

Community Engagement Department / Thriving Movement: Tuning Session Nov 2019



WIKIMEDIA
FOUNDATION

Thriving Movement Priority slides



WIKIMEDIA
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Thriving Movement



A Thriving Movement is important to our strategic direction because vibrant, diverse communities are at the heart of achieving our 2030 goals.

We are accomplishing a Thriving Movement by building capacity across Community Engagement, Product, and Technology to diversify content and creators, protect user privacy and safety, and build movement leadership.

We'd like to highlight the “Attract and retain a larger and more diverse editor base” deliverable.

We learned that micro-contributions helps us make progress on Thriving Movement by engaging new editors across desktop and mobile platforms.

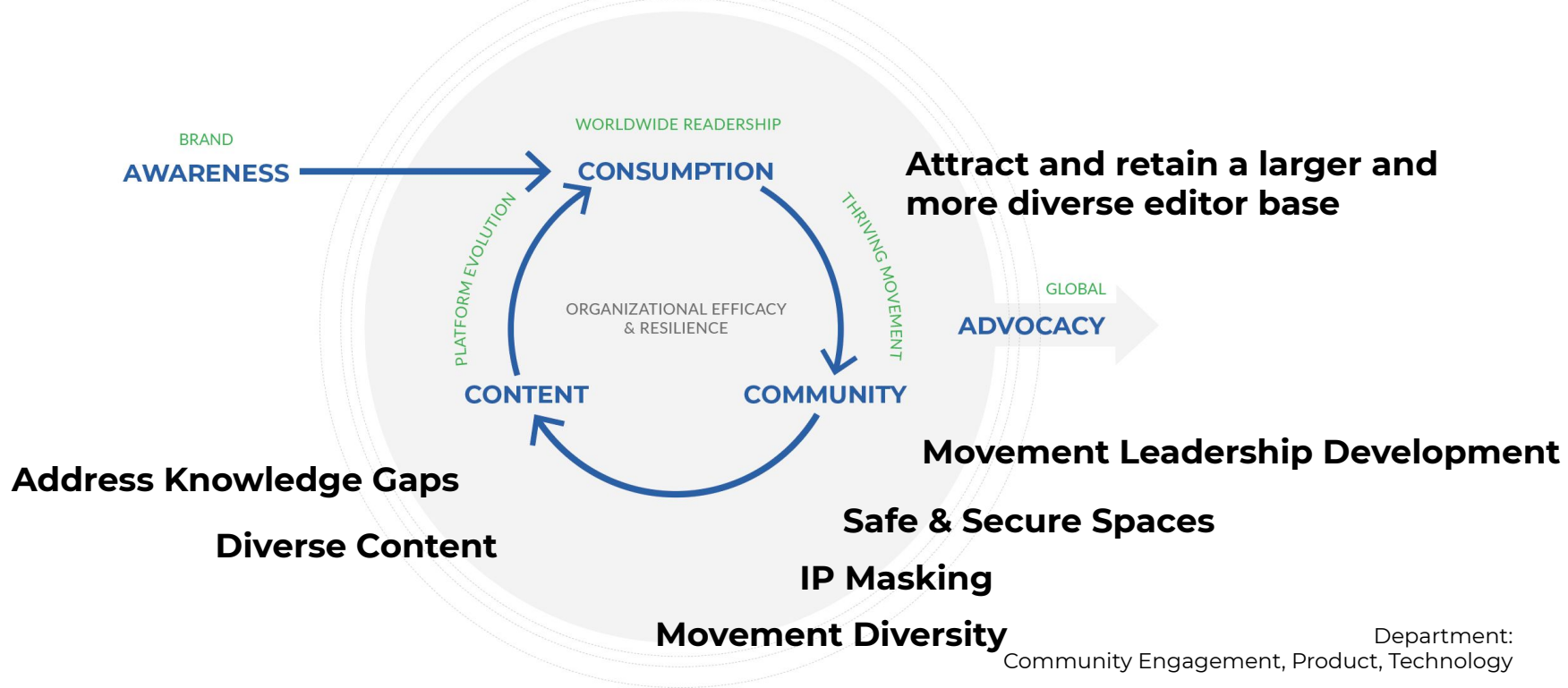
We are proposing changes to the medium-term-plan metrics for newcomers and strong, diverse, and innovative communities to ensure we capture the effects we have on the on-wiki community. We have also adjusted the Code of Conduct consultation to better align Safe and Secure Spaces with movement strategy.



