

# Thriving Movement Tuning Session Q2 FY20-21



**WIKIMEDIA**  
FOUNDATION

# Thriving Movement



## Overview:

The Thriving Movement task force continued to increase impact in critical areas such as disinformation while adapting plans to the continuing global pandemic.

## Progress/Challenges:

Data from the Community Insights survey showed positive growth in **newcomer empowerment, women's participation**, and editors identifying as **transgender or nonbinary**. **Geographically**, we saw decreases in editors living outside N.A. and Europe, and with **youth** editors under the age of 25. **Safe and Secure spaces** showed a decrease in contributors reporting having felt unsafe in the last year, meeting our goal of a 5% reduction from the 37% baseline set in 2019. **Self-reported harassment**, however, has increased, particularly among **women**.

The Campaigns team supported the upload of **COVID-19** disinformation infographics from the **World Health Organization** as part of the **WMF-WHO** partnership launch, and GLAM partner, the Digital Public Library of America (**DPLA**) uploaded more than **1 million image files** to Commons.

We submitted a draft proposal for a **new grantmaking strategy** to Foundation leadership, based in equity and empowering the community in grantmaking allocations.

The **UCoC** policy completed community review and revision, and was delivered to the Board in October.

Backlog anti terror scanning is ahead of target for the year and Child Sex Abuse Material (**CSAM**) scanning has exceeded the Q2 target by 11%.

## Key Deliverables

ARMDEB	
IP Masking	
Community Programs	
Community leadership development	
Grantmaking	
Address knowledge gaps	
Movement Communications	
Movement Consultations	
Safe and Secure Spaces	

## Action:

- IP Masking; engage Anti-Harassment Tools team SecurePoll (voting tool) fixes for upcoming Board elections
- Community Leadership Development - pausing incubator project, prioritizing the Q3 (Feb 1) pilot launch

# MTP Priority Update



**WIKIMEDIA**  
FOUNDATION

# Thriving Movement Metrics



## MTP Outcomes

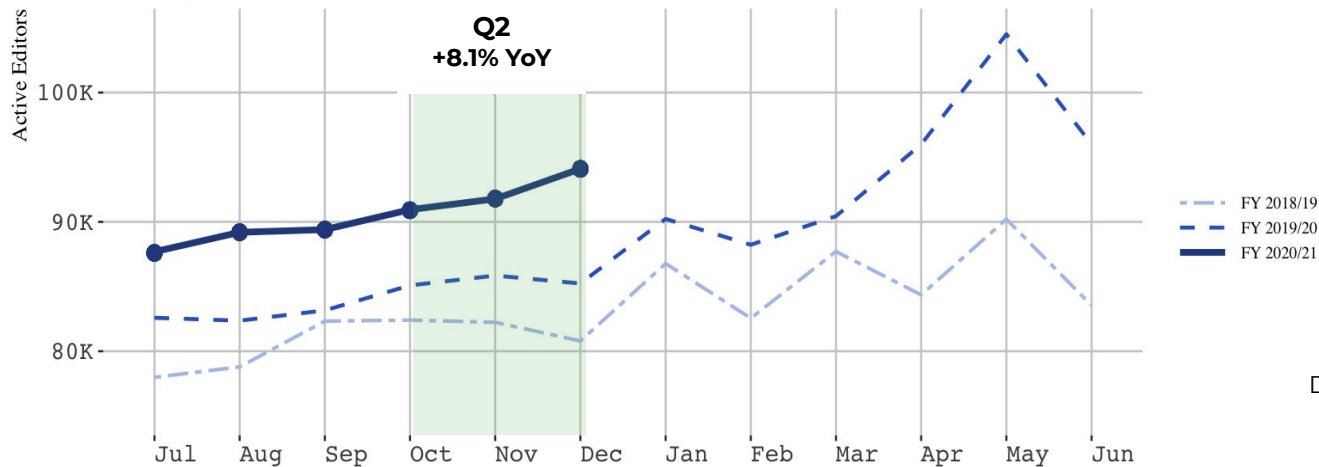
We will welcome and support newcomers.

