline:** Wikifunction is being developed	Launch Wikifunctions	Finished phases 5 and 6 of 11 towards launching Wikifunctions	Working on Phase 7 of 11 towards launching Wikifunctions. Decided logo and license.	*Closed phase 7 and started phase 8 out of 11. Started Google.org fellowship.*	

Team: Search

Empower & Protect (MovCom)

Objective:

Establish a new communications network in order to better understand participation dynamics and increase equitable and global activity within our communities

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KR1: Create a network of 3 (Q2) and 2 (Q4) Global Movement Communications Specialists connected to the communities we wish to serve enabling a two way dialogue

The Connecting the movement insights report recommended "using humans" and to "Speak Human" to help build two way dialogue with our movement. Last quarter, we reported on progress on building our regional presence through regional specialists. Based in the regions they serve, the specialists have brought language and cultural skills necessary for two-way dialogue.

This quarter they began work to support better the foundation's commitment to multi-linguism. As part of the annual plan's goal to improve the Foundation's performance and effectiveness, they will look the 'connect the dots' on Translation/interpretation services across the Foundation. Significant language support is already being provided by most teams but this happens through an array of external vendors, contractors, and volunteers. Time frames, languages, and technical expertise will not allow for a one-size-fits-all model, but a more connected approach will enable the Foundation to identify better ways to expand our language support in line with the values of a global movement.

Target quarter for completion: Q4 FY 21-22

Empower & Protect (MovCom)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: Create a network of 3 (Q2) and 2 (Q4) Global Movement Communications Specialists connected to the communities we wish to serve enabling a two way dialogue **Baseline:**	3 regions by Q2 and 2 more by Q4	1 - Africa	**3 -** Africa (Q1) **South Asia (Q2)** **Latin America (Q2)**	**3 -** Africa (Q1) South Asia (Q2) Latin America (Q2)	-

Reporting is cumulative to show increasing regional coverage.

Team: Movement Communications

Empower & Protect (Human Rights) ↗

Objective:

Increase the capacity of the Foundation to respond to threats to life and safety of our volunteers from organized interference (such as governments or terrorist groups) in three priority areas.

To keep volunteers facing persecution risks due to their contribution to the movement safe, the Human Rights Team expanded on the groundwork laid in Q2 towards building out the broader human rights program. We
- Connected with partner organizations in each of our three regions to begin the process of establishing partnerships
- Have held meetings with our Human Rights Interest Group in each of our three regions
- Have activated the Crisis Response Protocol due to the invasion of Ukraine and developed a better understanding of its shortcomings

Target quarter for completion: Q4 FY 21-22

Team: Human Rights

Empower & Protect (Human Rights) ↗

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
KR1: We will build out human rights organization support that can be leveraged for the Crisis Response Protocol to move quickly in case of severe human rights violations, with at least three key partners in each of three regions (MENA, South Asia and CEE);	Fully operational in the three regions	Developed internal structures & guidelines; Met with Partnerships; Have begun draft list of partners	Working with Partnerships finalized partnership criteria list and final list of potential partners for each region.	Implemented Protocol due to Russian invasion of Ukraine	-
KR 2: We will facilitate the development of a community human rights peer group providing localized human rights information in at least our three key regions to help us develop regionally adapted human rights threat crisis response protocols and training.	One peer support group in one of the three regions	Developed community group guidelines Have held initial meetings to assist in developing the human rights peer group	Working with Movement Comms, developed finalized list of Wikimedia community members for Q2 outreach and new group structure.	Gathered insights from Ukraine on practical usability	
KR 3: We will assist with integrating these networks into Security's nascent threat intelligence network to help identify and mitigate risks.	Align Human Rights and Security threat intelligence	Conducted initial meetings with WM Argentina and Voices Under Threat Began drafting digital security resource list	Contacted relevant units for the network; developed and deliver first monthly update on community risks, threats, intelligence, and security; created first Brief on community threats and risks	Ongoing integration with Security and T&S	

Team: Trust & Safety Human Rights

Empower & Protect (CR)

Objective:

Implement the new grants strategy aligned with the strategic direction and local decision making, resulting in content and editor growth in underrepresented communities.

- 7 Regional Fund Committees completed the decision making. The Fluxx portal was introduced as the new mechanism for application allowing for single point of data collection. Supporting materials were in several key languages.
- First round of alliances fund was completed and research round started their stage II round
- Lets Connect peer learning program was launched and the first two learning clinics were completed in MEA and LAC. Registration for the matching program begins in Q4
- Inline with the Learning & Evaluation Framework applicant and committee review survey and focus groups completed with learning sessions. Report has been posted and discussed with regional fund committees and ED group leading to several changes to the process before the next round.
- Fluxx portal and meta sync bot creation for single data entry and continued transparency on meta
- Technology fund put on hold for this FY

Target quarter for completion: Q4 FY 21-22

Empower & Protect (CR)

MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
K1: [Equitable Funding] Full roll out of new grant strategy implementation decreasing the disparity in the distribution of funds to communities in high income countries which was 69% in 19/20 by at least 15%. **Baseline: 69%**	15% decrease in disparity of distribution of funds between high income countries v other	Creation of regional fund committees to decide on disbursement	4 regions completed their funding rounds. Research and Alliance Funds launched.	All 7 regions completed 1 round of funding and Alliances fund	
K2: [Resources beyond money] Creation of knowledge sharing and peer learning program for grantees that covers the 4 grantee prioritized topics in the first year. **Baseline: Peer learning program not existent**	Peer Learning Program Active	n/a	Plan for peer learning created and working group created	Let's connect peer learning program launched first two sessions complete	
K3: [Culture of Learning & Trust] Implementation of the system of learning and evaluation that incorporates the sharing of knowledge between the Foundation and Communities and with quarterly reflection sessions that enables us to adjust plans based on data and learnings. **Baseline: Learning and Eval framework developed**	Summary of annual learnings created and used for iteration	Development of system for collection in FLuxx	Reporting complete in Fluxx. Review plan for committee/ applicants for first round follow up.	Report on first phase of learning from the round from completed and shared allowing for iteration	

Team: Community Resources