

Wikimedia Foundation Board of Trustees meeting July 2018



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Agenda Day One

- Welcome
- Operations
- Movement strategy
- Look back/forward
- Chair's year-in-review
- Future of the Board
- Executive session



Welcome



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Operations

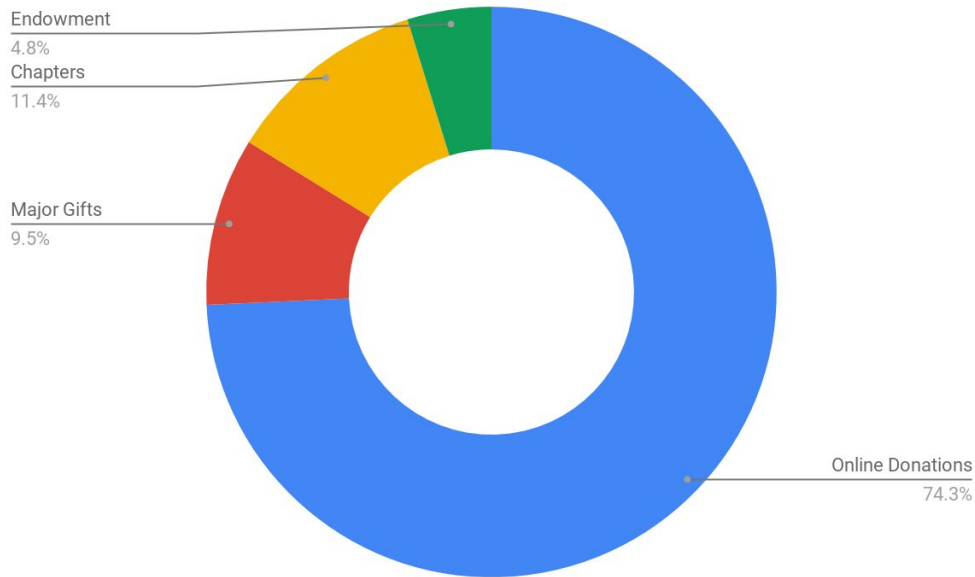


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Revenue & Fundraising



\$104 million raised in FY 17-18



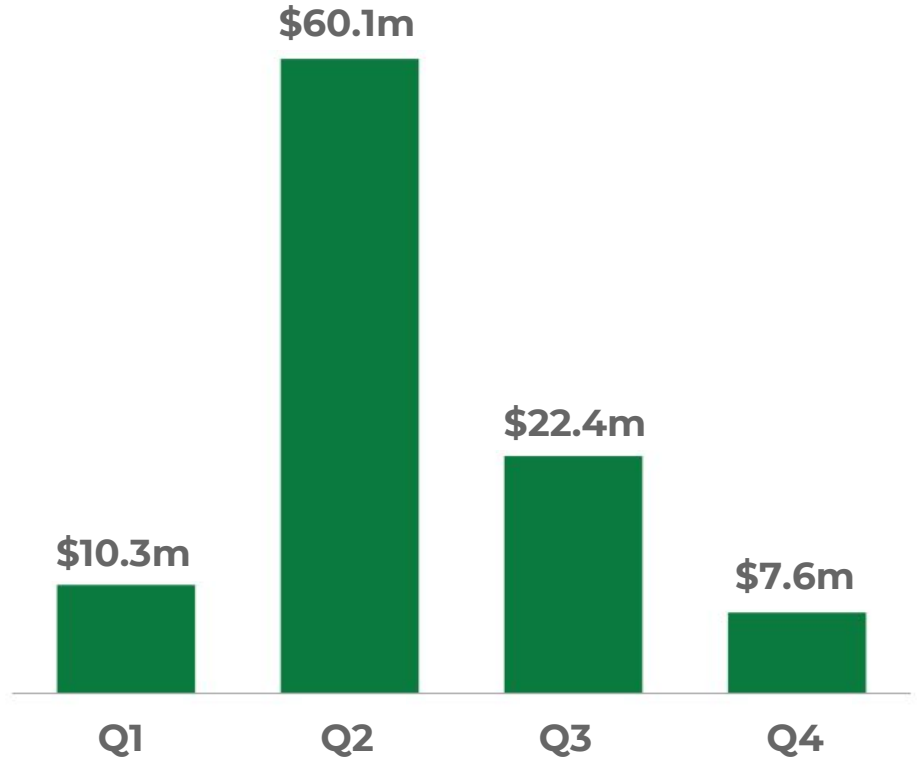
Note: The Advancement Department releases a detailed fundraising report every September. Stay tuned . . .

Revenue by Quarter FY17-18

\$100.4m



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FY2018-19 Q1 revenue projections

PROGRAM	TARGET	PROBABILITY	PROJECTION
Country Campaigns in Spain, South Africa, Malaysia, and Japan	\$5.3m	90%	\$4.8m
Low-Level Multi-Country Campaigns	\$1.7m	90%	\$1.5m
English Testing	\$2.5m	90%	\$2.2m
Recurring Donations	\$2.2m	95%	\$2.1m
Major Gifts Pipeline (that may come by September 30)	\$3m	25%	\$750,000
		TOTAL:	\$11.35 m

Financials



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Year-end FY17-18 overview

*Please note that all FY17-18 amount in this deck are **preliminary** pending completion of the full financial closing process and audit.



