

# Thriving Movement Tuning Session Q2 FY 21-22



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# MTP Priority slides



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# 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

Each of the five objectives saw **substantial activity** and we are **on track** to meet most of our KR's, albeit with some time adjustments. However, we **will not be able to adequately measure the impact** of the program portfolio overall as we still cannot break out new editor retention by emerging markets and cannot obtain six month retention data.

**Challenges coordinating** our work cross-departmentally remain, although we have made progress with obtaining long needed cross-functional program management support. Given the complexity of the portfolio, readers are advised that **a full understanding of the Thriving Movement really requires reviewing the team level goals** in the appendix, although it is easy to lose sight of the theory of change when one drills down to that level. Nevertheless, there is much below the surface that deserves to be understood.

## OKRs

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

## Actions

If the MTP continues as structured beyond the fiscal, the Foundation needs to commit to reserving time for a coordinated review of how the different departmental workstreams roll up into the MTP objectives. This will aid in moving what is in effect the work of a fourth of the Foundation into a well articulated and coordinated set of strategic goals. We would also benefit from a cross-departmental executive overview of what metrics we can measure in order to ensure that our impact is met, with a fully engaged program board.

# TM Priority Metrics



## MTP Outcomes

Our communities will become more resilient and self-sustaining.

## MTP Metrics

New editor retention rate increases YoY  
**Baseline:** 7.1% 1-month editor retention

Emerging markets<sup>1</sup>  
**Baseline:** 5.5% 1-month editor retention

6-month editor retention increase over baseline<sup>2</sup>

**Y3 Goal**

**Q1 Status**

**Q2 Status**

**Q3 Status**

**Q4 Status**

+5% YoY

**+6.8% YoY**  
(6.1%/mo)

**0.0% YoY**  
(7.6%/mo)

-

-

+5% YoY

not available\*

not available\*

-

-

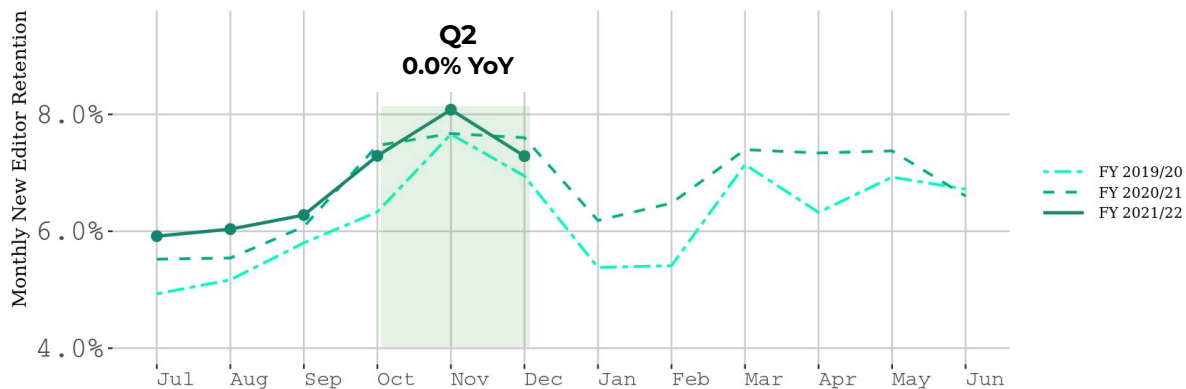
Establish baseline

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# TM Priority Metrics



## MTP Outcomes

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

## MTP Metrics

Monthly active editors increase YoY  
**Baseline:** 96K active editors/month

Emerging markets<sup>1</sup>  
**Baseline:** 25K active editors/month

**Y3 Goal**

**Q1 Status**

**Q2 Status**

**Q3 Status**

**Q4 Status**

+5% YoY

**+0.9% YoY**  
(89K/mo)

**-2.6% YoY**  
(89K/mo)

-

-

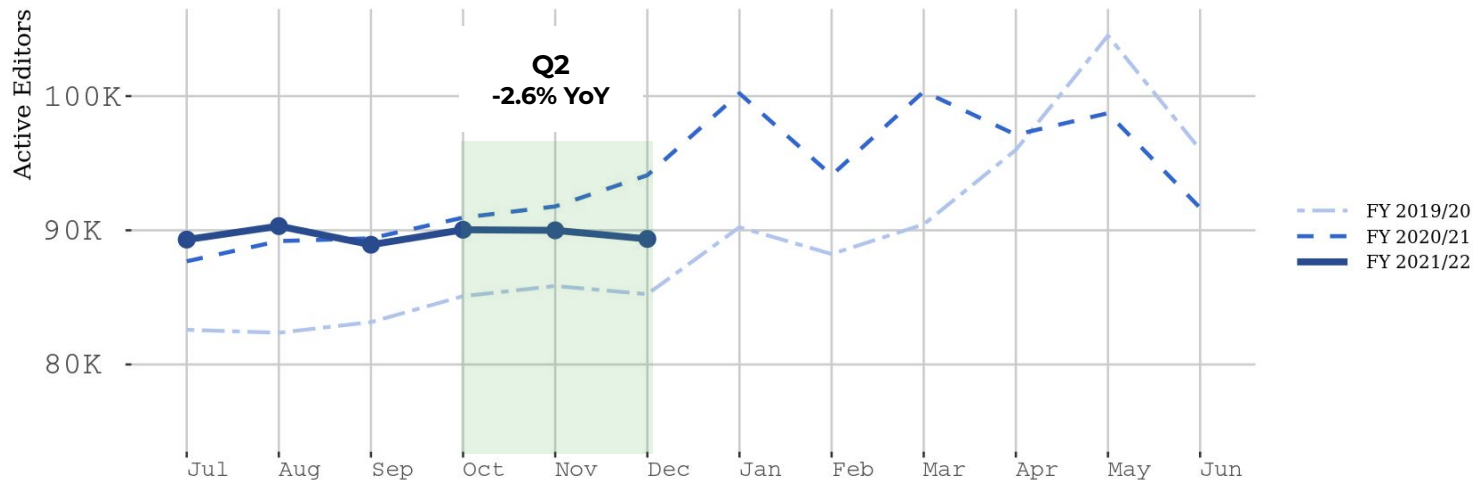
+5% YoY

**+7.1% YoY**  
(24K/mo)

**+1.9% YoY**  
(23K/mo)

-

-



# OKR slides



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# Systems of Governance



## Objective:

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

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Governance system work progresses, with both the Movement Charter Drafting Committee (MCDC) and the Universal Code of Conduct (UCoC) entering next phases. These are significant in terms of reaching better movement management, as the former will deliver a movement charter that is intended to help define accountability for movement activities and the latter to guide the ways people work together to minimize disruption from conflict. In each, we are hitting (or missing by a statistically insignificant amount) our emerging community engagement goals.