## MTP Metrics

Monthly active editors increase YoY  
**Baseline:** 99K active editors/month

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
	+5% YoY	<b>+7.3% YoY</b> (89K/mo*)	<b>+8.1% YoY</b> (92K/mo*)	-	-
Established markets <sup>1</sup>	+5% YoY	<b>+6.0% YoY</b> (71K/mo <sup>+</sup> )	<b>+4.8% YoY</b> (74K/mo <sup>+</sup> )	-	-
Emerging markets <sup>1</sup>	+5% YoY	<b>+9.5% YoY</b> (23K/mo <sup>+</sup> )	<b>+10.7% YoY</b> (23K/mo <sup>+</sup> )	-	-

## Monthly Active Editors



Department:  
Product

# Thriving Movement Metrics



## MTP Outcomes

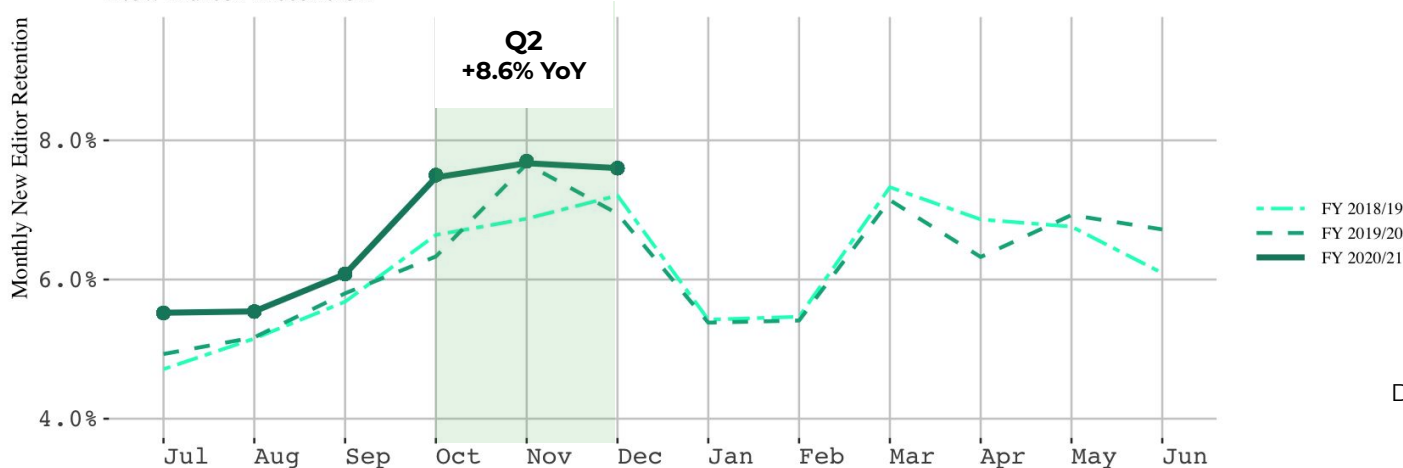
We will welcome and support newcomers.

## MTP Metrics

New editor retention rate increases YoY  
**Baseline:** 6.7% editor retention/month

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
	+5% YoY	<b>+7.5% YoY</b> (5.7%/mo*)	<b>+8.6% YoY</b> (7.6%/mo*)	-	-
Established markets <sup>1</sup>	+5% YoY	not available# (6.6%/mo <sup>†</sup> )	not available# (9.3%/mo <sup>†</sup> )	-	-
Emerging markets <sup>1</sup>	+5% YoY	<b>+12.2% YoY</b> (4.6%/mo <sup>†</sup> )	<b>+18.2% YoY</b> (5.2%/mo <sup>†</sup> )	-	-

## New Editor Retention



Department:  
Product

# Thriving Movement Metrics



MTP Outcomes	MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will welcome and support newcomers.	Improve newcomer empowerment <b>Baseline:</b> Newcomer empowerment index 3.63, scale of 1-5	Maintain baseline	Measured annually Q2	<b>3.82</b> (↑)	-	-
We will have strong, diverse, and innovative communities that represent the world.	Increase participation of youth <b>Baseline:</b> 15.4%	Maintain baseline	Measured annually Q2	<b>13.9%</b> Youth (↓)	-	-
	Increase participation of diverse genders <b>Baseline:</b> Women (11.5%), Gender minorities (GM) (1.9%)	Maintain baseline	Measured annually Q2	<b>15.0%</b> Women (↑) <b>2.8%</b> GM (↑)	-	-
	Increase participation of diverse geographies <b>Baseline:</b> Living outside NA/EU (27.5%)	Maintain baseline	Measured annually Q2	<b>24.5%</b> Outside NA/EU (↓)	-	-



# Thriving Movement Metrics



## MTP Outcomes

## MTP Metrics

### Y2 Goal

### Q1 Status

### Q2 Status

### Q3 Status

### Q4 Status

We will have strong and empowered movement leaders and affiliates.

