

FOUNDATION



### Agenda

- Welcomes, theme introduction
- Movement update
- Wikimedia and public policy
- Wikipedia and (US Public)
   Libraries: Connecting
   communities of knowledge
- Strategy update
- Questions and discussion
- Wikilove



### Welcome

#### **Requisition hires:**

- Aubrie Johnson- Comms SF (conversion)
- Blanca Flores Comms SF (conversion)
- Kaitlin Thaney Advancement NY (conversion)
- Georgina Fields Advancement WA
- Shannon Bailey Audiences SF
- Pam Drouin Audiences WA
- Miriam Redi Technology UK

#### **Contractors, interns & volunteers:**

- Matthew Wes Legal SF
- Niharika Malhotra Legal SF
- Sara Masody Talent & Culture SF



### Anniversaries

Mark Bergsma (11 yrs)

Erik Zachte (9 yrs)

Santhosh Thottingal (6 yrs)

Chris Johnson (6 yrs)

Dan Andreescu (5 yrs)

Dan Garry (4 yrs)

Jorge Vargas (4 yrs)

Alex Stinson (3 yrs)

Jake Orlowitz (3 yrs)

Bahodir Mansurov (3 yrs)

Bartosz Dziewonski (3 yrs)

Marti Johnson (3 yrs)

Marcel Ruiz Forns (3 yrs)

Sati Houston (3 yrs)

Karen Brown (2 yrs)

Alan Lau (2 yrs)

Manuel Arostegui (1 yr)

Sam Wilson (1 yr)

Lena Traer (1 yr)

Natalia Harateh (1 yr)



### Wikimedia Foundation highlights

- **Fundraising 16–17 report** The Fundraising team will release their FY16–17 fundraising report at the end of this month, which includes fundraising stats as well as the outcomes of different testing and research that helped inform fundraising campaigns throughout the year.
- Rapid Grants The Community Resources (CR) team approved **200 rapid grants** in just over a year. Many of those grants also went to emerging communities to support diversity efforts on the Wikimedia projects. Congratulations grantees, and thank you to CR!
- **SF office move** The Wikimedia Foundation is moving offices! We'll be on site in the new office starting the 2nd of October. Thank you to Office IT, the Finance + Admin teams, the move coordinators, and everyone who helped make this a smooth transition!



#### **Coming up in October**

- <u>Wikiconvention Francophone</u>, Oct. 19–21. Wikiconvention Francophone is for the French-speaking community devoted to topics concerning Wikimedia, education, free culture, and digital rights. The conference will be held in Strasbourg, France.
- <u>WikiArabia 2017</u>, Oct. 23–25. WikiArabia 2017 will be the third annual meeting of Wikimedians from the Arab region to share their experiences and perspectives on Wikimedia projects. This year's conference is hosted by the Wikimedia Egypt User Group, and will be held in Cairo, Egypt.
- <u>WikidataCon 2017</u>, **Oct. 28 29.** WikidataCon is the conference dedicated to the Wikidata community, organized for and with the community. The conference will take place in Berlin, Germany.







# Encyclopaedias are about knowledge sharing.



#### ENCYCLOPEDIE,

OU

DES SCIENCES,

DES ARTS ET DES MÉTIERS,

PAR UNE SOCIETE DE GENS DE LETTRES.

Mis en ordre & publié par M. DIDEROT, de l'Académie Royale des Sciences & des Belles-Lettres de Pruffe; & quant à la Partie Mathématique, par M. D'ALEMBERT, de l'Académie Royale des Sciences de Paris, de celle de Pruffe, & de la Société Royale de Londres.

Tantum series juncturaque pollet,
Tantum de medio sumptis accedit honoris! HORAT.

TOME PREMIER.



**Public Domain** 



#### Imagine a World Without Free Knowledge

For over a decade, we have spent millions of hours building the largest encyclopedia in human history. Right now, the U.S. Congress is considering legislation that could fatally damage the free and open Internet. For 24 hours, to raise awareness, we are blacking out Wikipedia. Learn more.