+\$23.4M (+30%) revenue over plan
-\$0.4M (-1%) spending under budget

+\$9.4M (+10%) YoY growth in revenue
+\$10.6M (+16%) YoY growth in spending

Maintained programmatic ratio at 74%

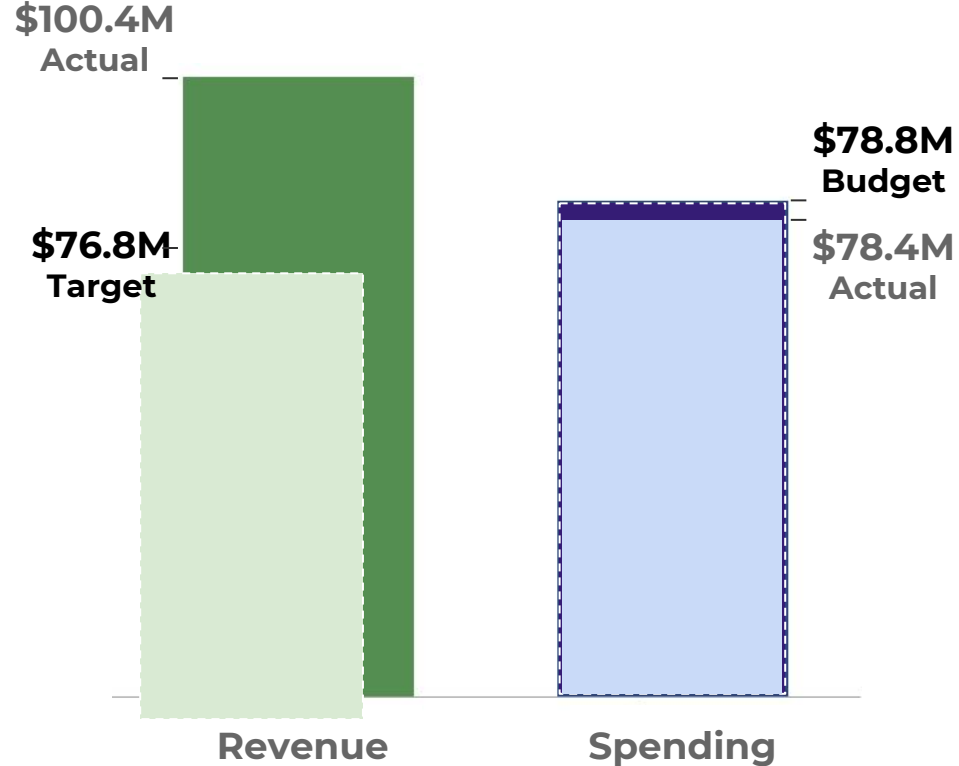
- Repurposed over \$2.7M in underspend to Wikidata, Grants, combatting Wikipedia block in Turkey, trademark filings in countries with key emerging communities, strategic partnerships, Singapore data center, and other programmatic investments

Revenue vs. Spending



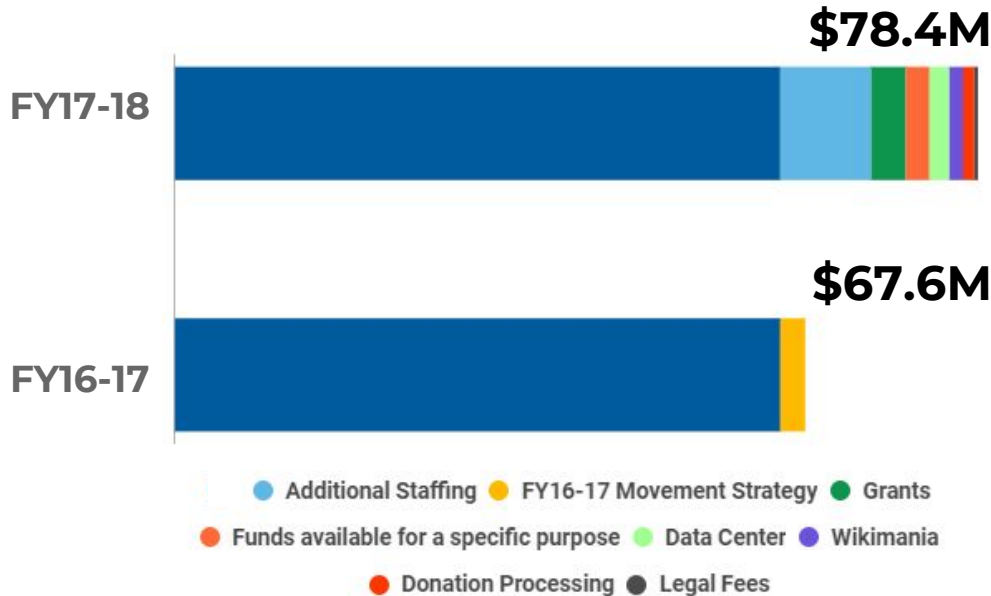
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FY17-18



Revenue exceeded spending by **\$22M**

YoY Increase Drivers



In FY16-17, Movement Strategy was \$1.5M.