Increase diversity of movement leaders  
**Organizer baselines:** Women (25%), GM (2.9%), outside NA/EU (46%)  
**Admin baselines:** Women (10.4%), GM (1.9%), outside NA/EU (30%)

Maintain baselines

Measured annually Q2

Organizers  
**29%** Women (↑)  
**5.4%** GM (↑)  
**29%** outside NA/EU (↓)  
Admins  
**12%** Women (↑)  
**3.4%** GM (↑)  
**23%** outside NA/EU (↓)

-

-

Movement leaders feel supported  
**Baseline:** Organizers (3.48), Admins (3.99)

Maintain baselines

Measured annually Q2

Organizers **3.69** (↑)  
 Admins **4.07** (↑)

-

-

We will support diverse content creation.

Metric for GLAM and campaign content contributions

Establish baseline

no data yet

no data yet

-

-

Increased presence of underrepresented forms of knowledge

paused

-

-

-

-



# Thriving Movement Metrics



## MTP Outcomes

We will have safe and secure spaces and equitable, efficient processes for all participants.

## MTP Metrics

Decrease in reported threats to safety  
**Baseline:** 37% unsafe, 19% harassed

Documentation and announcements available in 10 most spoken languages  
**Baseline:** English only

Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
35% unsafe, 18% harassed	Measured annually Q2	<b>34% Unsafe</b> (↓) <b>21% Harassed</b> (↑)	-	-
paused	-	-	-	-





# MTP Priority OKRs



**WIKIMEDIA**  
FOUNDATION

# 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 teams are continuing to make impactful changes to support new and experienced contributors.

- Talk page reply tools are on by default on three WPs, and the Editing team has found that new contributors are 4x more likely to publish comments using the new tools than using full-page wiki source editing.
- Community Tech released Watchlist expiry sitewide, and Ebook Export improvements for Indic-language Wikisources. The annual Community Wishlist Survey attracted 1,700+ participants voting on 268 proposals, a new record.
- The Wikipedia Library has seen 100% increase in library users' citations added per month since the release of one-click Bundle access for Library partner-publishers.
- The Growth team's features are now live on enough languages to start affecting the top line active editor numbers.



**Target quarter for completion:** EOY

Department:  
Product

# Attract and Retain a Larger and More Diverse Editor Base



Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Monthly active editors increase 5% YoY <b>Baseline:</b> 99K active editors/month	+5% YoY	<b>+7.3% YoY</b> (89K/mo*)	<b>+8.1% YoY</b> (92K/mo*)	-	-
Established markets	+5% YoY	<b>+6.0% YoY</b> (71K/mo <sup>+o</sup> )	<b>+4.8% YoY</b> (74K/mo <sup>+o</sup> )	-	-
Emerging markets	+5% YoY	<b>+9.5% YoY</b> (23K/mo <sup>+</sup> )	<b>+10.7% YoY</b> (23K/mo <sup>+</sup> )	-	-
New editor retention rate increases 5% YoY <b>Baseline:</b> 6.7% editor retention/month	+5% YoY	<b>+7.5% YoY</b> (5.7%/mo*)	<b>+8.6% YoY</b> (7.6%/mo*)	-	-
Established markets	+5% YoY	(6.6%/mo <sup>+#</sup> )	(9.3%/mo <sup>+#</sup> )	-	-
Emerging markets	+5% YoY	<b>+12.2% YoY</b> (4.6%/mo <sup>+</sup> )	<b>+18.2% YoY</b> (5.2%/mo <sup>+</sup> )	-	-



# Growth features



✕ Select interests Continue

● 1 of 2

### Suggested edits to get started

Wikipedia is built collaboratively by people like you. Suggested edits collects articles that others have noted need improvement that you can try as first edits.

### Choose topics you're interested in editing

This helps provide better suggestions for you.

**Culture** select all

Arts Entertainment Fashion Food and drink Literature Music Sports TV and film Video games

**Science, Technology, and Math...** select all


Biology Chemistry Computers and internet Earth and environment Engineering General science Health Mathematics Physics

🔊 900 articles found

← Suggested edits ⓘ

3 topics Easy

1 of 345 articles



### Dutch baby pancake

A Dutch baby pancake, sometimes called a German pancake, a Bismarck, or a Dutch puff, is a large American...

📄 1,680 views (past 30 days)

### Add links between articles ⓘ

**EASY** 2-3 minutes

Make words from one article link to another article on Wikipedia.

← Edit →

✕ AI suggestions ✎ >

...pan toppings or syrup.

### Serving

It can be served for breakfast, brunch ✓ lunch or dessert.<sup>[8]</sup> Dutch baby pancakes are generally served immediately upon removal from the oven.


The Dutch baby is a specialty of some diners and chains that specialize in breakfast dishes, such as the Oregon-founded The Original Pancake House or the New England-based

🏠 6 / 7 ●●●●●● ?