Thriving Movement



Thriving Movement Key Deliverable Theory of Change



Thriving Movement



MTP Outcomes

Key deliverables:

We will welcome and support newcomers.	Attract and retain a larger and more diverse editor base (ARMDEB)	█
We will have strong, diverse, and innovative communities that represent the world.	Movement Diversity	█
We will have safe, secure spaces and equitable, efficient processes for all participants.	Safe and Secure Spaces	█
	IP Masking	█

MTP Metrics

Y1-Goal

Q1-Status

Monthly active editors increase YoY Baseline: 86K/mo	5% YoY	5.1% YoY 83K/mo*
New editor retention rate increases YoY Baseline: 6.6%/mo	5% YoY	3.8% YoY 5.4%/mo*
Increase participation of youth, diverse genders, and diverse sexual orientations Baseline: Collecting baseline	Determine baseline	In progress
Decrease in reported threats to safety Baseline: Collecting baseline	Determine baseline	In progress
Documentation and announcements available in 10 most spoken languages Baseline: Preparing for baselining	Determine baseline	In progress



AT RISK



AT STANDSTILL



ON TRACK



* Due to seasonal fluctuations, actuals per quarter may be lower than our Q4 2018-19 baseline.

Department:
Community Engagement, Product, Technology

Thriving Movement



MTP Outcomes

Key deliverables:

We will have strong and empowered movement leaders and affiliates.	Community leadership development	
We will support diverse content creation.	Address knowledge gaps	
	Diverse content	

MTP Metrics

Y1-Goal

Q1-Status

Improve newcomer empowerment and belonging Baseline: Collecting baseline	Determine baseline	In progress
Increase diversity of movement leaders Baseline: Collecting baseline	Determine baseline	In progress
Movement leaders feel supported Baseline: Collecting baseline	Determine baseline	In progress
Movement leaders satisfied with environment for large-scale contribution Baseline: Planning baseline collection	Determine baseline	In progress
Increased presence of underrepresented forms of knowledge Baseline: Planning baseline collection	Determine baseline	In progress



AT RISK



AT STANDSTILL



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Department:
Community Engagement, Product, Technology

Drill Down: Thriving Movement



The situation

The metrics in the MTP for Thriving Movement do not adequately capture the online work we are doing to attract newcomers and encourage strong, diverse, and innovative communities.

CE and Product have worked together to update the metrics to reflect the improvements we expect to make in these two areas.

In addition, the IP Masking key deliverable doesn't have an MTP metric, and we need to make one.

The impact

Update the MTP metrics on Meta.

To be able to clearly measure and communicate our effectiveness, we should determine the appropriate MTP metrics and add them on Meta.

Recommendation

Amanda updates the MTP metrics on Meta to match the metrics shared in this presentation.

Determine MTP metric for IP Masking and add it to the MTP.

Key Deliverable slides



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Attract and Retain a Larger and More Diverse Editor Base



Objective:

Build useful, delightful, and newcomer-friendly features, in order to attract and retain a larger and more diverse editor base.

“ARMDEB” has seen high movement in the last quarter.

- New suggested microcontribution on Android, leading to a 25% increase. 30% of users return to make another contribution within a month. Microcontributions work!
- Made improvements to help new users find their homepage (+100-150%). Now 50-75% of new users access their dashboard on impacted wikis. Impact on retention pending.
- Streamlined core mobile visual editing workflows. Tested impact on editing success; pending. A/B test on 20 wikis comparing how Visual Editor as default mobile editor impacts editing success; results pending.

Full-time equivalent budget [Finance will fill this out, please don't touch]

Projected: X FTEs

Actual: X FTEs



Key Results

We will increase average monthly active editors, in both emerging markets and established markets, and among new registered editors and returning registered editors.

Baseline: 86K/month

We will increase average one-month retention by 5% for new registered editors in both emerging and established markets.

Baseline: 6.6%/month

Deliver on [15 program milestones](#).

Baseline: 0

Y1-Goal

5% YoY

5% YoY

15

Q1-Status

5.1% YoY
83K/mo*

3.8% YoY
5.4%/mo*

0

* Due to seasonal fluctuations, actuals per quarter may be lower than our Q4 2018-19 baseline.

