

# **2012–13 Year-to-Date and Lookahead to Planning for 2013–14 Part Two**

WMF Board of Trustees meeting  
2 February 2013, San Francisco  
Prepared by Sue Gardner



# Background & context

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Yesterday you got a formal presentation from the full senior team on the organization's activities. It was mostly a download.

Today, we ask for your feedback on where we're at as we move into the 2013-14 planning.



# Goal

To give the Board an opportunity to reflect on where we're at, and decide whether it wants to refine or revise its general direction as we begin planning for 2013-14.



# ROUNDTABLE

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- Anything from yesterday you didn't understand?
- Anything surprising?
- What did you find troubling or exciting?
- Other.



# Some comparisons

- This year we'll increase spending roughly 29%\*: if we did the same next year, that'd be about 45 million;
- This year we'll increase staffing roughly 39%: if we did the same next year, that'd be an EOY headcount of about 228.

*\*excluding FDC funding that leaves the WMF*



# Some of what we're considering

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- +2 FTEs for movement governance (supporting AffCom): a governance attorney and a governance manager;
- +3 FTEs for programmatic evaluation (with Frank): a community coordinator and two evaluation specialists;
- Many more: engineers, designers, data analysts and operations people, to support the top priorities.



# 2013-14 proposed priorities

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- Editor Engagement
- Mobile (Wikipedia Zero + contributions)
- Visual Editor
- **Grantmaking and Program Evaluation**



# Recap of general direction

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- Narrowing focus: Engineering and Grantmaking;
- Top priority: editor retention (through visual editor, and editor engagement work);
- Other priorities: mobile readership especially in Global South, mobile contributions, evolving grantmaking practices;
- Somewhat unclear where movement governance & compliance fits in.





## Some specific questions

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- Are you still comfortable with the engineering / grantmaking identity?
- Are you still comfortable with the four major priorities?
- Does the new focus on program evaluation make sense?
- How much do you want to allocate for the FDC? More or less than 2012-13?



# Planning timeline

February 2	first consultation with Board
March 26	v1 floated to Board for feedback
April 9	Sue delivers Board feedback to team
May 15	Near-final plan goes to Stu, Stu gives feedback and revisions are made
May 28	Final plan goes to Board
June 15	Board vote opens
June 29	Board vote closes
July 1	Budgets released



# The Planning Cycle

The 2010-15 plan will carry us through to July 2015. Planning for 2015-2020 should probably begin July 2014.