#### Make your voice heard

















## I also work with...

WIR user:Monikasj/ user:Shameran 81





# Wikipedia + Libraries Better Together oc.lc/wikilib

Strengthening ties between US public libraries and Wikipedia

### Project phases (December 2016 - May 2019)

1

Phase 1

Phase 2

Phase 3

Research public library connections to Wikipedia; Build awareness 10-week online training program for U.S. public library staff to discover collaboration opportunities (Sept. 13 - Nov. 15, 2017)

Collect and publish case studies and resources; Evaluate learning



- 1. Meet people where they are
- 2. Show don't tell



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- 2. Show don't tell



Wikipedia/Wikimedia pages

W+L project email

Your state library

WebJunction.org

Crossroads (e-newsletter)

Social media

Other

Colleague

Listserv

OCLC email

2

10

11

23

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31

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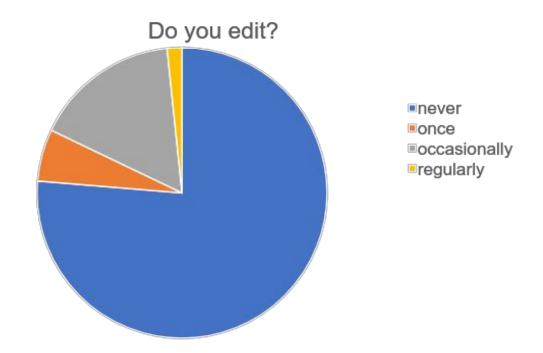
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52

57

61

## Of US public library staff... 77% have never edited



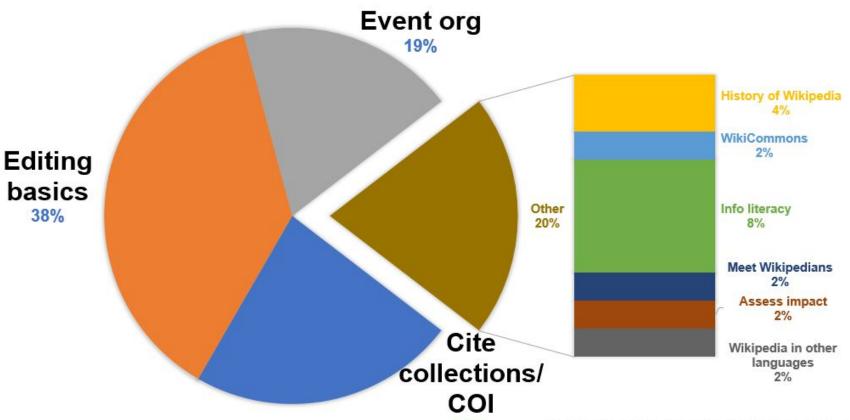
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#### What US library staff want







# Ranganathan's Five Laws of library science



# Some similarities with Wikipedia's core pillars...



# "The library is a growing organism."

Wikipedia is *constantly* evolving.



# "Books are for use."

Wikipedia is free content that anyone can use, edit, or distribute.



#### **Quotes from US librarians....**

"It's eye-opening, exciting and fascinating. I have been using Wikipedia as a quick research reference. I never imagined that how many people, how much time, [and] hard work it takes to prepare an article."

"I am finding it interesting to look into the Talk section and also looking into the editing and comments of the articles. It show that **Wikipedia is a vibrant community**, something I wasn't that aware of before this course and something that **I am very grateful** to find out about."

- 1. Meet people where they are
- 2. Show don't tell







### 4 Tracks 2 Phases 3 Cycles 5 Themes 1 Direction

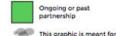




#### MOVEMENT STRATEGY ECOSYSTEMS AND ACTORS

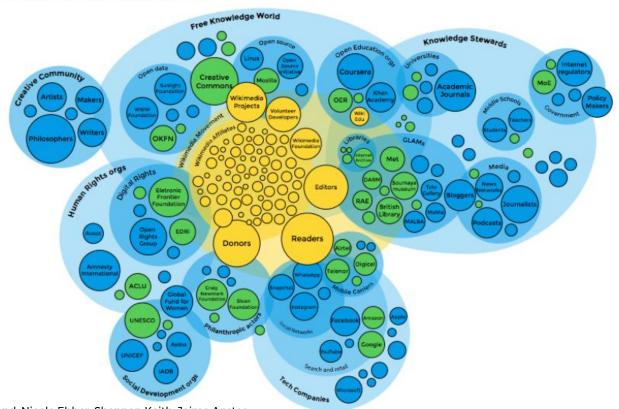
knowledge, we need to consider how we work best within this broader ecosystem.