The MCDC was elected with participation from 85 different communities, 32 of which fit the outdated definition of “emerging communities.” The team has begun outlining the path to a completed Movement Charter, although they have asked (and the Board has been receptive to) a more cautious deadline of December 2023. Preliminary discussions around hubs shows there is a lot of work to converge on a shared vision. The final definition of hubs is likely to wait for the MCDC’s focused attention, but exploration continues. To support this work, the MSG team is continuing to build its leadership cohort, with a new strategist and program manager.

The UCoC enforcement pathways draft has been created, and a ratification framework was approved by the Board for launching in Q3. We expect to emerge with an approach to the UCoC that meets community needs, although the team anticipates some further rounds of modification may be required before an acceptable approach is finalized.

**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 |
|--|--------------|--|---|-----------|-----------|
| <p>Movement strategy governance reform proceeds with equitable participation, including robust input of both established and at least 30 emerging communities.*</p> <p><b>Baseline:</b> Multiple proposals for movement charter approach, without coalescence. No charter; no hub; largely European &amp; American engagement.</p> | 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. | -         | -         |
| <p>A ratified Universal Code of Conduct enforcement protocol reflects robust input of both established and at least 25 emerging communities.</p> <p><b>Baseline:</b> No protocol or pathways of enforcement.</p>   | Ratified +25 | In Progress  | Input target -1 (24 participating emerging communities), but draft and ratification plan in progress.                             | -         | -         |





# Management & Curation



## Objective:

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

Several key management & curation tools are well in progress, but delivery of some will be delayed due to (1) adjustments of the UCoC timeline, (2) the time intensiveness of software development, and (3) staffing shortages. Hence, in two of our OKRS, we do not expect to have significant impact to report this fiscal relative to our goals of providing better protection to contributors via improved movement management & curation tools. We expect payoff for that work next fiscal. The Board is very well aware of and has approved the revised timelines.

The knowledge integrity workstreams which will help protect our platforms have had some significant advancement. The Disinformation Team is working on its partnerships with three key communities to help manage election campaign interference. This is to expand the original 2020 pilot which created a playbook for US election campaign interference and part of our goal to support communities worldwide. The current expectation is that this expansion will overperform, with five rather than the targeted three communities participating. The aforementioned staffing shortages will impact Research's ability to meet its Knowledge Integrity Goals, as the recalibration process did not generate permission to retain a contractor in time to onboard them prior to the leave of the staff member they would have filled in for. However, the team is at work with existing resources to develop (if not deploy) a steward pilot for detecting bad content, and the multi-dimensional observatory that assists Wikimedia Foundation in monitoring knowledge integrity risks in different WM projects will be built, if not be as feature-rich as the team had hoped.

**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 |
|--|--|-------------|---|-----------|-----------|
| <p>Wikimedia will increase the safety of participants without diminishing self-governance by transitioning to a better system than the public display of IP addresses.</p> <p><b>Baseline: Public IP editing, logs, and outdated tools</b></p> | Completed system meets community approval  | Not started | Underway  | -         | -         |
| <p>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.</p>                          | 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)     | -         | -         |
| <p>Contributors will be empowered to protect the reliability of content across Wikimedia projects.</p> <p><b>Baseline: 0 spambot detection API and influence campaign playbook refinement pilots.</b></p>                                      | 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 |           |           |

# Systems to Succeed



## Objective:

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

This quarter reflects movement on many fronts to better empower our users to work and collaborate well. We have seen continued testing of communications software in iOS and Android, better enabling our mobile users to connect with other Wikimedians. We have also been rolling out discussion tools in a number of wikis and are preparing now to scale to English and other large Wikis. The Movement Communications team not only supported the onboarding of the new CEO in her listening tour, but also supported multiple connections in community to understand the work underway by the Foundation and to connect to plans with the Board. Implementation grants for movement strategy took off in this quarter, with over a 300% increase in requests over Q1 (but see Drill Down at slide 14). A Community of Practice Telegram group with over 80 members is actively discussing these grants and their uses in advancing MS goals. Opportunities have been communicated in 35 languages. Meanwhile, leadership readiness for the community has progressed in terms of onboarding for the Board of Trustees, and the first cohort of learners engaged in the first curriculum on the WikiLearn platform. Committee Support has met its targets but is still trying to devise a strong strategy for how best to function moving forward, given the great need for support by existing committees and the expected growth of same in next fiscal. Information resources are in production, including the Movement Strategy Cluster Map (full mapping process planned in Q3 & Q4); a community-facing DEI dashboard (48% completion in Q2); and a prototyped Knowledge Gap Index (prototype in process as of Q2). These information resources will also help the community to understand how best to direct their own efforts, and also will guide Foundation staff.

**Target quarter for completion:** Q4 FY 21-22



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

# Systems to Succeed (1)



## Key Results

|  | Year Goal  | Q1 Status   | Q2 Status  | Q3 Status | Q4 Status |
|--|--|---|--|-----------|-----------|
| <p>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</p> | <p>* As stated, and<br/>* Tracking system for measuring funded programs' impact</p>  | <p>51.27%<br/>(\$18,300 USD total, \$9,382 to emerging communities) in 6 regions</p> <p>Tracking system not started</p> | <p>64%<br/>(\$26,409.16 total, \$16,761 went to emerging communities)</p> <p>7 regions (except US &amp; Canada region)</p> | -         | -         |
| <p>Improved support in communicating with one another and in receiving information on-site from the Wikimedia Foundation.<br/><b>Baseline:</b> TBD: no campaigns</p>   | <p>Constructive Communications on-wiki (between users) increase by 10%</p> <p>At least 1 Foundation-led information campaign</p> | <p>Baseline Data TBD</p> <p>1 Campaign completed</p>  | <p>On track with testing continuing across products</p> <p>2nd campaign completed</p>                                      | -         | -         |



# 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.                | <p>Governance training delivered to BoT; AffCom; Movement Charter Drafting Committees</p> <p>Learning Management Software scaling improvements</p> <p>2 Key Committee Efficiency Review</p> | <p>Governance training partially delivered to BoT</p> <p>All on track</p>            | <p>Governance training still in progress</p> <p>All on track</p>  |           |           |
| 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. | <p>Movement Strategy Initiative Cluster Mapping complete</p> <p>Public facing movement DEI dashboard</p> <p>Prototype Knowledge Gap Index</p>   | <p>All on track, pending resource review in Research for the Knowledge Gap Index</p> | <p>On track, but will need significant time and attention in Q3 &amp; Q4 to fully map MS implementation cross-wiki. DEI dashboard 48% complete. Knowledge Gap prototypes in process</p> |           |           |



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

# Systems to Succeed: Drill Down



## The situation

One challenge the Movement Strategy and Governance team has discovered is that its goal of prioritizing grant distribution to emerging communities may have had an unintended consequence in grant utilization, as emerging markets are often less able to utilize large grants due to their lack of readiness to fund major work AND due to the disproportionate value of a dollar in their regions.