Department: Product

Attract and retain - Expansion Slide



WIKIPEDIE
Otevřená encyklopedie


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[Featured content](#)
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[Homepage](#) [User page](#) [Discussion](#)



Hello, MMiller (WMF)!

✓ Start here



Account created



MMiller (WMF)

11 edits

You've had an account for 1 year
and 21 weeks

[Preferences](#)



Email added

Your email has been confirmed.
You can change your email
settings in Preferences.



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📊 Your impact

People are viewing the articles you edited!

Views since you edited (last 60 days):



[Diana Rossová](#)

512

You've made **11 edits** ([see all](#))

🗨️ Your mentor

 [Khamul1](#)

13,816 edits • Active yesterday

This experienced user knows you're new and can help you with editing.

[Ask your mentor a question](#)

Department: Product

IP Masking



Objective:

In order to protect our users from misuse of personally identifiable information and our communities and content from vandalism, spam, and harassment, make IP addresses accessible to as few people as possible while ensuring that admins, stewards, and checkusers remain able to effectively perform their duties.

The IP Masking deliverable has begun development in the last quarter.

High priority work includes:

- Kicked off IP Masking consultation and gathered input from community about potential impact of masking IPs on the projects. This will inform our work on the project.
- Released research report which outlines potential impacts of IP masking and highlights key areas for future product interventions.

Key Results

Deliver on 8 program milestones
(2 per quarter starting Q2.)
Baseline: 0 milestones completed

Y1-Goal

8
(2 as of Q1)

Q1-Status

2

Full-time equivalent budget [Finance will fill this out, please don't touch]

Projected: X FTEs

Actual: X FTEs



Movement Diversity



Objective:

By June 30, 2020 we will design 4 key programs to improve movement diversity in the following areas: gender, age, language, region

Reading Wikipedia in the Classroom will select 3 country pilots in consultation with affiliates. Affiliates will be selected in Q2. The Partnerships team will support engagement of local education partners.

In Q2, two key contractor roles for Engaging Global Youth will be filled - a researcher and an organizer to develop a Youth Advisory Council.

Full-time equivalent budget

<This will be updated by F&A>

Projected: X# of FTEs

Actual: X# of FTEs



Key Results

Prepare for the development of a Youth Advisory Council to co-develop a youth engagement strategy
Baseline: 0

Grow the capacity of at least 3 affiliates to engage students speaking underrepresented languages
Baseline: 0

Hire a Gender program manager, and a regional liaison in at least 4 of 6 prioritized regions, by 6/30/2020
Baseline: 5 vacancies

Y1-Goal

100% complete

100% complete

5 new hires

Q1-Status

5% complete

20% complete

5 Vacant

Movement Diversity - Expansion Slide



The Reading Wikipedia in the Classroom program will select 3 affiliates in underrepresented regions to co-implement the pilots with the Education team, developing a resource designed for students to engage Wikipedia as an information literacy tool.

18 Chapters and User Groups have expressed interest in partnering, of which 3 will be selected by mid-November. Depending on the affiliates selected and school year timelines in those regions, we may need to adjust the timeline for the final evaluation report.



Community Leadership Development



Objective:

Improve learning and leadership development programming for our communities in order to support a diverse and inclusive movement.

A new learning days model was launched at Wikimania and targeted 3 distinct movement populations (newcomer, nascent, and experienced). These participants will comprise the first cohort of interviews for the Leadership Development Framework in Q2.

In Q2, an updated community consultation process will be launched to engage volunteers in the design of an online learning platform.

The Wikimedia Education Greenhouse launched Unit 1 of the online course and began 1:1 mentoring for the selected team.

Full-time equivalent budget

<This will be updated by F&A>

Projected: X# of FTEs

Actual: X# of FTEs

Key Results

Design an online learning experience utilizing pilot data from 15+ thematic/regional communities
Baseline: 0

Participants in the Wikimedia Education Greenhouse pilot report improved leadership skills for the Wikimedia movement.
Baseline: Collecting baseline

CE will test and refine the Leadership Development Framework by engaging at least 150 new/existing movement organizers and affiliate leaders
Baseline: 0

Y1-Goal

15 communities

75% of participants improve

150 organizers

Q1-Status

1

In progress

30+





Photo by: DRanville_WMF/CC-BY-SA

Learning Days @ Wikimania 2019

An updated Learning Day program was debuted at Wikimania 2019. A 2-day program was offered to 3 distinct movement populations, 1) newcomers, 2) nascent/developing participants and 3) experienced participants.