Text ✎

### brunch

Should this link to the article for \_\_\_\_?



**Brunch**  
Brunch is a combination of breakfast and lunch, and regularly has some form of...

← ✓ Yes ✕ No Skip →

COMING SOON



# 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.**

- In Q2, the team made steady progress on the design and development of the IP Info tool to provide critical information about an IP address to a limited set of users. This will allow editors to make wise judgement calls when dealing with threat from unregistered users.
- We are currently working on obtaining all the information we need to show from the MaxMind data service and getting it in place on our production and beta servers.
- We are also getting the tool ready for its second round of user testing which will take place in Q3.
- For Q3, Anti-Harassment Tools team has been asked to step up to provide some critical fixes for SecurePoll (voting tool) in order to get it ready for the upcoming Board elections. This has caused a delay in the timeline for delivering the IP Masking tools.

**Target quarter for completion:** EOY



Department:  
Product

# IP Masking



## Key Results

Build and ship two tools to identify and block bad actors without exposing IP addresses, improving the ability to protect users and wiki content while shielding unregistered users from misuse of personally identifiable information

**Baseline:** Zero existing tools that allow patrollers to work without relying on IP addresses when dealing with vandalism from unregistered editors.

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
	Develop 2 tools towards IP Masking	Developed prototype for the first of the two tools (IP Info) and began user testing	IP Info non-prototype version in steady development phase.	-	-



# IP Masking



## The situation

As mentioned in the last Tuning Session, the Anti-Harassment Tools team has been tasked on making crucial improvements to the SecurePoll extension, which is used by WMF and the communities for running major elections such as the Arbitration Committee, Funds Dissemination Committee and the Board elections.

## The impact

The ask is to get SecurePoll in good shape before the start of the next Board election cycle in June 2021.

Given this tight deadline, the Anti-Harassment Tools team is singularly focused on delivering SecurePoll during Q3.

## The recommendation

The team will take a hiatus from IP Masking efforts during Q3 to deliver on SecurePoll.

The team will come back to IP Info and Sockpuppet Detection Tool in Q4.





# Community Programs



## Objective:

**Make it easier for INGO, GLAM, and Education partners to work with the movement to address strategic knowledge gaps, share high impact content, and use Wikimedia projects in teaching and learning.**

---

The **Campaigns** team supported the upload of COVID-19 disinfo infographics from the World Health Organization as part of the Foundation-WHO partnership launch, and mentored two successful partner-led content drives: Wiki Loves SDGs and #Wiki4Climate. The team made preparations for the #1lib1ref and #WikiForHumanRights campaigns in Q3 and Q4, and made significant progress on developing a product strategy for community content campaigns.

The **GLAM and Culture** team reached more than 250 professionals through talks at conferences. GLAM partner DPLA uploaded more than 1 million image files to Commons, with structured data statements to come in Q3-Q4.

The **Education** team successfully implemented the Reading Wikipedia in the Classroom training program in Bolivia, Morocco and the Philippines, and completed a community consultation on the use of Wikidata for education.

**Target quarter for completion:** Q4 FY20-21



# Community Programs



## Key Results

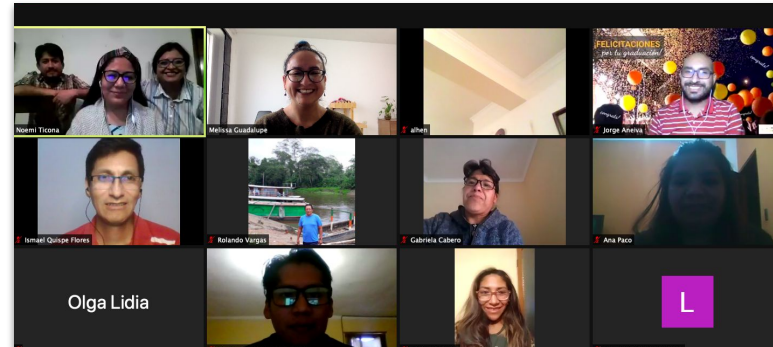
	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>A support model for community content campaigns is developed and tested through at least 1 pilot with a UN partner and 4 consultations on community-led campaigns; 15% YoY total edit increase in the #lib1ref campaign (Jan &amp; May) with increased participation in 1 underrepresented region.</p> <p><b>Baseline: 1 pilot   0 consultations   51,289 edits on 84 wikis</b></p>	<p>1 UN pilot</p> <p>4 mentored campaigns</p> <p>lib1ref: 15% YoY growth, 1 new region engaged</p>	<p>WHO &amp; UN Human Rights partnerships in development</p> <p>1 campaign mentored</p>	<p>3 campaigns mentored</p> <p>Initial WHO content upload complete; prep for #lib1ref and UN Human Rights CTAs</p>	-	-
<p>GLAM best practices are developed for Structured Data on Commons and demonstrated by a cohort of mentored institutions uploading 350,000 images with captions and copyright statements.</p> <p><b>Baseline: 0 uploads</b></p>	<p>350K uploads with captions and copyright statements</p>	0	<p>0</p> <p>SD statements defined for DPLA and WMSE contributions</p>	-	-
<p>Reading Wikipedia toolkit is piloted with 75 teachers in 3 countries and 3 languages; a proof of concept aligning national curricula and Wikimedia content initiated w/ UNESCO.</p> <p><b>Baseline: 0 teachers</b></p>	<p>75 teachers, 3 countries/lang</p> <p>UNESCO PoC</p>	<p>470 teachers in 3 countries/lang</p> <p>Pilot partner selected</p>	<p>540 teachers in 3 countries/lang</p> <p>Community consultation complete</p>	-	-

