Movement Strategy Tuning Session Q3 FY20-21
OKR slides
Objective:

Collaborate across movement stakeholders to prioritize, sequence, integrate and resource Movement Strategy initiatives into fully-developed project plans that can be incorporated in organizational and community strategies and planning over a multiyear period.

During Q3, movement strategy picked up the conversations on a global level from Q2 and delivered follow-up discussions for all of the 8 prioritized initiative clusters between January 22 and February 7. Overall the process for creating the draft plan has been truly participatory with the engagement from 53 online communities, 95 affiliates, and all departments of the Wikimedia Foundation. There were more than 200 unique participants in these conversations.

The big challenge this quarter was executive transition. With the departure of the Foundation’s ED and Chief of Staff, the Movement Strategy team began integrating into a new department, where it has been defining next steps. Because of the transition as well as the prolonged challenges related to COVID, the aggressive implementation timeline proposed in our OKRs will not be hit this fiscal year, although significant progress will have been made. Our intentions for the year have been adjusted, as below.

**Target quarter for completion:** Q4 FY20-21
### Key Results

<table>
<thead>
<tr>
<th>Year</th>
<th>Q1 Goal</th>
<th>Q1 Status</th>
<th>Q2 Goal</th>
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<th>Q3 Goal</th>
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<td></td>
<td>Develop implementation plan with prioritized and sequenced initiatives by the end of Q2, in a participatory transition process with representatives from at least 100 affiliate reps, 100 online community participants, and all WMF departments. <strong>Baseline:</strong> No implementation plan.</td>
<td>N/A</td>
<td>20.5%</td>
<td>75%</td>
<td>81%</td>
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<td>Support the development of 10 Movement Strategy initiatives by the end of Q4 with participation of at least 10 affiliates, 10 online communities, and all WMF departments. <strong>Baseline:</strong> No implementation initiatives.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
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<td>Establish a multi-year funding plan to support the implementation of the recommendations by the end of Q3 for the whole deployment cycle (up to 3 years) of prioritized initiatives. <strong>Baseline:</strong> No multi-year funding.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>X</td>
<td>-</td>
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Department: Legal
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<th><strong>The situation</strong></th>
<th><strong>The impact</strong></th>
<th><strong>Recommendation</strong></th>
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<td>High level objectives for the upcoming 12-18 months of movement strategy have been defined in a collaborative process. We have been focusing on surfacing the content in WMF APP process.</td>
<td>WMF is proposing in its AP a commitment to supporting the movement in governance readiness, with an emphasis on charter, council, hubs, and governance training. Additionally, ongoing work on resources of funds and data continue. Movement strategy continues to inform the AP, but the hoped-for 12-18 month movement strategy implementation draft plan has not been co-designed yet. There is a risk that we lose connections across the movement and momentum in reaching strategic goals. We need a clear alignment with community on how we will co-design significant impact opportunities moving forward.</td>
<td>Do not lose momentum to align the community around meaningful engagement in strategic work. Communicate strongly and clearly to community the ongoing commitment to co-develop, not co-opt movement strategy. Prioritize movement governance discussions to create structures that support agency and collaboration across stakeholders.</td>
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Upcoming work
Upcoming work

Objective 1 - MS stakeholders continuously engaged in implementation conversations throughout Q4 FY20/21

Objective 2 - Movement Charter Drafting Committee representative of diversity of movement groups and expertise set up by the end of Q4 FY20/21

Objective 3 - The essentials of the implementation ecosystem development covered in Q4 FY20/21
Q3 highlights
Online conversations organized for every prioritized initiative
- More than 200 individual participants across a range of communities and affiliates
- Interpretation to French and Spanish across all the discussions supported engagement from Latin America and French-speaking Africa
- Quick reporting back on meta supported engagement and helped to build trust with the movement

A summary of the lessons learned from the movement strategy transition events was published, including
- Overview of general event information (goal, target audiences, organizing, language support, tools, comms and methodology)
- Key insights on what went well and what did not go well
- Clear recommendation to future event organizers with a simple bucket list
Thank you!

for enduring another session of movement strategy fun!
Questions?

Please contact Maggie and Quim