The new program focuses on developing key organizing skills sets necessary for movement growth based on their own experience level in the movement.

Post-event evaluation indicates a 90%+ satisfaction rate among all participants and 90%+ indicated they developed/heightened skills during the new program.



Diverse Content



Objective:

By June 30, 2020 design and initiate a suite of projects that lower barriers to diverse content creation across the movement.

Work has begun with WMSE on scoping a technical direction for the proposed GLAM “Center of Excellence”. An offsite with WMF Product/Tech & WMDE will be held in Q2 pre-WikidataCon.

A first draft of the Campaigns Framework was presented at Wikimania and is being workshopped with communities on Meta and Wikimedia Space. Collaboration has begun with Partnerships and Communications on the UN Human Rights pilot.

Joint research on global digitization needs is being explored with the Council on Library and Information Resources.

Full-time equivalent budget

<This will be updated by F&A>

Projected: X# of FTEs

Actual: X# of FTEs



Key Results

Develop partnership agreement with Wikimedia Sverige based on 5 streams of research
Baseline: 0

Design a curriculum and strategy for a holistic “Campaign in a Box” framework based on at least 4 experiments
Baseline: 0

Develop a plan with external partners and stakeholders in at least 3 regions beyond Europe and North America for researching global heritage digitization needs.
Baseline: 0