# Reading Wikipedia in the Classroom

“I had a false idea about wikipedia, I thought that it wasn’t a reliable source of information but after attending this training I understood that most information is justified using reliable resources and that there is a well organized community behind wikipedia.”

Achraf Kried  
Imam Assili school  
Assilah, Morocco

Images: Live screenshots of 1) Closing ceremony in the Philippines 2) Closing ceremony in Bolivia



# Community Leadership Development

## Objective:

**Deliver online programming and publish learning resources to support and increase community-led capacity-building and leadership development opportunities.**

---

The continuing pandemic and the ongoing recruitment of the backfill for our Learning and Development Strategist meant that our team needed to re-evaluate our OKR priorities. To launch programming in Q3, we chose to prioritize projects with larger impact. The decision was made to de-prioritize the launch of the trainer incubator project this fiscal as it would need significant staff time.

The online learning pilot will now deliver two, eight-week courses:

1. **Partnership Building:** This intensive course will provide an in-depth curriculum on how to develop meaningful programmatic and organizational partnerships within the movement and with external partners
2. **Identifying and Addressing Harassment:** This course will focus on developing skills that will help administrators, functionaries and users with advanced rights respond to on- and off-wiki harassment

Applications opened on December 15, and in total we received 128 applications.




**Target quarter for completion:** Q4 FY20-21



Department:  
Legal

# Community Leadership Development

## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>Pilot an online learning experience that will engage 2 movement partners/groups to support critical capacity building in diverse contexts to address the decentralization of learning and capacity building in the movement as outlined by the movement strategy</p> <p><b>Baseline: 0 groups</b></p>	2 groups (40 volunteers per cohort)	 (2 groups Confirmed and curriculum scoped)	 (Applications Open,)	-	-
<p>Provide an intensive trainer development program to support the growth of 10+ movement volunteers who will be empowered as trainers of capacity-building efforts in the movement over time.</p> <p><b>Baseline: 0 volunteers</b></p>	10+ volunteers	 (curriculum scoped and recruitment launched)	-	-	-



# Community Leadership Development

## The situation

With current team size, given the recruitment for the backfill of the Learning and Development Strategist, and continued challenges of the global pandemic, our initial plans for the fiscal year were unachievable. Midyear executive recalibration approved pausing the incubator project and prioritizing the Q3 launch of the re-scoped online learning pilot.

## The impact

We will deliver well-executed capacity building programming that will engage a greater number of people.

While committed to the idea of cohort development, both for the insights it can unlock about community sustainability and the impact potential for targeted groups (such as users in emerging communities), we will revisit the timing for our intensive incubation project, as it is will take significant staff resources and was originally scoped to be led by a team of 2 FTE and engage 15 volunteers over a 10-15 week period.

## Next steps

The online learning pilot is structured to deliver 2 courses over an 8-week period and lead an in-depth evaluation to develop recommendations and strategies for online learning. This insight will support better outcomes for a number of different projects, including future training and development work from the Anti-Harassment program and capacity building conversations currently facilitated by movement strategy.



# Grantmaking



## Objective:

**To transform grantmaking at the Foundation to be in line with the movement strategic direction and better serve equity and the objectives of building a thriving movement.**

---

**Grants Team:** Proposal for regional and thematic focus + Capacity Building. Validated through the feedback sessions with community. Continue team global expansion in LatAM and ESEAP as well as Program Officer to support learning.