## The impact

Despite the recent explosion in grants applications for MS grants, we are expecting a significant underspend (with which we have been in frank communications with Finance) that we believe represents a loss of potential impact for community MS work.

## The recommendation

Just as Foundation staff compensation varies by region, we may need to reconsider dollars-to-dollars comparisons in terms of grant distribution. We may want to explore a greater grants ratio rather than a greater grants dollar value in Movement Strategy for next fiscal year.

We also anticipate natural growth in applications next fiscal as we expand the focus beyond this year's prioritization of governance reform.



# Grow in Underserved Communities

## Objective:

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

- [Newcomer Experience](#): Mobile version of ‘add an image’ task is live on Arabic, Czech, and Bengali Wikipedias! This will underpin events in Jordan and Argentina, organized this quarter to happen Q3.
- [Campaigns](#): Program successfully completed community consultation, launched design research initiative, and completed first round of usability tests \*while\* building an engineering team.
- [Wikistories](#): User research sessions for Wikistories editing in Indonesia, Kenya, Nigeria, and S Africa completed, analysis in progress. Created [clickable prototype](#) to be used for initial research sessions. Updated to [Wikistories Prototype V1.1](#) incorporating research feedback and used for the second round of interviews in Indonesia.
- The first cohort of [Reading Wikipedia Training of Trainers](#) was launched and concluded with 22 new certified trainers who are now eligible to receive funding for local implementation.

**Target quarter for completion:** Q4 FY 21-22



# Grow in Underserved Communities

## MTP Metrics

KR1: Three data-driven, growth-centered pilots focused on Newcomer participation in underserved communities.

|  | Year Goal   | Q1 Status   | Q2 Status  | Q3 Status | Q4 Status |
|--|---|---|--|-----------|-----------|
|  | <p>Increase in newcomers in underserved communities</p> <p>Improvement of cross-departmental programmatic collaboration</p>   | <p>First Newcomer Experience hypothesis tested. <b>(3% made an account, .05% made an edit.)</b></p> <p>Pilot communities, products, and outreach identified for Campaigns, Wikistories, and Moderator Tools</p> | <p>NewEx deployed first iteration of “add an image” and iterated on donor email hypothesis <b>(0.31% made an account, .00% made an edit.)</b> Wikistories delivered clickable prototype.</p> | -         | -         |
| <p>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</p> | <p>40 certified trainers</p> <p>7 implementations (6 community, 1 partner)</p> <p>7K teachers reached, 2300 participating</p> | <p>26 trainers on track to complete training</p>  | <p>22 participants received certification</p>  |           |           |





# 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.**

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Beyond directly encouraging growth, we also seek to support contributors in those communities to thrive. In the final of our Thriving Movement objectives, we supported content growth, better movement networking, and enhanced safety for some of our most vulnerable users. We eased the pathway to translation of content for users by enabling 2 new entry points for Section Translation and providing it to 7 new wikis (Kurdish, Malayalam, Albanian, Malay, Azerbaijani, Tamil, and Bashkir). Translation activity increased fivefold in the last quarter. We completed funding rounds in 4 regions and also launched the Research and Alliance funds. (Additionally, a plan for peer learning and an associated working group was created.) We are on track to implement recommendations from the “Connecting the movement” insights report and have appointed Global Movement Communications specialists for South Asia & Latin America in Q2. Our teams have collaborated to finalize the partnership criteria list for regional human rights organizations and a final list of potential partners for each of our current focus regions. This will allow the Foundation to respond better to human rights violations in these high risk regions by rapidly connecting users under threat with capable regional resources.

**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 |
|---|--|---|---|-----------|-----------|
| <p>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.</p> <p><b>Baseline:</b> Data point</p> | <p>Increase section translation adoption to reach 400 sections translated/week</p> <p>Improve translation quality and stability to reduce content deletions by 25%</p> | <p>~5 sections/week<br/>+2 entry points<br/>+4 wikis</p> <p>Set baseline:<br/>15-21 wikis</p> | <p>~25 sections/week<br/>+2 entry points<br/>+7 wikis</p> <p>16 wikis (+7%)</p> | -         | -         |
| <p>By Q4, three regions of the Movement have the information needed to effectively engage with the Foundation</p>   | <p>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</p>      | <p>1 - Africa</p>   | <p>3 -<br/>Africa (Q1)<br/>South Asia (Q2)<br/>Latin America (Q2)</p>           | -         | -         |



# Empower & Protect Underserved Communities(2)

| Key Results   | Year Goal  | Q1 Status  | Q2 Status  | Q3 Status | Q4 Status |
|---|--|--|--|-----------|-----------|
| <p>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.</p> | <p>3 Fellows in high risk regions</p> <p>3 key org partners in each region</p> <p>1 Peer support group in each region</p>  | <p>3 fellows hired &amp; onboarded</p> <p>Internal structures &amp; guidelines developed; list of external partner orgs drafted</p>  | <p>Final list of potential partners completed.</p> <p>Final list of community members and peer support structures completed.</p> <p>Outreach to begin Q3</p> |           |           |
| <p>Implement the new grants strategy aligned with the strategic direction and local decision making, resulting in content and editor growth in underrepresented communities.</p>  | <p>15% decrease in disparity of distribution of funds between high income countries v other</p> <p>Peer Learning Program Active with 2 topics covered</p> <p>Learning &amp; Evaluation community-facing quarterly sessions</p> | <p>Develing system for Learning &amp; Evaluation sessions in Fluxx.</p> <p>Other goals will hit later in fiscal.</p>  | <p>4 regions completed funding rounds.</p> <p>Peer learning plan created and working group formed.</p>   |           |           |

# Appendix: Team OKRs



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# Systems of Governance (SoG)



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# 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 Q2 the focus was on successful implementation of the complex election / selection / appointment process for and the setup of the Movement Charter Drafting Committee (MCDC), representative of the diversity of and expertise in the movement. In November an initial alignment conversation regarding Regional and Thematic Hubs was conducted.