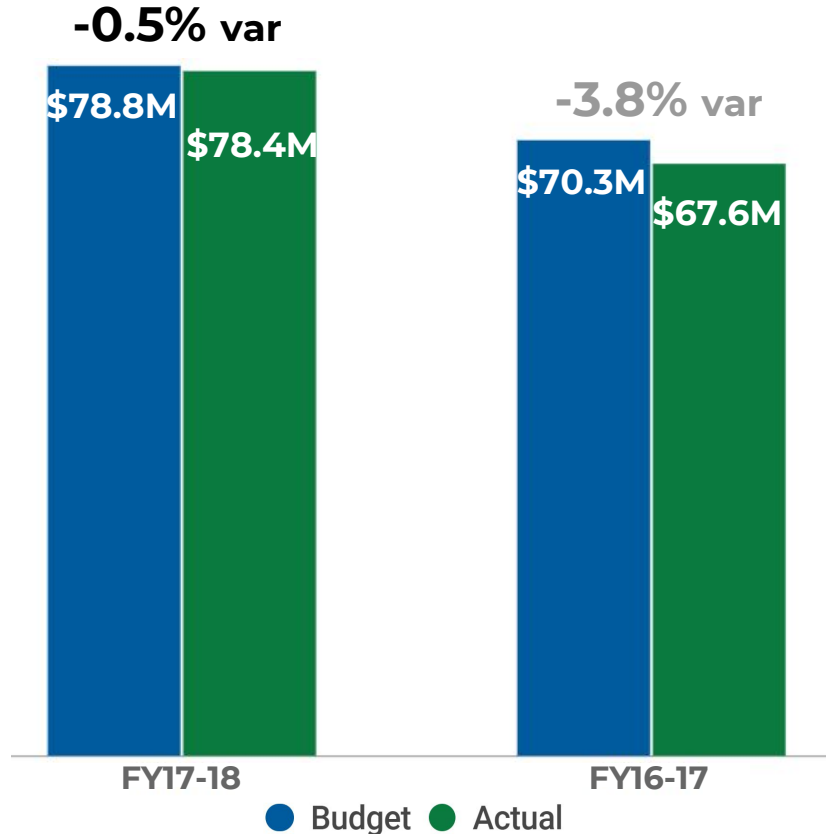
Additional staffing, including CDPs	\$5.4M	+16%
Increasing grants to communities	\$2.3M	+37%
Funds available for a specific purpose (including Movement Strategy)	\$1.4M	-
Building capacity in Technology and our data centers	\$1.2M	+36%
Wikimania (which was not held in the prior fiscal year)	\$0.8M	-
Donation processing fees related to increased revenue	\$0.7M	+17%
Legal fees related to community defense, supporting privacy, & combating state censorship and surveillance	\$0.2M	+17%

Additional FY17-18 other financial investments



- Search Engine Optimization (SEO)
- Wikimedia Commons expansion
- Diversity and Inclusion
- Legal risk assessments
- Public policy and legal defense
- Trademark filings in priority countries
- Building capacity in Technology
- Wikidata Core and Wikidata Future
- Continuing grants to existing APG recipients and funding WP Offline Medical Pilot in Nigeria
- Movement Strategy Phase 2

Reduced budget variance



Reduced spending variance by **3.3%** compared to the prior year

Material reduction in variances:

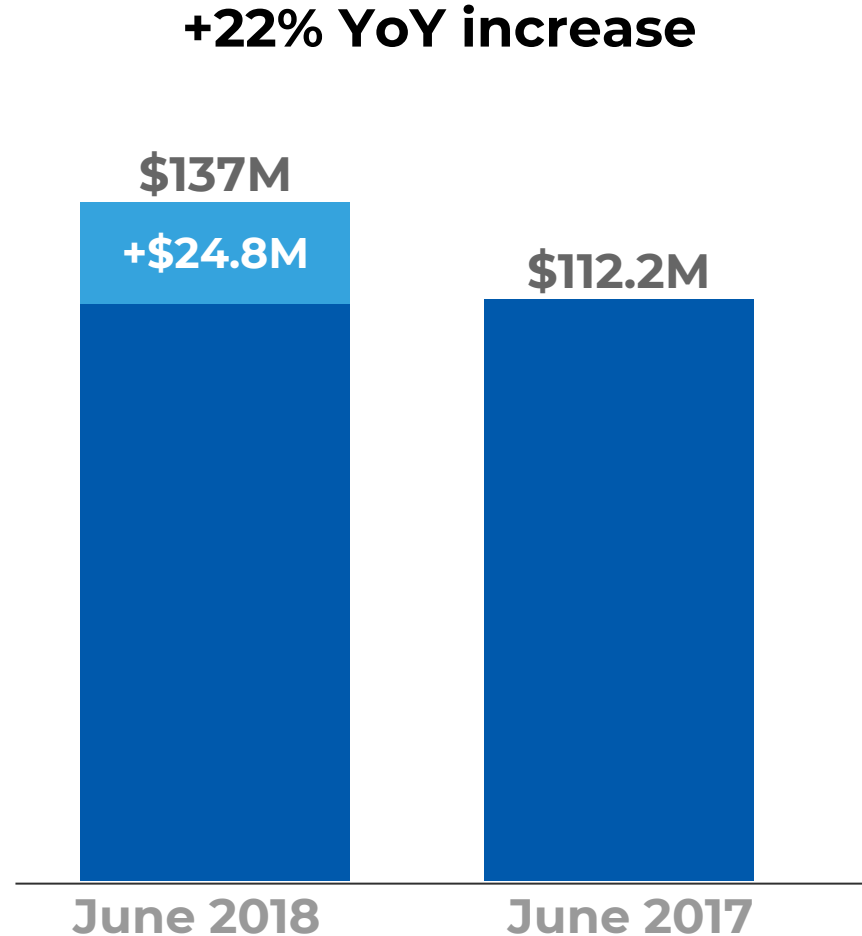
- Personnel spending variance reduced from -6% to -4% YoY
- Data center spending variance reduced from -26% to +6% YoY

