Community Engagement Department / Thriving Movement: Tuning Session Nov 2019
Thriving Movement
Priority slides
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.

Department: Community Engagement, Product, Technology
Attract and retain a larger and more diverse editor base

Address Knowledge Gaps

Diverse Content

Movement Leadership Development

Safe & Secure Spaces

IP Masking

Movement Diversity

Department: Community Engagement, Product, Technology
### Thriving Movement

<table>
<thead>
<tr>
<th>MTP Outcomes</th>
<th>Key deliverables:</th>
<th>MTP Metrics</th>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>We will welcome and support newcomers.</td>
<td>Attract and retain a larger and more diverse editor base (ARMDEB)</td>
<td>Monthly active editors increase YoY</td>
<td>5% YoY</td>
<td>5.1% YoY 83K/mo*</td>
</tr>
<tr>
<td>We will have strong, diverse, and innovative communities that represent the world.</td>
<td>Movement Diversity</td>
<td>New editor retention rate increases YoY</td>
<td>5% YoY</td>
<td>3.8% YoY 5.4%/mo*</td>
</tr>
<tr>
<td>We will have safe, secure spaces and equitable, efficient processes for all participants.</td>
<td>Safe and Secure Spaces</td>
<td>Increase participation of youth, diverse genders, and diverse sexual orientations</td>
<td>Determine baseline</td>
<td>In progress</td>
</tr>
<tr>
<td></td>
<td>IP Masking</td>
<td>Decrease in reported threats to safety</td>
<td>Determine baseline</td>
<td>In progress</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Documentation and announcements available in 10 most spoken languages</td>
<td>Determine baseline</td>
<td>In progress</td>
</tr>
<tr>
<td><strong>AT RISK</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>AT STANDSTILL</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>ON TRACK</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* 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

<table>
<thead>
<tr>
<th>We will have strong and empowered movement leaders and affiliates.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key deliverables:</strong></td>
</tr>
<tr>
<td>Community leadership development</td>
</tr>
<tr>
<td>We will support diverse content creation.</td>
</tr>
<tr>
<td><strong>Key deliverables:</strong></td>
</tr>
<tr>
<td>Address knowledge gaps</td>
</tr>
<tr>
<td>Diverse content</td>
</tr>
</tbody>
</table>

## MTP Metrics

<table>
<thead>
<tr>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
</table>
| 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 |

**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.

Department: Community Engagement
Key Deliverable slides
### 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.

### Key Results

<table>
<thead>
<tr>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>We will increase average monthly active editors, in both emerging markets and established markets, and among new registered editors and returning registered editors. <strong>Baseline:</strong> 86K/month</td>
<td><strong>5% YoY</strong> 83K/mo*</td>
</tr>
<tr>
<td>We will increase average one-month retention by 5% for new registered editors in both emerging and established markets. <strong>Baseline:</strong> 6.6%/month</td>
<td><strong>5% YoY</strong> 5.4%/mo*</td>
</tr>
<tr>
<td>Deliver on 15 program milestones. <strong>Baseline:</strong> 0</td>
<td>15 0</td>
</tr>
</tbody>
</table>

* Due to seasonal fluctuations, actuals per quarter may be lower than our Q4 2018-19 baseline.
Hello, MMiller (WMF)!

**Start here**

- **Account created**
  
  MMiller (WMF)

  11 edits

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

- **Email added**

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

- **Learn to edit**

  Follow a quick tutorial to learn how to edit Wikipedia.

- **Create your user page**

  Practice editing while building your public profile.

  Guidelines for user pages

**Your impact**

People are viewing the articles you edited!

Views since you edited (last 60 days):

- **Diana Rošová** 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.

<table>
<thead>
<tr>
<th>Key Results</th>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deliver on 8 program milestones (2 per quarter starting Q2.)</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td><strong>Baseline:</strong> 0 milestones completed</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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

Projected: X FTEs
Actual: X FTEs

Department: Product
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.

