

# How setup a strategy – Wikimedia CH

An overview about the steps done to setup a strategy in Wikimedia Switzerland



## VISION

As Wikimedia CH we open doors and bring people together with the aim of disseminating free knowledge for a smart & open society. We enable our communities to share knowledge and connect them with the Wikimedia universe. We are a collaborative and accountable association representing the interest of our multilingual communities in Switzerland.

## BACKGROUND

- In the past year, Wikimedia CH has seen many changes. At the end of July 2015, the Executive Director left for personal reasons after a turbulent period of time. The association was then led by committed volunteers, a situation that did not allow it to launch new sustainable project initiatives.
- In early 2016, a new Executive Director arrived and a new Board was elected, bringing more changes along the way: some long-time committed members did not stand for re-election, and another member was not reelected.
- In parallel, the Wikimedia Foundation also experienced major organizational changes within a couple of months, prompting many senior figures to leave the organization and the Executive Director to resign.

## COMMUNITY SURVEY: 1<sup>ST</sup> QUESTION

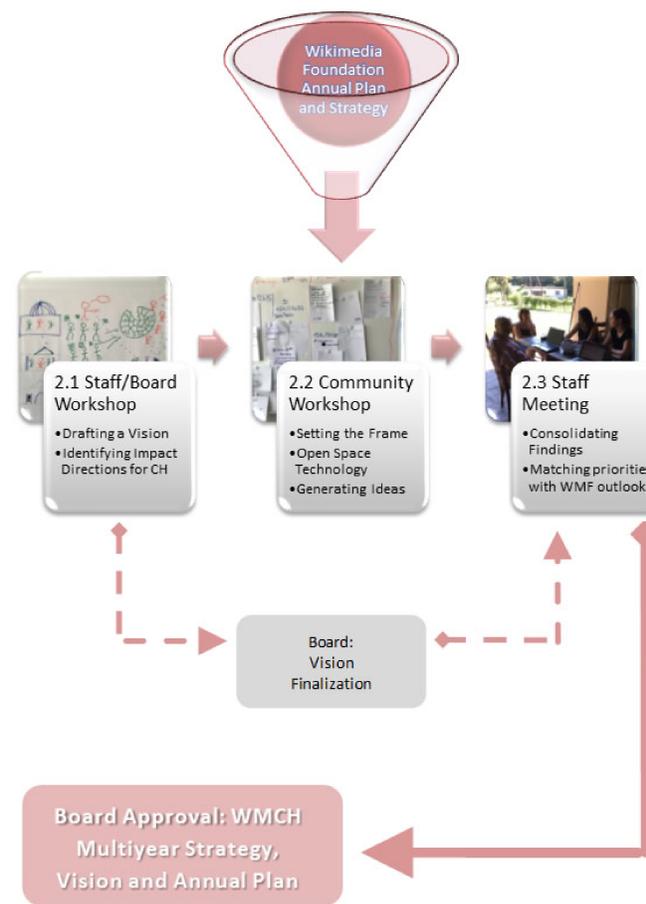
Are you satisfied with the strategic direction of Wikimedia CH?



## METHODS

List of workshops:

- Staff/Board Workshop (June 22, 2016 in Bern)
- Community Workshop (July 9, 2016 in Olten)
- Staff Meeting (July 19-20, 2016 in Lugano)
- Alignment to WMF Annual Plan and strategy



## COMMUNITY SURVEY: 2<sup>ND</sup> QUESTION

Which of these would you be interested in learning more about?



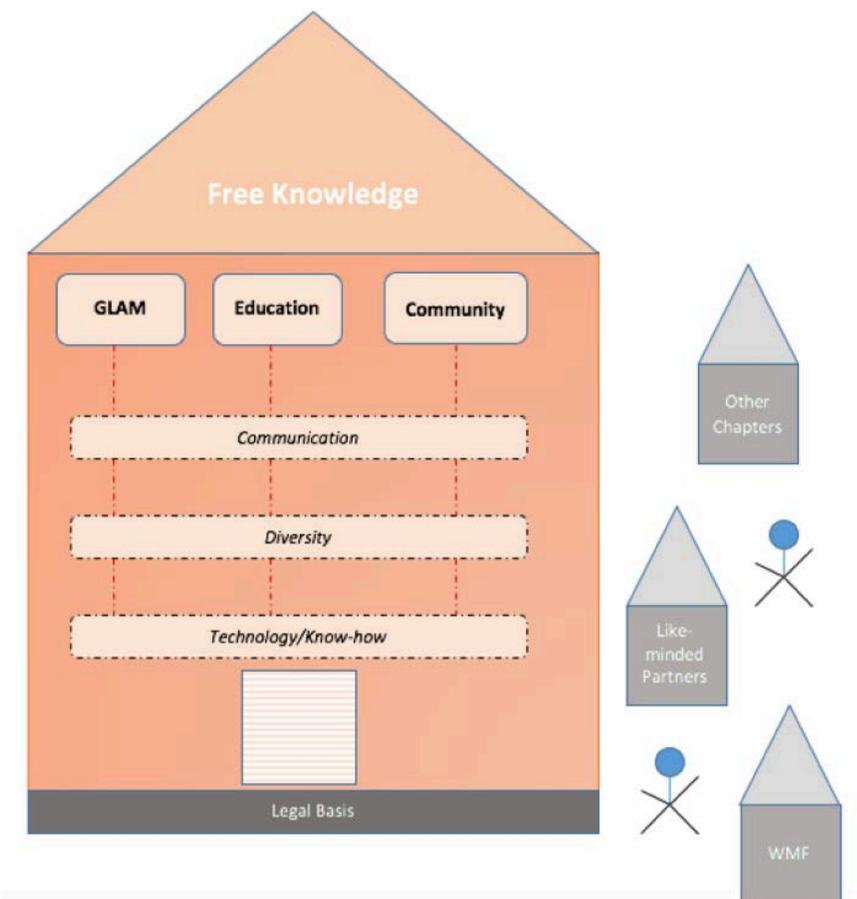
## RESULTS

Areas:

- GLAM
- Education
- Community

Enablers:

- Communication
- Diversity
- Technology/Know-how



## REFERENCES

- [https://meta.wikimedia.org/wiki/Grants:APG/Proposals/2016-2017\\_round1/Wikimedia\\_CH/Proposal\\_form#Overview](https://meta.wikimedia.org/wiki/Grants:APG/Proposals/2016-2017_round1/Wikimedia_CH/Proposal_form#Overview)
- [https://commons.wikimedia.org/wiki/File:Wikimedia\\_CH\\_2017-2020\\_Strategy.pdf](https://commons.wikimedia.org/wiki/File:Wikimedia_CH_2017-2020_Strategy.pdf)
- [https://commons.wikimedia.org/wiki/File:Wikimedia\\_CH\\_Annual\\_Plan\\_2017.pdf](https://commons.wikimedia.org/wiki/File:Wikimedia_CH_Annual_Plan_2017.pdf)