Y1-Goal

100% complete

5 streams

4 experiments

100% complete

3 regional stakeholders

Q1-Status

10%

2 streams initiated

3 initiated

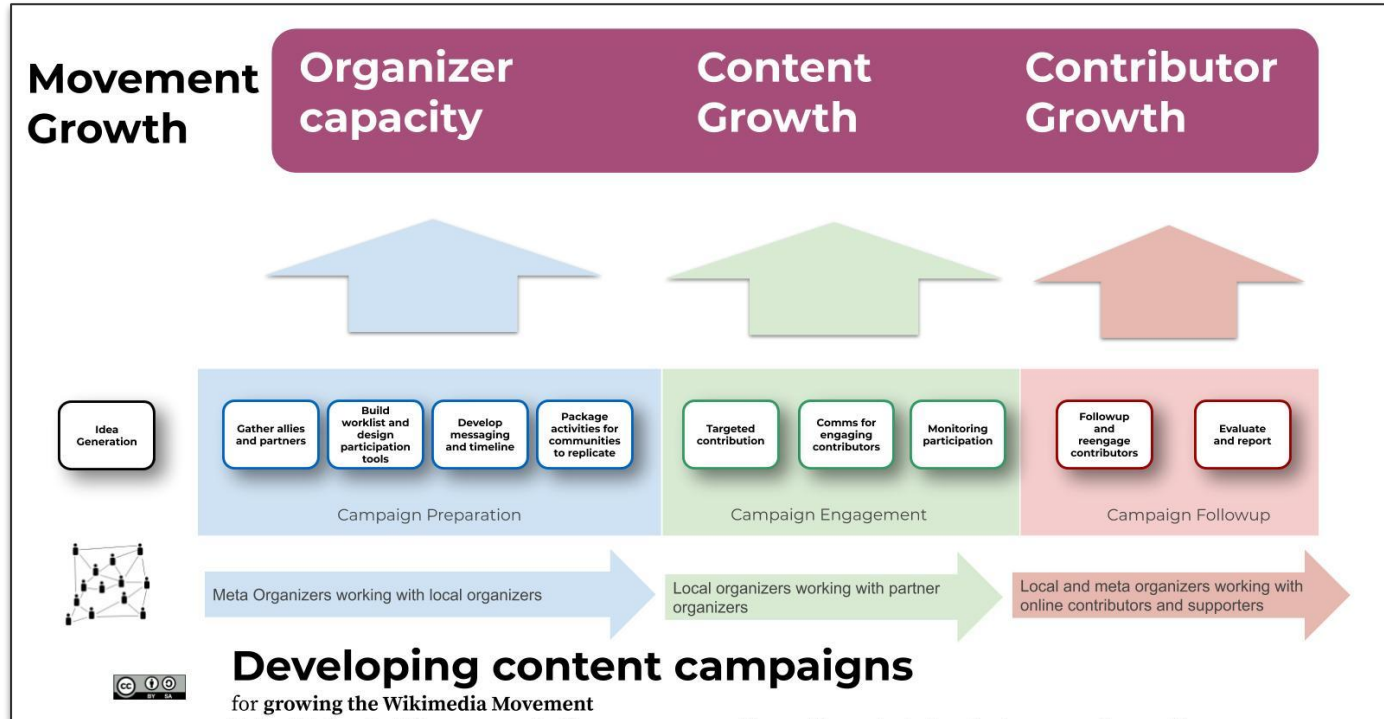
10%

0

Diverse Content - Expansion Slide



This graphic shows the 3 high-level stages in the campaigns life cycle, providing a conceptual architecture for identifying organizer barriers and pain points, as well as needed interventions.



Drill Down: Diverse Content



The situation

The “Campaign in a Box” program is on track (green) for now, but will need Product interventions for MTP Year 2 to prevent a slow down.

The impact

CE is laying groundwork for organizer support and training in Year 2, but the “Campaign in a Box” framework is largely a compendium of hacks. We should begin developing a set of robust organizer tools essential to fully lowering barriers to creating impactful content campaigns. Tools include: topical area identification; a portable format for worklists; newcomer-oriented task flows; and contribution monitoring.

The recommendation

Begin CE-Product collaboration dialog in Quarter 2 in order to start building a roadmap for Year 2 and beyond.

Address Knowledge Gaps



Objective:

Build the taxonomies of knowledge gaps for measuring and prioritizing knowledge gaps in order to help the Wikimedia Movement thrive

How we understand the gaps of knowledge in Wikimedia projects and our ability to measure them relies on our ability to clearly define them. Taxonomies are developed to that end.

Some of the high priority work delivered includes:

- The analysis of reader demographics and needs ([documentation](#))
- New surveys and a line of research to understand the underlying reasons behind gender imbalance in readership
- Presentation to the C-team on Knowledge Equity and Readership
- Editor gender surveys ([recommendations](#))

As a result, we've seen a more focused set of activities to be able to understand the underlying reasons behind gender imbalance on Wikipedia.

Full-time equivalent budget

Projected:

Actual:



Key Results

Build three or more taxonomies of knowledge gaps (the list of taxonomies: content, readership, contributorship, usage, and primary causes)

Baseline: {0}

Provide a comprehensive write-up of the taxonomies developed during the year and present internally.

Baseline: {0}

Y1-Goal

Q1-Status

3	0.5
100%	20%

Department:
Technology

Address Knowledge Gaps - Expansion Slide



Except for 1 FTE, almost all other resources in Research were moved from this key deliverable to Content Integrity in Q1. Part of these resources are back in this key deliverable as of Q2.

Research has lost a (backfill) headcount during the annual planning process. Our ability to fully deliver towards our commitment to this key deliverable will rely on restoring the headcount.



Safe & Secure Spaces



Objective:

Improve safety and security in our key contributor spaces in order to foster a thriving movement for all.

Safe & Secure Spaces has seen major changes to its key results due to organizational dependencies and needs.

In Q1, the team delivered an event risk assessment for Wikimania 2020 and several human rights-related cases covered by the Crisis Response Protocol, which was approved by the Board in August.

In Q2 and 3 we need to build the structures and capacity making this performance sustainable in time for Wikimania in Bangkok.

Full-time equivalent budget

<This will be updated by F&A>

Projected: X# of FTEs

Actual: X# of FTEs

Key Results

Y1-Goal

Q1-Status

Board will have endorsed the universal Code of Conduct
Baseline: Non-endorsed Code of Conduct

Endorsed Code of Conduct



100% of relevant Foundation stakeholders will be engaged in a risk protocol for funded events
Baseline: No risk assessments

100%

10%

The Foundation will be responding to 100% of qualifying major events through the fully operational crisis response protocol.
Baseline: Regular operations

100%

10%



Safe & Secure Spaces - Expansion Slide



The Safe & Secure Spaces deliverables each have key organizational dependencies: the emerging org-wide ERM framework (Event Risk Protocol), the CE reorg (staff to run the Crisis Response Protocol), and the movement strategy process (universal CoC).

We are continuing to cover through extending regular staff operations and committing OKRs for building the new systems for each as the dependencies stabilize in Q2 and 3.