- **1,018 eligible voters took part in elections**, ensuring the validity of the elected candidates. Voters represented a total of 85 different projects, including 32 directly related to the emerging communities.
- 15 members of the MCDC **represent all 8 regions of the movement**, with more than one representative for 6 of these regions.
- By the end of Q2, **MCDC had conducted 5 meetings, including an initial touch base with the liaisons WMF Board of Trustees**, meaning they are set up to start the work on the content in Q3 FY21-22.
- A **hubs co-creation workshop** with 49 people representing about 10 different hub ideas highlighted the need for more convergence and alignment around the idea of regional and thematic hubs..

**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<br><b>Baseline:</b> No Global Council | complete/ +30 | Not started   | 32 emerging communities participated in MCDC elections                    | -         | -         |
| complemented by at least two forming Hubs,<br><b>Baseline:</b> Data point  | At least 2    | Initial plans for Global Conversations on Hubs in Q2    | 1 co-creation workshop held<br>Minimum viable piloting criteria initiated | -         | -         |
| all of them enabled by a ratified Movement Charter.<br><b>Baseline:</b> No Movement Charter  | ratified      | Community process to create the MCDC agreed and ongoing | 15 member MCDC set up   |           |           |





# Drill Down: Global Governance (SoG)

## The situation

A new, significantly extended Movement Charter timeline has been defined by the new Drafting Committee.

The rationale behind the new proposal is 1) expectation for ample, ongoing conversations with communities, 2) some research items to be conducted for informed decisions, and 3) anticipated difficulties with future changes to the Charter, making the quality of the first iteration a priority.

## The impact

- No ratified Movement Charter nor Global Council set up by the end of FY 21-22
- No ratified definition of Regional and Thematic Hubs by the end of FY 21-22
- Governance discussions continue to dominate attention over other important topics and conversations.



## The recommendation

- Proactively create opportunities to advance the Movement Strategy work beyond the Movement Governance track
- Define and validate minimum viable piloting criteria for hubs.

# Universal Code of Conduct (UCoC) (SoG)

## Objective:

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

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The community drafting committee refined the **UCoC Enforcement Guidelines** draft based on the two-months long community consultations in Q1 and reached a stable draft just ahead of the end of the year. Based on inputs from the committee, volunteer functionaries across projects, and affiliates, the project team submitted a plan for community ratification of the Guidelines to the CAC, which the committee reviewed mid December.

Going into Q3, the committee completed the last tweaks on the Guidelines draft in the first week of January and the Board formally endorsed a ratification pathway with a community vote in March 2022. If the draft wins more than 50% community support in the first vote, trustees would then start their own final ratification review in early April.

**Target quarter for completion:** Q4 FY 21-22

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# UCoC (SoG)



## MTP Metrics

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

The UCoC enforcement outline is ratified and operational by EOQ4.

**Baseline:** Unratified

|  | Y2 Goal   | Q1 Status   | Q2 Status   | Q3 Status | Q4 Status |
|--|---|-------------|---|-----------|-----------|
|  | 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 | -         | -         |
|  | Ratified & Operational  | In Progress | Ratification plan proposal submitted to CAC   | -         | -         |



# Management & Curation (M&C)



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# 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 (T&ST)

## Objective:

**Contributors feel safe contributing to the movement.**

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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 of the survey software to measure community perception of safety on the wikis. Testing is underway before full deployment by end of January. 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


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# M&CT (T&ST)



## MTP Metrics

|   | Y2 Goal                                  | Q1 Status   | Q2 Status   | Q3 Status | Q4 Status                  |
|---|--|---|---|-----------|----------------------------|
| <p>KR1: IP addresses are no longer visible to the public in our system, and are replaced with easy-to-use tools</p> <p><b>Baseline: Public IP editing, logs, and outdated tools</b></p> <p>Estimated completion: Q3 22/23</p>   | No visible IP edits going forward        | Not Started   | Community consultation for implementation options in progress | -         | -                          |
| <p>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.</p> <p><b>Baseline: No safe, private community pathways to report harassment concerns</b></p> <p>Estimated completion: Q3 22/23</p> | MVP to measure limited safety perception | Supporting work underway with Survey MVP  | Surveying Tool code complete and awaiting deployment          | -         | -                          |
| <p>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.</p> <p><b>Baseline: Non-STV election</b></p>  | Complete                                 | Complete<br> | N/A   | N/A       | Complete<br>Team: AHT/T&ST |

# Drill Down: M&C: Management & Curation Tools (T&ST)

## The situation

The Trust & Safety Tools Team has reached code completion on the safety perception surveying tool. Deployment will complete by end of January, the team have now pivoted to the Private Incident Reporting System inline with movement strategy and the UCoC enforcement guidelines.

## The impact

Investigation work starts in Q3 for the Private Incident Reporting System.

## The recommendation

Both Product teams are now working on **key** deliverables. We aim to not distract them with last minute off topic requests.





# Management & Curation Tools (T&SP)

## Objective:

**Contributors feel safe contributing to the movement.**

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In Q2, 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:** Q4 FY 21-22

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# MC&T (T&SP)



## MTP Metrics

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.**

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.**

|  | 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.<br><b>Baseline: No affiliates partner with T&amp;S Policy for UCoC Support.</b>                           | One functioning affiliate-supported network         | 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%.<br><b>Baseline: No projects partner with WMF.</b> | One interested project communities partner with WMF | In Progress | In Progress with two identified project communities. | -         | -         |



# Knowledge Integrity (Research)



## Objective:

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

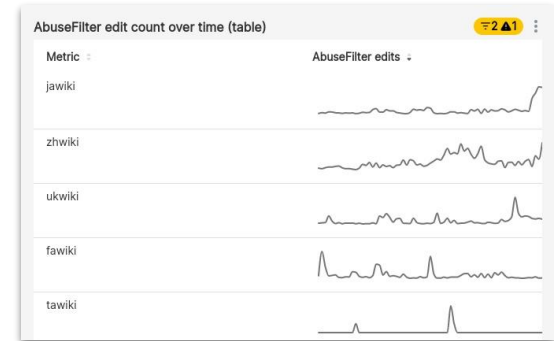
**We expanded the capabilities** of the [Wikipedia Knowledge Integrity Risk Observatory](#) by adding advanced features for better decision making. The Moderator Tools team utilized the updated observatory to identify two projects for their pilots.

**We supported the development of the Disinformation Strategy** by actively engaging and providing timely input based on the most recent developments on the disinformation research front.