Sphere of influence Sphere of interest

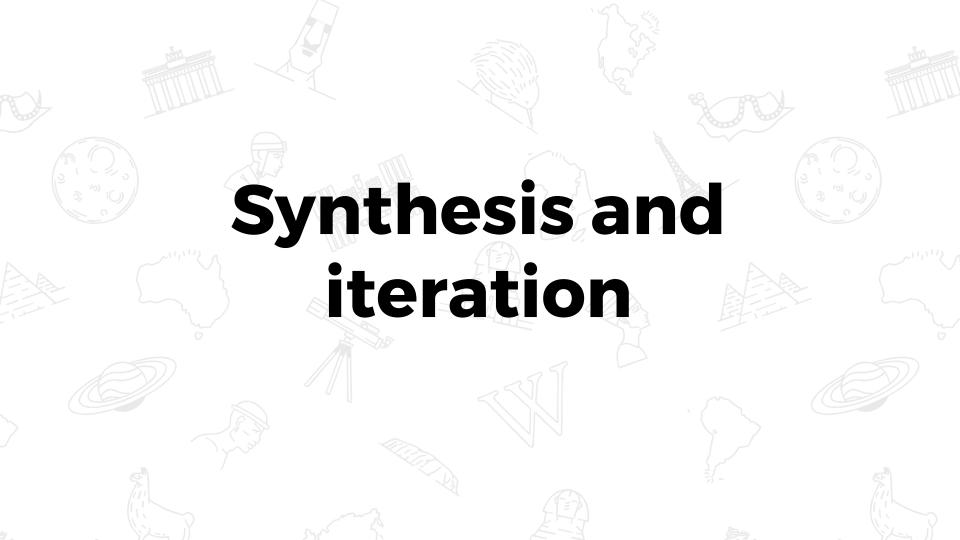


There is a broader ecosystem of actors beyond Wikimedia that impact the vision of free knowledge that we are trying to achieve in the world. Some actors represent current or potential partners and some may represent potential threats so free knowledge. In order to create a world where every single human being can freely share in the sum of all

This graphic is meant for illustrative purposes only.

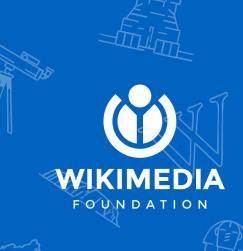


# Research and expert engagement





### A direction for the future



By 2030 everyone in the Wikimedia movement will grow roads and bridges and villages of fields of knowledge curation by forging tools in many shapes and colors to socialize a win-win-win client-oriented on-ramping network with innovative thought leaders.

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"Cabal approved" by Magister Mathematicae, under CC-By-SA 3.0 Unported, from Wikimedia Commons, edited.

# Wikimedia = People × Technology



# Strategic direction: **Service & Equity**



#### Service

"I-280 and SR 87 Interchange 2" by <u>Kevin Payravi</u>, under <u>CC-By-SA 3.0 Unported</u>, from Wikimedia Commons.

## Knowledge as a service

- A platform to serve open knowledge to the world
- Infrastructure and tools for ourselves, allies, and partners
- Different forms of free, trusted knowledge

### **Equity**





# **Knowledge equity**

- Knowledge and communities left out by structures of power and privilege
- Welcome people from every background
- Break down social, political, and technical barriers





We will become the essential infrastructure of the ecosystem of free knowledge.

Anyone who shares our vision will be able to join us.



"FREE HUGS' in a marketplace, Chile" by <u>Spiwagen!</u>, under CC-By-SA 2.0 Generic, from Flickr/Wikimedia Commons.