*FY16-17 Budget includes \$5M endowment donation for comparison purposes

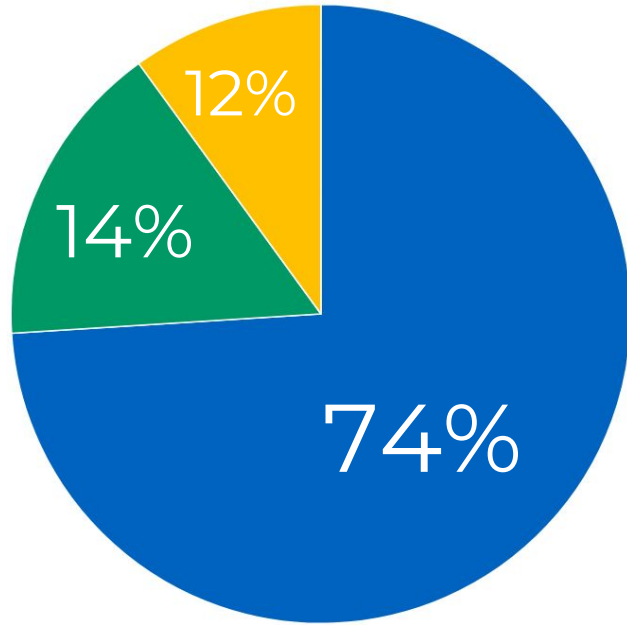
Cash & investment balance

Primary drivers:

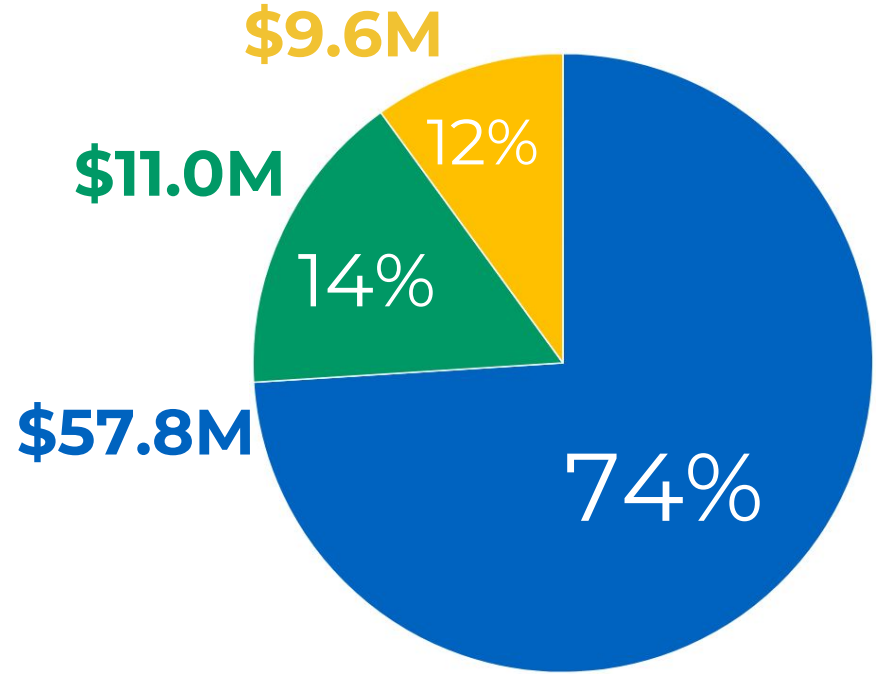
- Big English campaign
- Chapter fundraising over performed by +\$2.6M
- Budget underspend \$0.6M