### **Grant Processes: Learning from new processes as we develop proposal for Community Resource grant's strategy**

- 23 Simple Annual Plan Grants approved \$815,000 distributed\* New grantees to program: WM Colombia, Igbo WMUser Group. Initial feedback on streamlined application and committee feedback process positive.
- 11 Annual Plan Grants approved. \$2,823,402 - 3% increase after 2 years of no budget growth was appreciated. Tides advocacy - process overall went well with grantees - will request feedback about the change.
- 102 Rapid Grants - piloted Foundation initiative support model W20 and Strategy Implementation received positively.
- New approach of separating project grants to two distinct rounds announced. Initial test case for future strategy.
- Focus on plan for proactive outreach in Q3 with Global Data & Insights' equity index and product analytics data
- DEI survey extended due to expanding participation rate. Report expected in beginning of February

### **Grant Programs: Submitted proposal for a new grants portfolio to Foundation leadership**

Focused on representative community brainstorming and insights validation. Draft proposal for new grants strategy submitted to executive. Community engagement planned for Q3. Initial change management plan developed.

**Target quarter for completion:** Q4 FY 20-21

Department:  
Advancement

# Grantmaking



## Key Results

KR1: Ensure 65% of all grants are from communities that are not well established\* so that grantmaking becomes a key mechanism to empower and welcome newcomers and increase diversity of content.

**Baseline:** 64% of grants

KR2: 70% of movement organizers from emerging communities are satisfied with the resources (financial and otherwise) they have to reach the goals.

**Baseline:** 67.2% of movement organizers

KR3: Develop model in collaboration with community/staff following milestones of: Define grantmaking priorities in support of movement recommendations and in consultation with staff/communities, create new grantmaking strategy, develop ongoing evaluation plan, and pilot new grantmaking structures.

**Baseline:** Strategy Non Existent

Year Goal	Q1 Status	Q2 Status	Q3	Q4
66%	Measured Semi-Annually Q2-Q4	82%	-	-
70%	Measured Annually	69.0%, 77.1% for known grantees	-	-
Grants Strategy Completed	<ul style="list-style-type: none"> <li>-Developed Strategy Review Values &amp; Process</li> <li>-Created Vision for Role of CR</li> <li>-Reviewed grantmaking insights/needs with 9 teams in WMF</li> <li>-Historical metrics review and clean up</li> <li>-Creation of D&amp;I grantee survey</li> </ul>	<ul style="list-style-type: none"> <li>-Synthesis of needs and insights from Community</li> <li>-Brainstormed with Community Representatives</li> <li>-Validated CR role</li> <li>-Developed proposal and Theory of Change for executive review</li> <li>-Created communication plan and change management plan</li> </ul>	-	-



# Drill Down: Grantmaking



## The situation

The impact of grants towards the Thriving Movement goals had not been articulated.

## The impact

Leadership understood the distribution of funds and questioned how to measure the impact of grant programs towards broader goals.

## The recommendation

Review current data available and align metrics with Thriving Movement goals to establish baselines and identify new metrics for the future.

	FY19/20	FY20/21	Q1-Q2
<b>We will have strong, diverse, and innovative communities that represent the world.</b>			
KR1: Ensure 65% of all grantees are from communities that are not well established * so that grantmaking becomes a key mechanism to empower and welcome newcomers and increase diversity of content.	64%	66 %	82%
% of grantees who are new/ who are new and from not well established community*	43% / 51%	45% / 53%	38% / 85%
% of all funds for all grants in emerging and least developed communities	37%	39%	25%
% of gender focused grants/ % of funds	26% / 8.7%	26% / 9%	5% / 49%
<b>We will have strong and empowered movement leaders and affiliates.</b>			
KR2: 70% of movement organizers from emerging communities are satisfied with the resources (financial and otherwise) they have to reach the goals.	67.7%	70%	69%
% of rapid grant grantees that received a rapid grant in the prior year	55%	57%	62%
% of rapid grantees that had more than 1 rapid grant in the reporting year	24%	26%	33%

# Address Knowledge Gaps



## Objective:

Decision makers have access to sufficient (directional) data about the state of knowledge gaps to be able to make informed decisions about which areas of the gaps to prioritize work towards.

**Identify:** We summarized the feedback received last quarter, and released a second, more solid version of *the Knowledge Gaps Taxonomy*.

**Prioritize:** We developed methods to study the impact of recommender systems such as Suggested Edits on equity, showing that, while editors are not biased, the *recommendations are biased towards the dominant categories*.

**Address:** We developed 3 models for language-agnostic *list building*, which, given an article, allow to retrieve similar articles in *any language*.