**We engaged the community of researchers and practitioners** in the space of knowledge integrity through a well-received presentation at the Conference for Truth and Trust Online. ([watch!](#))

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

**Target quarter for completion:** Q4 FY 21-22



(private, WM Developer log-in required)  
[superset.wikimedia.org/superset/dashboard/riskobservatory](https://superset.wikimedia.org/superset/dashboard/riskobservatory)

Team: Research

# Knowledge Integrity (Research)



## MTP Metrics

|  | Y2 Goal | Q1 Status | Q2 Status | Q3 Status | Q4 Status |
|--|---------|-----------|-----------|-----------|-----------|
| KR1: Develop and deploy one model to improve steward's efficiency in detecting bad content on the projects.<br><b>Baseline: 0</b> model  | 1       | 0         | 0.4       | -         | -         |
| KR2: Build a multi-dimensional observatory that assists Wikimedia Foundation in monitoring knowledge integrity risks in different WM projects.<br><b>Baseline: 0</b> observatory | 1       | 0.25      | 0.5       | -         | -         |



# Drill Down: Knowledge Integrity Research



## The situation

We are experiencing reduction in staff time available for this OKR.

(For context: We foresaw reduction of staff time to this OKR in Q1. We requested budget of \$80K for a contractor to continue at the current capacity. We were told to submit the request as part of the recalibration cycle, and the decision didn't come in time for us to be able to hire and onboard the contractor.)

## The impact

Without further budget for contract resources in Research, one of the two KR's is at risk.



## The recommendation

Drop the “and deploy” commitment from KR1. We will have a model but we cannot commit to have it deployed.

Reduce the diversity of features initially planned under KR2. We still will get the risk observatory but not with all the features originally planned. (This change will not impact how KR2 is currently written and we are communicating it only for full transparency.)

# Knowledge Integrity (T&SD)



## Objective:

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

In Q2, the first pilots, partnering on the Uttar Pradesh election with Bhojpuri, English, and Hindi Wikipedia partners, launched. These partnerships run through the end of voting (Feb 10 to March 7) and follow ups. It is an opportunity to test the playbook together with three different communities of different sizes and maturity levels.

The team also completed an in-depth retrospective of concerning disinformation activities tied to the Russian federal parliament election 2021, largely attributable to domestic state actors, and presented findings on two competing Iranian influence networks to English and Farsi functionaries. The insights were well received especially on English Wikipedia, which struggles more to address the issue due to language barriers, and community feedback on risks faced by volunteers who try informed the decision to include the Human Rights team in the Uttar Pradesh taskforce.

Beyond the AP OKR election integrity focus, Q2 was also an opportunity to deepen dialogue with at-risk communities in private sessions, notably Russian functionaries, and public workflows (WikiArabia, CEE) to improve community awareness and capacity in dealing with disinformation. Overall, the team is well on track for its annual plan and adding two more pilots, aiming to partner with communities on the upcoming French and Lebanese election.



Team: Trust & Safety Disinformation

**Target quarter for completion:** Q4 FY 21-22

# Knowledge Integrity (T&SD)



## MTP Metrics

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

|  | Y2 Goal  | Q1 Status  | Q2 Status                                    | Q3 Status | Q4 Status |
|--|--|--|--|-----------|-----------|
|  | 3 pilots with 75% satisfaction perception;<br>Refined playbook | Prepared partnership framework and engaged potential partners for Q2-4 | Launched partnerships with three communities | -         | -         |



# Systems to Succeed



**WIKIMEDIA**  
FOUNDATION



# Systems to Succeed (S2S)(1 of 2)



**Overarching objective: Wikimedia's 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.

---

In October, Movement Strategy Implementation launched. Since then, we have kept increasing community engagement activities and potential grantees support with a focus on successful proposals from underrepresented communities. Requests for grants are increasing but we don't expect to use all our annual budget for MS grants this fiscal year:

- **Grants successfully launched and communicated within ~ 30 communities** through MSG facilitators and in up to 35 languages.
- **An MS Grants community of practice created on Telegram**, after a few weeks has +80 members, a dozen fairly active.
- **13 communities engaged directly by MSG facilitators** and prepared to promote MS Grants. 4 out of the 11 proposals submitted so far came from this effort.
- **We have supported development of 5 proposals to-date**, from ideation stage to full submission.
- **So far we have spent \$26,409 USD, this includes \$8,108.88 spent on translations for MCDC.** Currently reviewing proposals totalling \$161,349. This represents a 300% increase from the total grants proposals in Q1. We envisage ~30% going to emerging communities at the end of Q3. More details in the [MS Grants Mid-Year Financial Report](#).

**Target quarter for completion:** Q4 FY 21-22



# S2S: Financial (MS&G)



## MTP Metrics

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.**

|  | Y2 Goal   | Q1 Status   | Q2 Status   | Q3 Status | Q4 Status |
|--|---|---|---|-----------|-----------|
|  | +50% of funds received by emerging communities        | 51.27%<br>(\$18,300 USD total, \$9,382 to emerging communities) | 64%<br>(\$26,409.16 total, \$16,761 went to emerging communities) |           |           |
|  | All 8 regions have projects funded                    | 6 regions   | 7 regions (except US & Canada region)                             | -         | -         |
|  | Tracking system for measuring funded programs' impact | Tracking system not started                                     | 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:** Prototype a way to leave “messages” for non-logged in editors.  
Complete display of all community messages and editor feedback for logged in users complete.  
Consultations and user testing of new ideas to make editing discovery and customization of a growing app easier.

**On iOS:** Complete development of alpha version of Echo notifications. User testing with experienced editors is ongoing.  
Feature stability and impact metrics expected near the end of the quarter.

**On Editing:** Rollout of discussion tools across more wikis continues. Preparing to scale to English and other large wikis.  
Team is moving to its final phase of useability improvements for the tools.

**Target quarter for completion:** Q4 FY 21-22

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# S2S: Communications (Product)



**MTP Metrics**

KR1: Constructive Communications on-wiki  
(between users) increase by 10%

**Baseline: TBD**

|  | Y1<br>Goal                                   | Q1<br>Status  | Q2<br>Status  | Q3<br>Status | Q4<br>Status |
|--|--|---|---|--------------|--------------|
|  | Measure baseline of existing communications. | Android: Success (Increased Notification Interactions by 121%.40 across all wikis)<br>iOS: Progress, but slowed<br>Editing:: Progress, but slowed | Android: 54 users of our target groups provided positive and helpful feedback on talk page improvements<br>iOS: 83% of user testers found the notification center "intuitive and easy to use".<br>Editing: Number of Topic Subscriptions volunteers initiate growing avg. 30% m-o-m. 86% of initiated Topic Subscriptions remain active. <a href="#">[source]</a> | -            | -            |



# Drill Down: S2S: Communications (Product)



## The situation

Users across our platform do not have modern, standard ways to communicate with one another and often don't receive notifications when they get messages from others.

Some community members are frustrated by the lack of traditional feedback messaging features on mobile platforms.