Maintaining Program Investment



FY16-17 Actuals



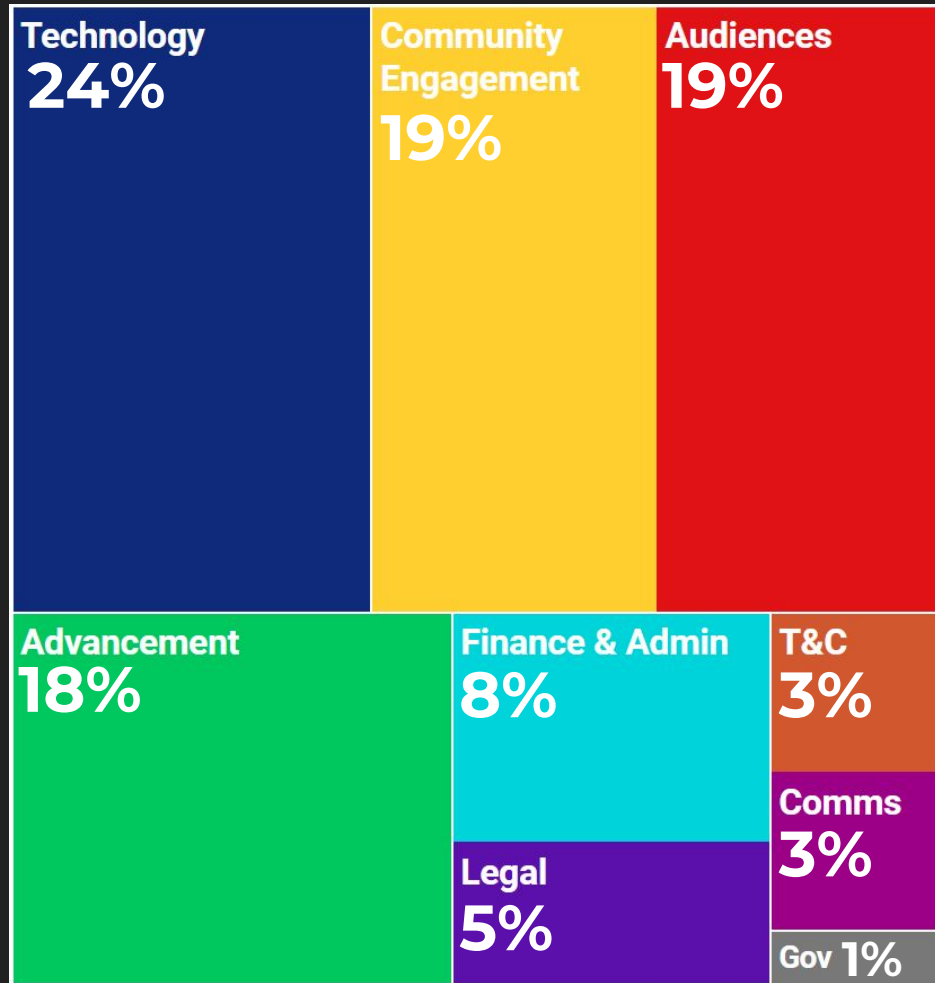
FY17-18 Actuals

WIKIMEDIA

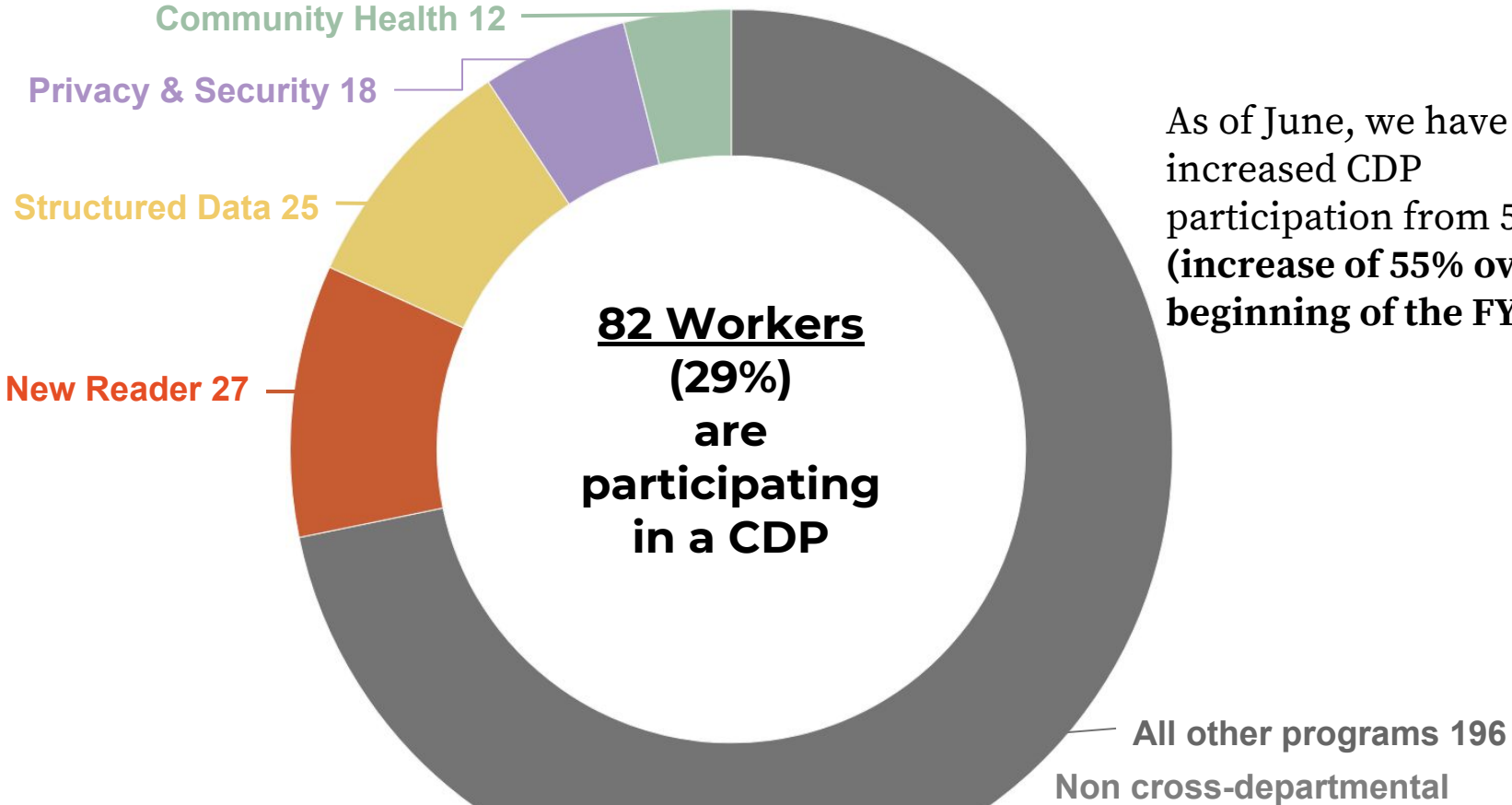
Spending by Department

Technology:	\$18.1M
Community Engagement:	\$14.8M
Audiences:	\$14.2M
Advancement:	\$14.0M
Finance & Administration:	\$6.4M
Legal:	\$4.1M
Talent & Culture:	\$2.4M
Communications:	\$2.0M
Governance:	\$1.0M

