



A CALL FOR PROPOSALS

WIKIMEDIA MOVEMENT STRATEGY

The Wikimedia Foundation is the nonprofit that supports Wikipedia and the Wikimedia free knowledge projects. 275 staff serve 100,000 active volunteers who create the content. Together, we build knowledge and share it with the world, freely. We reach nearly a billion people around the world in hundreds of languages.

Zoom out a bit... because that's only a portion of our story. The Wikimedia Foundation is an organization within a larger ecosystem of “organizations”. We have ±150 affiliates and partners around the world (e.g. chapters, user groups, cultural and educational institutions). We think it is time we all step back and think *together* about where the world is headed over the next 15 years and how to better coalesce our efforts. In other words, we'd like to build a “movement strategy”. We're calling for proposals. We hope you'll answer our call.

There is a unique caveat: our movement strategy will not be defined from the top-down or by a lone architect. It will be forged in conversation with a wide variety of stakeholder communities. At Wikimedia, collaboration is not for the faint of heart. Our contributors are passionate! Building a movement strategy in our context will look more like passing a law in the House of Commons. There will be an occasional raucous debate.

The outcome must be clear. It must be coherent. It must be trusted. And we'd love it if it were uplifting.

We're looking for a Lead Architect for our movement strategy (see next page).
Someone who is willing to both engage internal talent already deployed,
and help define and fill the remaining roles.

ROLE	ACCOUNTABILITIES	SUGGESTED DESCRIPTION
Lead Architect	<p><i>The final product</i></p> <p>The final product will be more than a mere synthesis or distillation of inputs. “Buckets” or categories of work will not suffice. We’ll need more coherent, comprehensive meaning making.</p>	<ul style="list-style-type: none"> ● Articulate your theory of change ● Architect the big picture (e.g., How does it all add up? What are the fundamental questions we need to answer together?) ● Decide format /template input should be organized in ● Frame and co-design the conversations with our communities ● Decide upon and curate inputs for the conversations (What shall they read? What shall they watch and listen to?) ● Transform outputs into coherent, comprehensive meaning ● Forge a strategic direction and movement strategy
Lead Architect Partner	<ol style="list-style-type: none"> 1. Advise Lead Architect on all things related to the foundation and movement. 2. Help frame the conversations. 3. Help synthesize and distill all inputs. 	<p>This role is filled internally. A high-level thinker from Wikimedia who understands the evolution of our movement and its current state and can advise the architect on what will build clarity and trust with our movement. Reports to the Lead Architect.</p>
Project Manager	<ol style="list-style-type: none"> 1. Keep the stakeholders supported and coordinated. 2. Keep the trains running on time. 	<p>This role is filled internally. This person keeps the trains moving... project managing the back end of the work flow. Making sure the work is coordinated and on wiki. A surrogate of the Wikimedia Foundation in conversations, taking action on behalf of WMF, but under the direction and leadership of the ED <i>and</i> Lead Architect. Reports to the Lead Architect and the ED.</p>

ROLE	ACCOUNTABILITIES	SUGGESTED DESCRIPTION
Community Conversations Lead	<ol style="list-style-type: none"> 1. Well-designed, well-run events / conversations with our communities 2. Insights for Lead Architect 3. Build trust with our communities through the process 	<ul style="list-style-type: none"> ● Clarify outputs of events / conversations with Lead Architect ● Design and produce events / conversations from beginning to end in select locations around the world (this role has a strong logistical component) ● With WMF’s help, hire the talent to run and facilitate these conversations ● Distill insights for Lead Architect ● Reports to Lead Architect
New Users Lead	<ol style="list-style-type: none"> 1. Well-designed, well-run events/ conversations with “New Readers” 2. Insights for Lead Architect 3. Build trust with our communities through the process 	<p>This role is filled internally. External expert from emerging markets may join this team</p> <ul style="list-style-type: none"> ● Clarify outputs of events / conversations with Lead Architect ● Design and produce user and market research in select locations around the world (this role has a strong logistical component) ● With WMF’s help, hire the talent to produce these insights ● Distill insights for Lead Architect ● Reports to Lead Architect
Individual Volunteers on-wiki	<ol style="list-style-type: none"> 1. Well-designed, well-run written conversations with our individual volunteers on-wiki 2. Insights for Lead Architect 3. Build trust with our communities through the process 	<p>This function is filled internally. Community Engagement to hire for on-wiki consultation.</p> <ul style="list-style-type: none"> ● Clarify outputs of conversations with Lead Architect ● Design on-wiki conversations ● With WMF’s help, hire the talent to run and facilitate these conversations ● Distill insights for Lead Architect ● (Maggie) Reports to Lead Architect
Expert Symposium Lead	<ol style="list-style-type: none"> 1. Design of conversations with a group of experts 2. Insights for Lead Architect 3. Build trust with our communities through the process 	<ul style="list-style-type: none"> ● Clarify outputs of events / conversations with Lead Architect ● Clarify expertise needed and source appropriate experts ● Design event / conversation from beginning to end (strong logistical component) ● With WMF, hire the talent to run and facilitate these conversations ● Distill insights for Lead Architect ● Reports to Lead Architect

Although we will be looking for a direction that can coalesce our efforts for the next 15 years, we'd like clarity in regards to that direction by *July 2017*.

That's when our annual conference takes place. It's called Wikimania.
Volunteers from all over the world join us.
We hope you'll be there too.