## The impact

Users feel alone in their experience. It's hard to communicate with others, and content gets deleted without the creator having any chance to correct it.

## The recommendation

Modernize the on-site communication functionality.



# 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 3-4 campaigns over the year which work together to deliver the KR above.

In Q2, the Movement Communications team supported Maryana on her [listening tour](#).

- 17 community-organised events around the world that gathered over 750 volunteers
- Support on reaching those who may not usually have the loudest voices.
- Conversations with current and former Wikimedians of the Year and other key community members
- Over 16,000 pageviews on Meta for the listening tour.
- These conversations informed Maryana's puzzles and top priorities

In Q3, we will work on closing the feedback loop and supporting the next stage of [Maryana's Listening Tour](#). We will also support the Foundation Board to connect with the movement. Over Q3 and Q4 we also expect to work on getting movement engagement with the next annual plan development process.

**Target quarter for completion:** Q4 FY 21-22





# S2S: Communications (MovCom)



### MTP Metrics

KR1: By Q4, strengthen the Foundation’s narrative with the movement by establishing at least 1 campaign.

**Baseline:**

|  | Y2 Goal             | Q1 Status                              | Q2 Status  | Q3 Status | Q4 Status |
|--|---------------------|--|--|-----------|-----------|
|  | At least 1 campaign | 1 Campaign delivered<br>- AP share out | 1 Campaign delivered<br>- Maryana's listening tour | -         | -         |



# 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 extended efforts to also support the Stewards in addition to the existing committees. We also identified a conflicts mediation specialist to serve as a consultant with Affcom and have begun the onboarding process for them. While we had hoped to have them fully onboarded by end of quarter, processing time near the holidays meant this took slightly longer than planned, but is still on track for beginning work with Affcom ontime in Q3.

Additionally, we prepared and sent out a survey to all the committees we support to establish a baseline of how they view their overall workload, support needs, and current staff support. We anticipate having this data by the end of January to help us determine how to improve our work in the latter half of the fiscal year.

**Target quarter for completion:** Q4 FY 21-22



Team: Legal Operations

# S2S: Leadership (Legal Ops)



## MTP Metrics

|  | Y2 Goal  | Q1 Status                               | Q2 Status                                | Q3 Status | Q4 Status |
|--|--|---|--|-----------|-----------|
| <p>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.</p> <p><b>Baseline:</b> No consultant</p>       | Consultant fully onboarded and supporting Affcom               | Proposal drafted and shared with Affcom | Consultant in final stages of onboarding | -         | -         |
| <p>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.</p> <p><b>Baseline:</b></p> | 100% of priority matters receive necessary translation support | On track                                | On track                                 | -         | -         |
| <p>KR3: One key committee in Q3 and one in Q4 will undergo a facilitated efficiency review to improve processes and drain on community time.</p> <p><b>Baseline:</b> no reviews conducted</p>                        | 2 reviews conducted  | On track                                | On track                                 |           |           |



# 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.**

---

In the second quarter of this fiscal, the Community Development team welcomed the first cohort of learners (Reading Wikipedia in the Classroom) on the WikLearn platform, an learning management system that will be the foundation for online capacity building for movement volunteers. The insight from this first cohort has informed the next phase of development which will focus on localization and translation functionality to ensure curriculums/modules in multiple languages is possible.

The Leadership Development taskforce proposal was finalized at the end of Q2 and will begin engaging volunteers in mid-Q3. This taskforce will be a community-driven working group convened to draft a definition of leadership and develop the early stages of the a movement-wide leadership development plan.

**Target quarter for completion:** Q4 FY 21-22

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Team: Community  
Development

# 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.<br><b>Baseline:</b>  |         | Partially delivered to 1 of 3                       | Completed 75% of the Board of Trustees training                                    | -         | -         |
| KR 2: Upgrade current learning management software (LMS) instance to support the delivery of governance and community training to larger audience.<br><b>Baseline:</b> |         | Deployed first phase of the LMS development project | First cohort of learners engaged in the first curriculum on the WikiLearn platform | -         | -         |



# S2S: Leadership (ComDev)



## The situation

Across the Web, Editing, Growth and both Apps teams we are working to address the gaps in editor communication and feedback tools on mobile.

Communities and other teams may not be aware of all our goals and work so far in this area.

This is the first quarter these teams shared this overall goal.

## The impact

.....

Teams have made great progress and have been engaging with both existing editor concerns and equitable growth opportunities. But interested community members and staff do not do have “big picture” understanding of our new goals in this area.

Teams make progress in their area, but overall impact measurements and messaging are still nascent.

## The recommendation

.....

Continue our work to create shared documentation and develop cross team discussions of how to coordinate and measure our shared impact.

Adapt programmatic and process structures to enable multi-team coordination on this new shared goal.



# 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.**

- 
- Rounding out the team to work on this Objective with the hire of a Lead Strategist and a Project Manager, and the decision to convert a Community Facilitator contractor role into a Communication Specialist staff role.
  - With the team newly formed, we collected different perspectives and started charting a plan to complete this objective during Q3 and Q4.
  - According to recommendations from the MS Awareness Assessment produced in Q1, processes were drafted to design communication visuals, distribute regular MSG updates, and create a public dashboard that tracks focused Initiatives progress.
  - As a result of the Awareness Assessment, we identified the need to improve existing channels of MS global communication and collaboration (Q1), and we started to explore this need and possible solutions.

**Target quarter for completion:** Q4 FY 21-22



# S2S: Data (MS&G)



## MTP Metrics

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).**

|  | Y2 Goal  | Q1 Status  | Q2 Status  | Q3 Status | Q4 Status |
|--|--|------------|------------|-----------|-----------|
|  | The 8 clusters have updated information            | 0 clusters | 4 clusters |           |           |
|  | The 8 clusters have basic plan for implementation  | 0 clusters | 0 clusters |           |           |
|  | The 8 clusters offer opportunities to get involved | 0 clusters | 0 clusters | -         | -         |
|  | 7 clusters have ongoing strategic programs         | 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 Q2, GDI built the MVP dashboard in both superset and Google Data Studio to enable internal users easy access to triangulated rank metrics by geography for Wikimedia Movement engagement domains having available geodata. We initiated public communications to socialize the project concept and recruit community use cases to pilot and consult on key design considerations. We also completed privacy review for our Q3 community pilot plans and began exploring the use of differential privacy to enable safe sharing of key underlying data points in the future. We are currently working to enroll volunteers to our Feb-Mar pilot and conducting preliminary analyses of the underlying input data around movement resources exploring options for year-over-year assessment.