*\$1.4M of Funds available for a specific purpose are excluded from all figures above



Personnel in Cross Departmental Programs



As of June, we have increased CDP participation from 53 to 82 (increase of 55% over beginning of the FY17-18)

Audience metrics

Key Audiences Metrics: June 2018

Contributors

Collaborative, inclusive tools and user flows for creating and editing

		MoM	YoY
Total content	193 M	0.9%	23.6%
—Wikipedia articles	48.2 M	0.3%	6.5%
—Media files	51.6 M	1.2%	78.2%
—Wikidata entities	51.0 M	1.2%	78.2%
Net new content	1.69 M	-46.6%	-39.6%
—Wikipedia articles	168 K	-3.6%	-60.9%
—Media files	625 K	-15.3%	-30.4%
—Wikidata entities	587 K	-60.2%	-46.2%
Active editors	78.5 K	-8.1%	-3.8%
—New (first-month)	15.0 K	-15.6%	-20.1%
—Second-month	3.66 K	-9.9%	-10.9%
—Existing	59.9 K	-5.8%	1.9%
New editor retention	5.7%	-10.5%	5.8%
Global revert rate	6.7%	-10.2%	-20.3%
Total edits	37.1 M	-5.0%	-3.0%
—Mobile edits	1.13 M	-3.2%	31.9%
—Data edits	16.5 M	4.9%	-4.7%
—File uploads	619 K	-16.1%	-31.1%
—Other non-bot edits	11.9 M	-10.0%	-4.4%

The net new content metrics are modifications of total content metrics introduced in May which measure the net change in content between the end of the previous month and the end of the current month. Previously, we measured the total content, which obviously always grew. These metrics are quite volatile, with one factor likely being content creation by bots on projects like Wikidata and various Wikipedias. Despite the across-the-board negative trends this month, there does not seem to be any long-term downward trend.

Global revert rate is the proportion of non-bot edits which are later entirely reverted; partial reverts are not counted. Interpreting this metric poses particular problems; for example, an increase could reflect better detection of damaging contribution, an increase in vandalism, or greater rejection of good-faith contributions. The trend over the past several years is downwards; the rate in 2015 was about 10%. Currently, we don't know the reason for this decline.

Otherwise, the long-term trends remain consistent: downward for new active editors, and slightly upward for existing active editors and new editor retention. Our product efforts are aligned with these trends.

Public copy and further details:

https://www.mediawiki.org/wiki/Wikimedia_Audiences#Contributors

Key Audiences Metrics: June 2018

Readers

User flows including Community Tech, Apps, Desktop & Mobile Web content

		MoM	YoY
Interactions	16.8 B	-4%	N/A
— Pageviews	15.0 B	-4%	+3%
—Desktop	6.6 B	-6%	-7%
—Mobile web	8.2 B	-2%	+13%
—Desktop previews	1.78 B	-13%	N/A
Unique devices (all Wikipedias)	1.48 B	-5%	+8%

Sources and further details, also on mobile apps usage:

https://www.mediawiki.org/wiki/Wikimedia_Audience#Readers

Pageviews and previews normalized to 30 days/month

Traffic usually drops from May to June every year (cf. next slide), so these numbers are not a concern. On the contrary, year-over-year there is a notable rise in pageviews. (Small caveat: On May 21, we updated our user agent parsing definitions for the first time in two years, which affected bot detection - but it appears that this led to more views being classified as non-human, meaning that the real increase might be even larger than 3%.)

As before, keep in mind that the decrease in desktop pageviews is partly due to the deployment of the page previews feature over the course of the 2017/18 fiscal year.

Unique devices also increased year-over-year like in previous months, but this metric might be more susceptible to artifacts that decrease the accuracy of such longer-term trend assessments.

(beta) Diversity metrics

In support of knowledge equity, we are committed tracking our status in this area, measuring our impact, and responding to trends we're seeing. We would like to measure this in terms of content coverage and more precise user demographics, but this is very complex, challenging space.

In the meantime, we created two indexes that measure consumption and contribution based on contributor location and on project, based on mobile usage. More details are on the following slide.

(beta) Diversity metrics

Mobile-heavy wikis.

Definition: The 20 wikis with the highest % of pageviews on a mobile device with at least 10 active editors a month. (- Italian, Japanese wikis).

