#WIKIMEDIA2030

WikiConference North America

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Wikimedia Deutschland
How did we get here?
What do we want to build or achieve together over the next 15 years?
Strategic direction:
By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.
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A world in which every single human being can freely share in the sum of all knowledge.
By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.
Strategic direction: By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us. Contribute their knowledge and read yours.
Knowledge equity

Break down the social, political, and technical barriers preventing people from accessing and contributing to free knowledge.
Knowledge as a service

A platform that serves open knowledge to the world across interfaces and communities.
How do we get there?
Our strategic direction will mean different things to different people. And this is intentional. Because local context matters.
Together, we will update our structures and programs, so that we can successfully advance in our strategic direction.
Evolving parallel process

Program planning  Structural change
Program planning

Output:
3 – 5 year strategic plans
Annual plans
Day-to day activities

This is not what we are talking about today.

Happens independently at the affiliates and foundation

Includes working with communities in local, thematic, and project contexts
This is what we are talking about today.

Driven by movement-led Working Groups (9 thematic areas)

Diverse participation across the Movement

Preparing for the future

Output:
Recommendations for structural change to better support program work in the future
Who is working on structural change?

Movement Strategy Core Team + Working Groups
Core Team

Support the Working Groups and the movement with process, operations, logistics, and focus
Hello.
Working Groups

Recommend how we should adapt and evolve within nine thematic areas
## Working Group themes

<table>
<thead>
<tr>
<th>Working Group themes</th>
<th>Themes</th>
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<tbody>
<tr>
<td>Roles &amp; Responsibilities</td>
<td>Movement structures, governance, leadership</td>
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<tr>
<td>Partnerships</td>
<td>Collaboration, Big Open, GLAM, open science, education</td>
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<tr>
<td>Resource Allocation</td>
<td>Resource allocation, grantmaking, money</td>
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<tr>
<td>Revenue Streams</td>
<td>Financing models, donors, fundraising</td>
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<td>Community Health</td>
<td>Trust, respect, inclusion, burnout</td>
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<td>Diversity</td>
<td>Reach, bridging the gaps, privilege, allyship</td>
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<tr>
<td>Capacity Building</td>
<td>Human, leadership and organizational development, recruiting and sustainability</td>
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<tr>
<td>Product &amp; Technology</td>
<td>Platform, engineering, software development</td>
</tr>
<tr>
<td>Advocacy</td>
<td>Legal frameworks, legislation, public policy, activism, agenda setting</td>
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The Working Groups will recommend the structures we need to grow and adapt. So we need many voices and many perspectives.
Diversity matters because we need

- Relevant and varied expertise in Working Group thematic areas
- New voices that reflect our growing Wikimedia community
- Balance of community members, affiliate and foundation members, and external stakeholders
Estimated timeline

CALL FOR PARTICIPATION
June 2018

SET UP & DIVERSIFICATION
July - October 2018

RECOMMENDATIONS: SCOPING
November 2018 - February 2019

RECOMMENDATIONS: ANALYZING
March - June 2019

RECOMMENDATIONS: CONCLUDING
July - September 2019

IMPLEMENTATION
October 2019 - June 2020
To sum it up

- Strategic Direction: Now how do we get there?

- Individual organizations and groups develop their own strategic plans as they always have.

- At the same time, nine Working Groups who – in consultation with the movement – will recommend structural changes later in 2019.

- These recommendations will impact the movement significantly.
Join us!
Today: Session, 3:55-4:55, with Jodi
Then: Apply to join a Working Group
Soon: Community consultations
For updates:

- 2030.wikimedia.org
- Movement events
- Monthly activities meeting
- Suggestions? Let us know.
Thanks!

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