**T&S Safety Survey:** In Q2, GDI worked with Trust & Safety Tools to develop an ongoing evaluation strategy, finalize the survey, and establish alignment across languages and wikis to select and obtain community approval for two test spaces and select 5 wikis for baseline data collection. Translations of the question and surrounding communications were also completed along with a corresponding Community Safety survey portal on Meta, privacy review was completed with the support of Legal to begin the testing. In Q3, testing on fa.wiki and ca.wiki will be completed and after resolving potential bugs, the baseline survey will roll out to 5 wikis in advance of the UCoC ratification announcement for analysis, reporting, and continuation in Q4.

**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 |
|--|--------------------------------|--|--|-----------|-----------|
| <p>KR1: Launch public-facing dashboard to enable movement organizers and partners to map diversity, equity &amp; inclusion among movement-wide programs and spaces</p> <p><b>Baseline:</b> No dashboard. 0% Complete</p>   | Launch public-facing dashboard | Data pipelines developed<br>-<br>23% Complete                                | Dashboard MVPs released internally.<br>Meta portal & Public comms launched.<br>-<br>48% Complete | -         | -         |
| <p>KR2: Provide monthly data to the Trust &amp; Safety (T&amp;S) team to monitor safety measures, and to partner with two communities to implement interventions and increase a sense of safety by 10%</p> <p><b>Baseline:</b> No existing survey. 0% Complete</p> | Launch monthly T&S survey      | SoW established and divided between GDI, T&S, T&S Tools<br>-<br>24% Complete | Survey plans finalized, tool & documentation prepped for pilot testing<br>-<br>47% Complete      | -         | -         |



# Drill Down: S2S: Data (GD&I)



## The situation

In Q2 GDI launched public communications about the project to recruit pilot volunteers for Q3. GDI also released the dashboard MVPs for wider internal use and testing. The data update for the 2021 year will be added to the dashboard for use in February.

## The impact

These geo-based triangulated ranks metrics will be piloted by a set of community volunteers and can be used internally for strategic planning for diversity & inclusion geographically considering the Wikimedia engagement domains of volunteer programs, grants, and affiliates in addition to more commonly known data domains of reading and editing, and along with other global indicators of key risks, development, and inequities.



## The recommendation

GDI will work to broaden communications to promote data use and alpha testing among internal stakeholders and along relevant annual planning process opportunities, while also moving into pre-beta testing with a small set of community pilot participants to broaden data and tool use in advance of releasing an initial public version. GDI is looking for leadership support to identify relevant opportunities to broaden implementation.

# S2S: Data (Research)



## Objective:

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

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**We answered a long term open question.** Does the public [clickstream data-set](#) provide sufficient data for analysis purposes by researchers and analysts outside of WMF? In a [peer-reviewed publication](#), we showed that the answer is Yes for many research questions. The research highlights the importance of the work by the Data Engineering team to maintain the clickstream data-set. It also allows us to more confidently link researchers to the data-set and save internal resources (on Research, Data Engineering, SRE, Legal, and Security teams) that otherwise could have been spent on setting up access to private [webrequest](#) data.

**We added a critical capability.** You can now know what's in an edit thanks to a model that detects and surfaces edit types in all Wikipedia languages. ([Try it](#) or [learn more](#) about the research behind it!)

## Did you know?

- Wikipedia readers engage with images 10 times more than citations ([paper](#))
- Images are used to complement missing information in low quality articles and to get contextual knowledge from page previews ([paper](#))
- Visual gender biases exist across Wikipedia languages ([paper](#))

For a full report of our activities, please refer to the [Research Report](#). Check out our [keynote](#) to the Knowledge Capture community to get a high level overview of the program.



Team: Research

**Target quarter for completion:** Q4 FY 21-22

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# S2S: Data (Research)



## MTP Metrics

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






# Grow in Underserved Communities



**WIKIMEDIA**  
FOUNDATION

# 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](#): Mobile version of ‘add an image’ task is live on Arabic, Czech, and Bengali Wikipedias! This will underpin events in Jordan and Argentina, organized this quarter to happen Q3.
- [Campaigns](#): Program successfully completed community consultation, launched design research initiative, and completed first round of usability tests \*while\* building an engineering team.
- [Wikistories](#): User research sessions for Wikistories editing in Indonesia, Kenya, Nigeria, and S Africa completed, analysis in progress. Created [clickable prototype](#) to be used for initial research sessions. Updated to [Wikistories Prototype V1.1](#) incorporating research feedback and used for the second round of interviews in Indonesia.
- [Moderator Tools](#): Finalized and launched [big new features](#) for WP Library to much positive feedback. Moderator interviews started in Ukrainian and Tamil.

**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.

-

-

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**



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 Pilot, the Marketing team (Comms) has been proposing marketing ideas to be trialled in both acquiring and retaining new Wikimedia editors.

We have managed to come a common understanding on what methods are feasible and we are now producing a set of recommendations which will be shared with the pilot group in the next check in meeting.

The collaboration has gone down very well, we find that as a pilot project our meetings have been very constructive and productive in every way, with clear milestones and deliverables.

**Target quarter for completion:** Q4 FY 21-22

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Team: Marketing

# Grow Underserved (Brand)



### MTP Metrics

KR1: Increase the effectiveness of 3 growth pilots through insights, public and community narrative, brand analysis and creative support

**Baseline: No prior pilot projects**

|  | Y2 Goal | Q1 Status              | Q2 Status              | Q3 Status | Q4 Status |
|--|---------|------------------------|------------------------|-----------|-----------|
|  |         | In progress (On Track) | In progress (On Track) | -         | -         |



# Grow Underserved (GD&I)



## Objective:

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

- 
- Hired Lead Strategist to oversee this work for the remainder of FY 21-22.
  - Following the hire of our Lead Strategist to oversee the work, in Q2 we began consulting with pilot leads to co-design evaluation and measurement strategies.
  - We are on track to complete the initial co-design and begin data review and analysis for any fielded projects in Q3, so that we can share out comprehensive learning summary from FY21/22 pilots to inform FY22/23 strategy in Q4.

**Target quarter for completion:** Q4 FY 21-22

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# Grow Underserved (GD&I)



## MTP Metrics

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.

|  | Y2 Goal   | Q1 Status                             | Q2 Status  | Q3 Status | Q4 Status |
|--|---|---------------------------------------|--|-----------|-----------|
|  | Deploy measurement strategy for 100% of EM Pilots | Drafted theory of change for 3 pilots | Hired and onboarded Lead Strategist<br><br>Initiated co-design of measurement & eval plans | -         | -         |



# Drill Down: Grow Underserved (GD&I)



## The situation

GDI focused in Q1 on hiring a Lead Strategist to properly resource this work for the remainder of FY 21-22. This hiring process was completed in mid-Q2 (mid-November 2021) and demand on GDI team capacity due to APP meant that this work had to be put on hold until late January 2022.