We believe this is a good proxy for wikis whose members don't have alternative access to knowledge (“A2K”)

1. Hindi Wikipedia
2. Bangla Wikipedia
3. Indonesian Wikipedia
4. Arabic Wikipedia
5. Marathi Wikipedia
6. Persian Wikipedia
7. Swahili Wikipedia
8. Tagalog Wikipedia
9. Chinese Wikiquote
10. Thai Wikipedia
11. Egyptian Arabic Wikipedia
12. Malayalam Wikipedia
13. Tamil Wikipedia
14. Kannada Wikipedia
15. Portuguese Wiktionary
16. Azerbaijani Wikipedia
17. Gujarati Wikipedia
18. Kyrgyz Wikipedia
19. Albanian Wikipedia
20. Malay Wikipedia

Key Audiences Metrics: June 2018

Diversity (beta)

How we're doing in historically underserved markets

		MoM	YoY
Global South countries			
—Reader interactions ^[2]	4.05 B	-5%	— ^[3]
—Active editors	21.5 K	-3.0%	— ^[1]
—New editor retention	4.4%	— ^[1]	— ^[1]
—Edits	8.51 M	-7.7%	— ^[1]
—Non-bot edits	8.51 M	-7.7%	— ^[1]
Mobile-heavy wikis			
—Reader interactions	578M	-2%	— ^[3]
—Active editors	3.45 K	-6.9%	-3.3%
—New editor retention	4.1%	-11.5%	-5.4%
—Edits	852 K	-19.1%	15.4%
—Non-bot edits	432 K	-7.7%	2.2%

In these calculations, Global South readers and editors are those *not* geolocated to a Global North country (see [meta:list of countries by regional classification](#)), meaning they include some whose location is unknown.

Notably, new editor retention in both these segments is lower than the global average of 5.7%.

Extremely few bots edits coming from Global South countries were detected, so the total and non-bot edit metrics are essentially identical. However, from the mobile-heavy wikis you can see that bots do significant work on wikis that serve those countries.

Notes

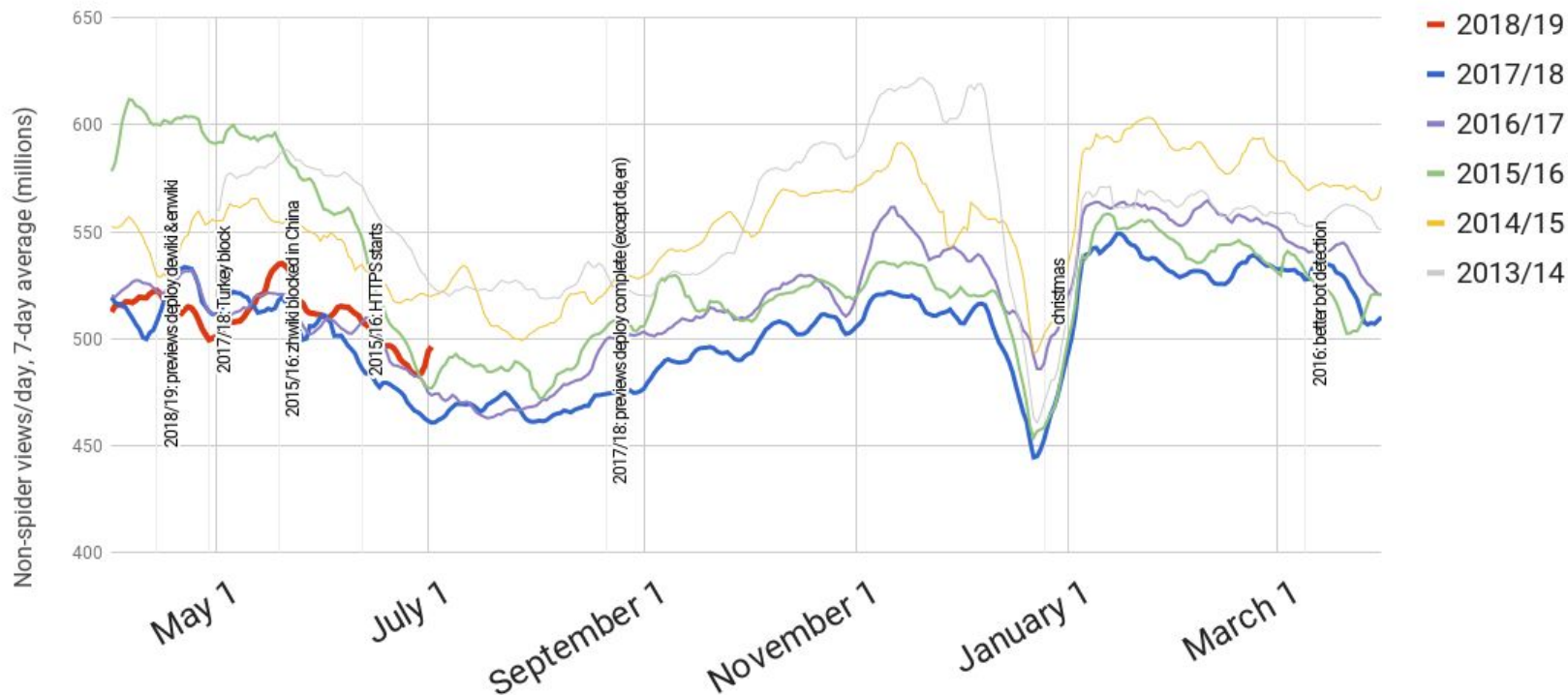
[1]: Editor and reader location data is deleted after 90 days, so it is not possible to calculate trends from before the metric was established. Trends will accumulate starting this month.

[2] Pageviews (all platforms) + seen previews (desktop).

[3] The page previews feature was rolled out less than a year ago.