Department slides



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CE Reorganization

Challenges:

CE Annual Plan hiring timeline was misaligned with the Reorganization hiring goals. As a result, we are behind... but catching up! We have 5 live roles at this writing and more opening in weeks to come. Hiring shifts are impacting AP milestones, which are being adjusted accordingly. We are confident that the highest priority is having a strong team capacitated to implement effectively.

Approach:

CE Leads met in September to confirm hiring priorities to finalize the reorganization and this quarter, we are standardizing an onboarding approach to help process new employees efficiently. We are working with a contractor to clarify all CE roles by reviewing and revising all JDs within the department before mid-December.

Next steps:

CCEO is reconciling budget impacts and feasibility with the Executive Director & Chief Financial Officer.



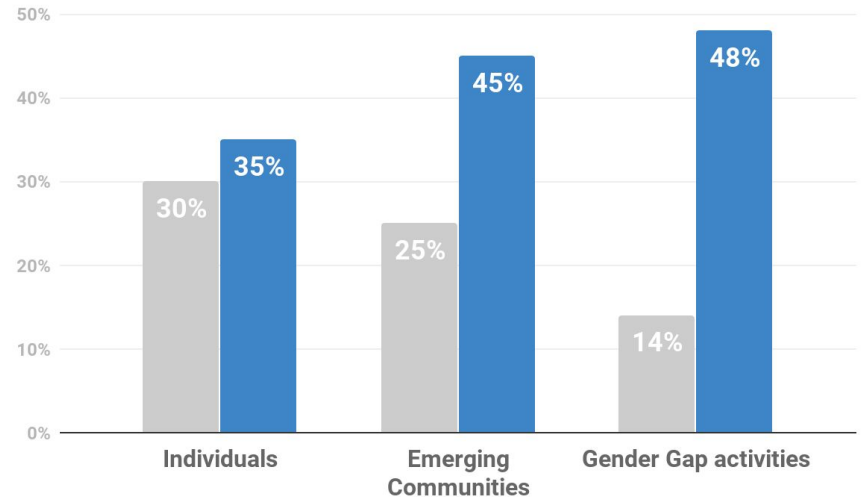
Grants

Program	# of grants	Total \$
Simple Annual Plan Grants	1	\$249,000
Conference Grants	1	\$84,895
Rapid Grants	23	\$28,378
Wikimania 2019 Scholarships	123	\$165,550
Totals	148	\$527,823

In Q1, we gave the highest **number** of grants to Europe (65), Africa (27), and South Asia (20), in particular, 15 to India and 9 to Ghana

We gave the most **money** to a global campaign for Art + Feminism (\$249K, 1 grant), followed by Africa (~\$120K), and Europe (~\$64K)

The proportion of grant dollars supporting diversity in Q1 of this year is higher than Q1 of last year



Note: There is only 1 APG because they are administered in Q2 and Q4

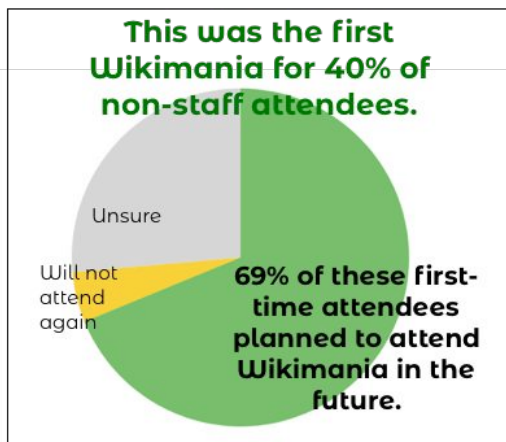
Events

Wikimania 2019 attendees came from all over the world, though the vast majority came from Europe (68%).



14% started contributing to Wikimedia projects as recently as 2018.

This was the first Wikimania for 40% of non-staff attendees.



More than 90% of attendees felt safe, respected and comfortable and found the conference accessible to their physical and language needs.

879 attendees: 174 attended Wikimania for the first time

125 scholarships granted: 57 were from underrepresented communities

Communications

We are defining a strategic approach to communications with our communities combining these elements:

- A narrative connecting CE programs with community aspirations, goals and needs.
- A calendar of planned announcements.
- Guidelines, training and support to community-facing staff.
- Selection and promotion of community news.
- Handling of community questions and feedback.
- Prevention and handling of potential conflicts.