## The impact

Measurement activities are not all aligned to a defined theory of change. It can pose challenges to deriving lessons learned from our Pilots.

## The recommendation

GDI recommends having a formal cross-pilot measurement strategy kick-off session in Q3.



# 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.**

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**KR1: Increase Section Translation adoption.** Made Section Translation available to more users by enabling 2 new entry points and 7 new wikis (Kurdish, Malayalam, Albanian, Malay, Azerbaijani, Tamil, and Bashkir).

- Translation activity increased 5x in last quarter (from ~5 to ~25 sections/week) still behind initial target of 100 sections/week
- Dependencies with other teams on entry points unblocked but will still delay wider exposure of the tool.

**KR 2: Improve translation quality and stability.** Published [analysis of wikis with higher deletion rates](#). Resolved key issues affecting quality of translations (identified in previous research and frequently requested by editors) and integrated new translation service (pending launch).

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

**Target quarter for completion:** Q4 FY 21-22

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# 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<br><b>Baseline:</b>   | 400 sections/week<br>+10 wikis | ~5 sections/week<br>+2 entry points<br>+4 wikis | ~25 sections/week<br>+2 entry points<br>+7 wikis | -         | -         |
| KR 2: Improve translation quality and stability to reduce content deletions by 25%<br><b>Baseline:</b>   | -6 wikis (-25%)                | Set baseline:<br>15-21 wikis                    | 16 wikis (+7%)                                   | -         | -         |
| 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.<br><b>Baseline:</b> | ✓                              | ✓   | ✓  | -         | -         |



# Drill Down: Empower & Protect (L&T)



## The situation

**Adding entry points is not an easy (or quick) task.**

Creating entry points requires to do research to evaluate which are good ideas, work outside of the product codebase, collaborate with other teams, and wait for users to get used to them in order to see their impact.

## The impact

We experienced blockers and different delays when working on entry points compared to other internal features of the product.

## The recommendation

More modular, standard and extensible system for contribution entry points would help teams to avoid reinventing the wheel, reducing delays and blockers.

What we have done:

- Start working group with related PMs and Designers for a guidance about entry point creation.
- Propose entry point in a generic way that includes Section Translation but also other activities.



# Empower & Protect (SD)



## Objective:

**Empower Contributors to have language support, including translation.**

We presented the Wikifunctions logo to the community (see on the right).

We had a complex decision process with the community for the licensing of Wikifunctions and Abstract Wikipedia. In short, code will be licensed under Apache, structured data under CC-0, text under CC-BY-SA, and abstract content for Abstract Wikipedia *likely* under CC-BY-SA.

Cai Blanton has started as Engineering Manager. David Martin and Julia Kieserman have started as Engineers. Mariya Shilova has started as TPM.

We have been working Phase  $\eta$  which is the by far most complex Phase. It changes the current Wikifunctions function model to a more complex model.

We will likely not meet the OKR. We plan to launch by the end of the FY, but the integration with the other Wikimedia projects will slip into the next FY.



**Target quarter for completion:** Q4 FY 21-22



**WIKIFUNCTIONS**

Team: Search

# Empower & Protect (SD)



## MTP Metrics

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

|  | Y2 Goal              | Q1 Status   | Q2 Status   | Q3 Status   | Q4 Status  |
|--|----------------------|---|---|---|--|
|  | 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. | <i>Planned: Phase 7 finished, Phase 8 close to finishing or finished.</i> | <i>Planned: Phases 9, 10, and 11. Phase 11 is launch itself.</i> |



# 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” to help build two way dialogue with our movement. We are on track to implement this recommendation and appointed Global Movement Communications Specialists for 3 regions (Africa, South Asia & Latin America) as per the first part of our KR. We are awaiting budget recalibration decisions to continue hiring for other outstanding regions.

Based in the regions they serve, the specialists will bring language and cultural skills necessary for two-way dialogue. They will help build bridges and connect the movement through [their work](#).

**Target quarter for completion:** Q4 FY 21-22

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# Empower & Protect (MovCom)



## MTP Metrics

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:

|  | Y2 Goal                          | Q1 Status  | Q2 Status  | Q3 Status | Q4 Status |
|--|----------------------------------|------------|--|-----------|-----------|
|  | 3 regions by Q2 and 2 more by Q4 | 1 - Africa | 3 - Africa (Q1)<br><b>South Asia (Q2)</b><br><b>Latin America (Q2)</b> | -         | -         |

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.**

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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

- Worked with Partnerships and Movement Communications to develop the guidelines and protocols for our human rights partnerships and human rights community interest group for MENA, South Asia, and CEE.
- Formally launched the Foundation-wide Crisis Response Protocol for volunteer persecution incident response and its associated Human Rights Taskforce and conducted the first table-top exercise.
- Launched the first stage of the inter-departmental threat intelligence sharing network with Security including first security brief & update.

**Target quarter for completion:** Q4 FY 21-22

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Team: Human Rights



# Empower & Protect (Human Rights)

## MTP Metrics

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);

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.

KR 3: We will assist with integrating these networks into Security's nascent threat intelligence network to help identify and mitigate risks.

|  | 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.  | -         | -         |
| 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<br>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.  |           |           |
| 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<br>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 |           |           |



# 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.

- Newly established regional fund committees completed 3 month learning program to focus on DEI, Knowledge Equity and proposal evaluation in order to prepare the committees for their first round of funding.
- Four 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.
- For the first time programs dedicated to partner organizations and research were launched with the Alliances Fund and Research fund.
- Extensive research and the creation of a working group to develop the peer support program concept to launch in Q3
- Inline with the Learning & Evaluation Framework applicant and committee review survey and focus groups planned
- **Wikimedia Technology Fund is the final program under the new strategy that needs to be launched. We are waiting for the approval of a technical Program Officer or will likely be unable to launch this year as planned.**

Target quarter for completion: Q4 FY 21-22



# Empower & Protect (CR)



## MTP Metrics

|  | Y2 Goal  | Q1 Status  | Q2 Status   | Q3 Status | Q4 Status |
|--|--|--|---|-----------|-----------|
| <p>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%.</p> <p><b>Baseline: 69%</b></p>  | 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.               |           |           |
| <p>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.</p> <p><b>Baseline: Peer learning program not existent</b></p>  | Peer Learning Program Active   | n/a  | Plan for peer learning created and working group created                                      |           |           |
| <p>K3: [Culture of Learning &amp; 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.</p> <p><b>Baseline: Learning and Eval framework developed</b></p> | 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. |           |           |