Pageviews year-over-year comparison

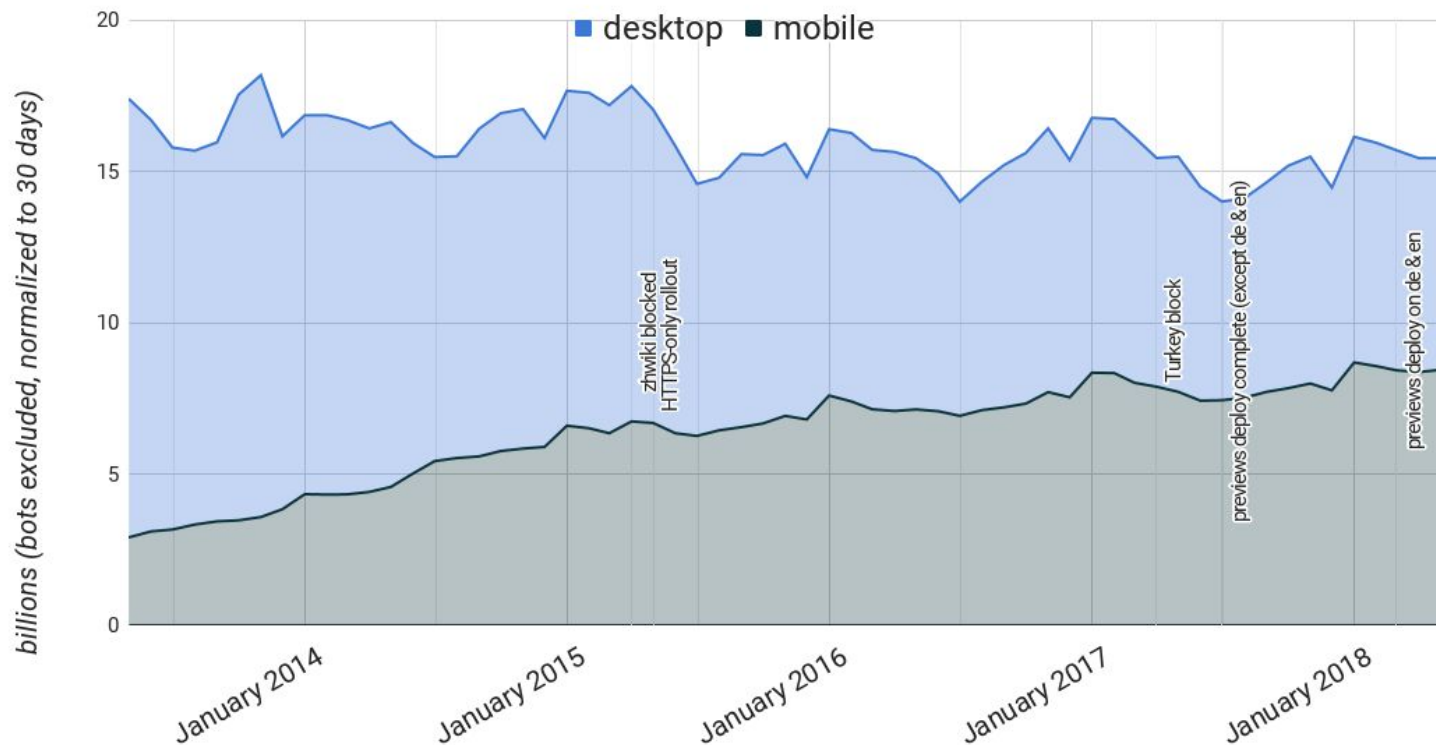
Wikimedia pageviews year-over-year comparison, May 2013-June 2018



Long-term pageviews trend

Pageviews by access type until June

Wikimedia monthly pageviews (desktop+mobile), 2013-2018



Talent & Culture



Executive searches

- **Chief of Community Engagement (agency: Perrett Laver)**
- **Chief of Talent & Culture (agency: TBD)**

Agenda Day Two

- Welcome
- Officer & committee elections
- Board FY18-19 priorities
- Public policy update
- Board terms & appointments
- Talent & culture
- Board business
- Executive session

Talent & Culture



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Recruiting & sourcing

Objective: Recruit and onboard timely, diverse, skilled hires

- Increased capacity in FY17-18 Q4:
 - Two new contract recruiters and one new sourcer
 - Team now at 5 recruiters, one sourcer, one coordinator and one manager
 - Creating agency pool for additional support for leadership and board searches
- Developed hiring dashboard for increased transparency and accountability

Output:

- Reports on output / acceptances
- Anticipated additional impact:
 - On time hires for projects/programs
 - Maintaining positive diversity trends in recruiting

Career paths & development

Objective: clear and consistent career paths and development

- Individual development planners now mandatory for all staff
 - Managers' training completed in through a multi-month program
- Developed job title progressions for individual departments
 - Conducted senior leadership workshop on job leveling and compensation
 - Holding on further leveling, engaging outside consultant
 - Anticipate completion at the end of FQ2 for alignment with the next annual plan process

Diversity & inclusion

Organization-wide DEI plan

- C-team members undergoing **racial equity trainings** with racial justice organization Race Forward
- People managers undergoing training with training organization Racy Conversations
- C-team committed to developing a **racial equity plan** for the organization, available in Q3/4
 - Develop an REIA ([racial equity and inclusion assessment](#)).
 - Investigate **policy, trainings, and data analysis**
 - Allocate **budget** for implementation
 - Work together with T&C, staff, and by engaging external experts