Check the demo! <https://list-building.toolforge.org/>

**Target quarter for completion:** Q4 FY20-21



## en:Earth

- Solar System (Q544)
- أفريقيا (Q15)
- Planet (Q634)
- أمريكا الجنوبية (Q18)
- Sun (Q525)
- آسيا (Q48)
- Moon (Q405)
- القارة القطبية الجنوبية (Q51)
- Outer space (Q4169)
- المحيط الهادئ (Q98)

Department:  
Technology

# Address Knowledge Gaps



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Knowledge Gap Index Q1: Communicate and gather feedback on the taxonomy of knowledge gaps from 4 communities <b>Q2: Iterate and improve the taxonomy based on feedback and bring external collaborators for co-developing the metrics</b> Q2-Q4: Define the first set of metrics for 60% of gaps Q4: Prototype metrics and the knowledge gap index <b>Baseline: 0%</b>	Define or finalize metrics for 60% of the gaps	0	0	-	-
Prioritization Q4: Develop a validated algorithm and test API to prioritize (missing) articles for contributors and readers. <b>Baseline: 0 milestones</b>	4 milestones	1	2	-	-
Language agnostic topic models Q2: Develop a validated algorithm for list building for content creation, and Q4: Recommending what articles to read. <b>Baseline: 0 milestones</b>	4 milestones	1	2	-	-

# Movement Communications



## Objective:

### **Strengthen the narrative about the Foundation's work to support and expand the movement.**

---

Work began on the Communications Needs Assessment with an extensive community outreach plan, targeting communities in emerging regions\*, movement organizers, newcomers, contributors to non-Wikipedias, highly-skilled editors, and groups representing diverse identities. Over 100 community members expressed interest. Participants are 33% women/non-binary and 74% from emerging regions. Optional microgrants were extended to promote equity in participation.

A focus group plan was devised to help better understand the Foundation's value proposition through the volunteer experience, asking: How can the Wikimedia Foundation add value to communities' experiences and support their objectives through lasting, more sustained engagement? Focus group design and facilitation is being supported by Matt Thompson.

There are ten focus groups scheduled throughout January, three of which are for staff and seven for community members. Understanding communities' objectives and the primary obstacles they face will allow us to build a communications strategy that is directly responsive to their needs, while providing insight about what matters most to them in order to develop a narrative that resonates.

**Target quarter for completion:** Q4 FY20-21




Department:  
Communications

---

# Movement Communications



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>KR1: Design a communication strategy across our movement; report results by mapping current and future communities and their communications needs in stages by quarter.</p> <p><b>Baseline:</b> No mapping plan existed previously.</p>	Design a communications strategy	Needs Assessment plan has been crafted	Focus group strategy and design. Outreach completed. 10 groups scheduled: 3 for staff, 7 for community	-	-
<p>KR2: Increase representational equity by identifying and addressing communication gaps among underrepresented and less vocal groups in the movement and consistently showing how those gaps are closing each quarter.</p> <p><b>Baseline:</b> Current work will establish baseline.</p>	Increase representational equity by identifying gaps	Needs Assessment plan includes audience segmentation necessary for representational equity	Equity in focus group participation: 33% women and non-binary, 74% from emerging regions*, 18% non-English speakers	-	-
<p>KR3: Ensure that key comms materials are available in (7) languages: Arabic, Chinese, French, German, Russian, and Spanish and support and grow existing community communications vehicles (community blog, CommComm, MoveCom) ensuring one substantial update or inquiry per month.</p> <p><b>Baseline:</b> Website available in 5 languages.</p>	Ensure communications materials are available in 7 languages	Website language capabilities upgraded. Now available in 5 languages.  Diff launched with multilingual features	Focus group outreach in 7 languages. Simultaneous interpretation during focus groups. Website available in 7 languages	-	-

Department:  
Communications

# Movement Consultation



## Objective:

**Develop and iterate on a framework that increases clarity and effectiveness of Foundation/community consultations, resulting in better information and greater trust.**

**Universal Code of Conduct:** Project management of UCoC Phase 2 at 50% time. Q2 resulted in detailed project timeline and plans for affiliate outreach, movement communications, local language consultations, meta consultations, and drafting committee work in Q3 & Q4.

**Target quarter for completion:** Q4 FY20-21



Main page  
Wikimedia News  
Translations  
Recent changes  
Random page  
Help  
Babel

Community  
Wikimedia Resource Center  
Wikimedia Forum  
Mailing lists  
Requests  
Babylon  
Reports  
Research  
Planet Wikimedia  
Beyond the Web  
Meet Wikimediaans



Content page Discussion Read Edit View history Search Meta

## Universal Code of Conduct

Translate this page: This page contains changes which are not marked for translation.