We are defining these plans with the Communications department and other key stakeholders, including Product. We are hiring a Senior Communications Strategist that will join the Community Relations team.



Wikimedia Space

A platform for movement organizers, affiliates, contributors, partners, and the Foundation to share news, questions, and conversations.

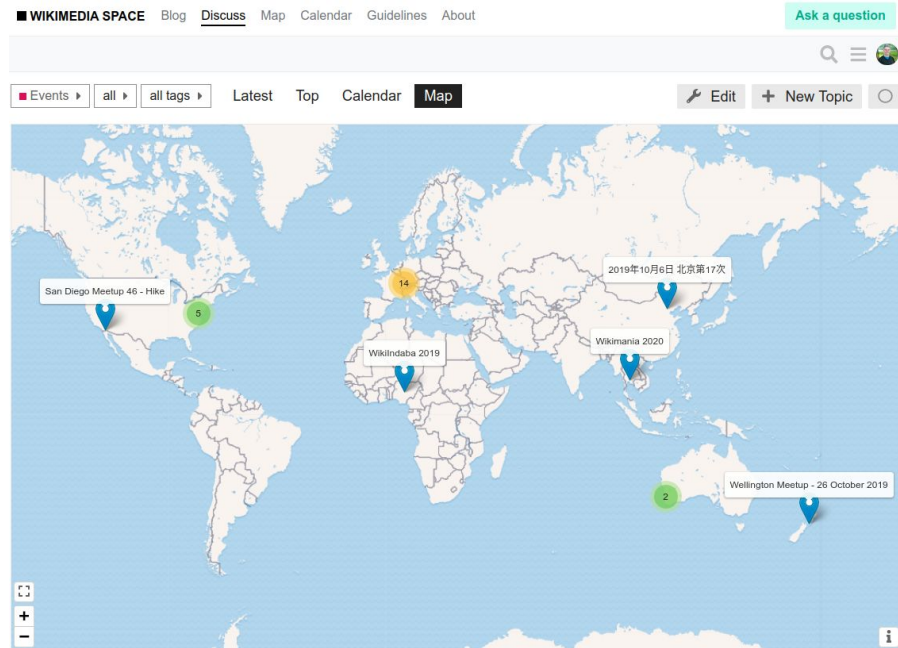
Released at space.wmflabs.org on June 25, it offers Wikimedia login, a blog open to submissions, public and private discussion channels, events calendar and map, and a code of conduct enforced by a team of moderators.

As of September 30:

- 483 registered users
- 4 blog posts per week (average)
- 49 daily visits (registered users, average)
- 23 daily engaged users (liking or posting, average)

More metrics at Space Progress Report - September 2019

<https://discuss-space.wmflabs.org/t/space-progress-report-september-2019/1591>



Evaluation

Providing better data to CE and the Foundation

Program Monitoring & Evaluation

Wikimania
Evaluation

Learning Days
Evaluation

Rapid Grants Evaluation

Community Research & Monitoring

Automated
Affiliate
Data Portal

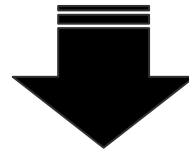
Diversity/
Equity/
Inclusion Index

Baseline data collection for
Thriving Movement metrics
(and other MTP outcomes)

Foundation Support

OKR Support &
Training

Affiliate
monitoring &
AffCom support



More informed, strategic decision-making

Trust & Safety

To enable improvements to efficient and effective response rates to inquiries and concerns from staff, community, and the public, T&S has:

- Settled on a ticketing system candidate (Hiver), currently in legal vetting.
- Prepared and launched the Partial & Temporary office action policy consultation to address community concerns about implementations of approach.

Under the hash checking project, T&S has:

- Established project team from CE, Legal, and Technology to build a minimal viable hash checking product and built key industry relationships to help largely automate child protection and terrorism content detection.

KPIs

	Q1	Q over Q	Y over Y
Resolve legitimate emergency@ reports within three hours. Baseline: 95%	100%	+/-0%	+/-0%
Resolve ca@ inquiries within two business days. Baseline: 95%	90.6%	+8.9%	-1.9%
Close conduct investigations that reached resolution within 4 business weeks. Baseline: 75%	62.5%	+8.0%	+46.6%