---

Key Results

<table>
<thead>
<tr>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepare for the development of a Youth Advisory Council to co-develop a youth engagement strategy</td>
<td>100% complete</td>
</tr>
<tr>
<td>Grow the capacity of at least 3 affiliates to engage students speaking underrepresented languages</td>
<td>100% complete</td>
</tr>
<tr>
<td>Hire a Gender program manager, and a regional liaison in at least 4 of 6 prioritized regions, by 6/30/2020</td>
<td>5 new hires</td>
</tr>
</tbody>
</table>

---

Full-time equivalent budget

This will be updated by F&A

Projected: X# of FTEs
Actual: X# of FTEs

Department: Community Engagement
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.
## 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.

## Key Results

<table>
<thead>
<tr>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Design an online learning experience utilizing pilot data from 15+ thematic/regional communities Baseline: 0</td>
<td>15 communities</td>
</tr>
<tr>
<td>Participants in the Wikimedia Education Greenhouse pilot report improved leadership skills for the Wikimedia movement. Baseline: Collecting baseline</td>
<td>75% of participants improve</td>
</tr>
<tr>
<td>CE will test and refine the Leadership Development Framework by engaging at least 150 new/existing movement organizers and affiliate leaders Baseline: 0</td>
<td>150 organizers</td>
</tr>
</tbody>
</table>

## Full-time equivalent budget

*This will be updated by F&A*

Projected: X# of FTEs
Actual: X# of FTEs
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.

### Key Results

<table>
<thead>
<tr>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Develop partnership agreement with Wikimedia Sverige based on 5 streams of research&lt;br&gt;Baseline: 0</td>
<td>100% complete&lt;br&gt;5 streams</td>
</tr>
<tr>
<td>Design a curriculum and strategy for a holistic “Campaign in a Box” framework based on at least 4 experiments&lt;br&gt;Baseline: 0</td>
<td>4 experiments</td>
</tr>
<tr>
<td>Develop a plan with external partners and stakeholders in at least 3 regions beyond Europe and North America for researching global heritage digitization needs.&lt;br&gt;Baseline: 0</td>
<td>100% complete&lt;br&gt;3 regional stakeholders</td>
</tr>
</tbody>
</table>

### Full-time equivalent budget

*This will be updated by F&A*

Projected: X# of FTEs<br>Actual: X# of FTEs
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.
### 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.

**Key Results**

<table>
<thead>
<tr>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
</table>
| Build three or more taxonomies of knowledge gaps (the list of taxonomies: content, readership, contributorship, usage, and primary causes)  
**Baseline:** [0] | 3 | 0.5 |
| Provide a comprehensive write-up of the taxonomies developed during the year and present internally.  
**Baseline:** [0] | 100% | 20% |

**Full-time equivalent budget**

*Projected:*

*Actual:*
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

<table>
<thead>
<tr>
<th>Key Results</th>
<th>Y1-Goal</th>
<th>Q1-Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>Board will have endorsed the universal Code of Conduct</td>
<td>Endorsed Code of Conduct</td>
<td>✔</td>
</tr>
<tr>
<td>Baseline: Non-endorsed Code of Conduct</td>
<td></td>
<td></td>
</tr>
<tr>
<td>100% of relevant Foundation stakeholders will be engaged in a risk protocol for funded events</td>
<td>100%</td>
<td>10%</td>
</tr>
<tr>
<td>Baseline: No risk assessments</td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Foundation will be responding to 100% of qualifying major events through the fully operational crisis response protocol.</td>
<td>100%</td>
<td>10%</td>
</tr>
<tr>
<td>Baseline: Regular operations</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Department: Community Engagement
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.
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

<table>
<thead>
<tr>
<th>Program</th>
<th># of grants</th>
<th>Total $</th>
</tr>
</thead>
<tbody>
<tr>
<td>Simple Annual Plan Grants</td>
<td>1</td>
<td>$249,000</td>
</tr>
<tr>
<td>Conference Grants</td>
<td>1</td>
<td>$84,895</td>
</tr>
<tr>
<td>Rapid Grants</td>
<td>23</td>
<td>$28,378</td>
</tr>
<tr>
<td>Wikimania 2019 Scholarships</td>
<td>123</td>
<td>$165,550</td>
</tr>
<tr>
<td><strong>Totals</strong></td>
<td><strong>148</strong></td>
<td><strong>$527,823</strong></td>
</tr>
</tbody>
</table>

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

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).

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

69% of these first-time attendees planned to attend Wikimania in the future.

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
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
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
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.

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