**Other languages:** Bahasa Indonesia • Bahasa Melayu • Basa Bali • Deutsch • English • Esperanto • Hausa • Lëtzebuergesch • Minangkabau • Tiếng Việt • asturianu • dansk • español • français • italiano • polski • português • português do Brasil • suomi • svenska • vèneto • Ελληνικά • русский • العربية • فارسی • لۆزی شوبانی • کوردی • नेपाली • हिन्दी • বাংলা • ଓଡ଼ିଆ • తెలుగు • བོད་སྐད་ • 中文 • 日本語 • 한국어

This page is under construction. More information is coming soon.

## Universal Code of Conduct

Overview Draft text Discuss History and timeline FAQ

The **Universal Code of Conduct (UCoC)** is one of the key policy initiatives that has come out of the Wikimedia 2030 community conversations and strategy process. Wikimedians from around the world have put forth 10 recommendations to guide the movement towards its 2030 vision. One of these recommendations, to "Provide for Safety and Inclusion," included creating a Code of Conduct, the UCoC. It aims to provide a universal baseline of acceptable behavior for the entire movement without tolerance for harassment. The UCoC is being developed in consultation with the Wikimedia community with respect to context, existing local policies, as well as enforcement and conflict resolution structures.

Department:  
Communications

# Movement Consultation



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Lead and coordinate consultations & other large community-facing activities across 6 departments. Reshape and manage weekly meetings and shared calendar. <b>Baseline:</b> Temporary cross-dept weekly sync and calendar managed by Product.	Improve coordination of community facing activities	✓	✓	-	-
Build, share, and/or update 3 consultation tools on a quarterly basis. <b>Baseline:</b> 90% completed v1 Consultation Guidebook, not widely shared.	Define and share consultation best practices	3 tools completed	2 tools in progress	-	-
Support at least 5 potential or ongoing consultation efforts. <b>Baseline:</b> No support.	Increase adoption of consultation best practices	✓	✓	-	-



# Drill Down: Movement Consultation

## The situation

Movement Consultations is a new team; OKRs changed between Q1 and Q2 and still represent exploratory ideas. We continue to actively define the problem space around consultations and pilot new solutions.

## The impact

The biggest change to our OKRs has been intensive support of the Universal Code of Conduct at 50% team capacity. This is the largest and most important consultation in the movement this year, and is a testing ground for the future of consultation support.

In Q1, we made small consultation tools to support shorter community engagements. In Q2 we focused on larger tools that are still in development.

## The recommendation

This iterative approach will continue through Q3 and Q4 and be supported by a new Project Manager and Director of Movement Communications.

For FY 20/21, we will be strongly positioned to apply these tested approaches toward more permanent support capacities.





# Appendix



**WIKIMEDIA**  
FOUNDATION

# Acronyms

Have any acronyms you're using in your deck? Please add and define here so that all staff can understand and interpret content.

**#1lib1ref:** 1 Librarian, 1 Reference (Wikipedia contribution campaign)

**APP:** Annual Planning Process

**CSAM:** Child Sex Abuse Material

**CTA:** Call to action

**GLAM:** Galleries, Libraries, Archives, and Museums

**INGO:** International non-Governmental Organization

**SD:** Structured data



# Thriving Movement Metrics



MTP Outcomes	MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will welcome and support newcomers.	Monthly active editors increase YoY <b>Baseline:</b> 99K/month	+5% YoY	<b>+7.3% YoY</b> (89K/mo*)	-	-	-
	Established markets	+5% YoY	<b>+6.0% YoY</b> (71K/mo <sup>+0</sup> )			
	Emerging markets	+5% YoY	<b>+9.5% YoY</b> (23K/mo <sup>+</sup> )			
	New editor retention rate increases YoY <b>Baseline:</b> 6.7%/month	+5% YoY	<b>+7.5% YoY</b> (5.7%/mo*)	-	-	-
	Established markets	+5% YoY	(6.6%/mo <sup>+#</sup> )			
	Emerging markets	+5% YoY	<b>+12.2% YoY</b> (4.6%/mo <sup>+</sup> )			
We will have strong, diverse, and innovative communities that represent the world.	Improve newcomer empowerment <b>Baseline:</b> 72% of newcomers feel empowered to succeed.	75% (+5% YoY)	Measured annually Q2	-	-	-
	Increase participation of youth, diverse genders, diverse sexual orientations, and diverse geographies <b>Baseline:</b> Youth (15%); Women (11.6%); Gender minorities (1.8%); Outside NA/EU (32%).	Maintain participation for all target groups.	Measured annually Q2	-	-	-



Department: