

# Operations Tuning Session Q2 FY20-21



**WIKIMEDIA**  
FOUNDATION

# Efficacy & Resilience OKRs



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# Operations



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# All Hands



## Objective:

### **Assemble staff to celebrate successes, collaborate on work deliverables, and have fun**

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The virtual All Hands 2021 event has gained traction, as we push towards an April go-live date.

As a collaborative team, we provided a proposal that included industry comparisons, 3 high-level scenarios that we could use, and possible activities. Following approval to proceed, we presented a 72-hour schedule as an indication of how the event would span 6 time zones and provide continuous programming. Our intent is to provide 3 options of live and pre-recorded content with a Global influence; an event for the staff, by the staff.

With 2 vendors selected, we are conducting demos with the plan to submit a contract through Coupa during the last week of January. A wiki page, email group and slack channel have been created to share the latest updates. Volunteers are being solicited within the Foundation. Steering Committee and Project team has been created with multiple work streams splintering off to ensure the project does not experience many obstacles.

**Target quarter for completion:** Q4 FY20-21

# All Hands



							SCHEDULE OF EVENTS		
PST	EST	CET	IST	AWST	AEST				
						Track 1	Track 2	Track 3	
0:00	3:00	9:00	14:00	16:00	18:00	Welcome Session (live or pre-recorded)			
1:00	4:00	10:00	15:00	17:00	19:00	Ice Breakers	Games	Online Experience	
2:00	5:00	11:00	16:00	18:00	20:00	Workshop	Workshop	Workshop	
3:00	6:00	12:00	17:00	19:00	21:00	Break	Social Time	Themed Breakout Rooms	
4:00	7:00	13:00	18:00	20:00	22:00	Lightning Talks and/or Show & Tell (pre-recorded)			
5:00	8:00	14:00	19:00	21:00	23:00	Staff Talent Show (live and/or pre-recorded)			
6:00	9:00	15:00	20:00	22:00	0:00	Social Time			
7:00	10:00	16:00	21:00	23:00	1:00	Break			
8:00	11:00	17:00	22:00	0:00	2:00	Live - General Session A			
9:00	12:00	18:00	23:00	1:00	3:00				
10:00	13:00	19:00	0:00	2:00	4:00	Ice Breakers	Games	Online Experience	
11:00	14:00	20:00	1:00	3:00	5:00	Lightning Talks and/or Show & Tell (pre-recorded)			
12:00	15:00	21:00	2:00	4:00	6:00	Break			
13:00	16:00	22:00	3:00	5:00	7:00	Welcome Session (pre-recorded) Watch Party (live Q&A, Chat)			
14:00	17:00	23:00	4:00	6:00	8:00	Workshop	Workshop	Workshop	
15:00	18:00	0:00	5:00	7:00	9:00	Lightning Talks and/or Show & Tell (pre-recorded)			
16:00	19:00	1:00	6:00	8:00	10:00	Watch Party	Social Time	Themed Breakout Rooms	
17:00	20:00	2:00	7:00	9:00	11:00	Ice Breakers	Games	Online Experience	
18:00	21:00	3:00	8:00	10:00	12:00	Break			

- 6 major time zones represented
- Highlighted times within time zones (8am - 6pm)
- Live and pre-recorded events
- 3 tracks of scheduled events
- Adding plenty of breaks
- Flexible scheduling

# All Hands



## Key Results

Plan (Q2), and produce annual All Hands convening, within budget and achieve a 10% increase in overall favorability responses (Q3)  
**Baseline:** 59% favorable

Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
69% favorable	-	On track; spend is not anticipated to exceed budgetary allowances	-	-



# Sustainability



## Objective:

### Advance towards carbon neutrality

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A host of activities were completed during the second quarter for Sustainability:

Timed with our end-of-year fundraiser campaign English Wikipedia, Advancement and Operations collaborated to establish a partnership with Plant Your Change, an initiative focused on planting trees to remove carbon dioxide from our air. For every donation of US\$1 or more made to the Foundation, will Plant Your Change plant a tree, increasing the impact of donor gifts. The campaign resulted in 400,000 trees being planted - leading to a carbon reduction that will offset the entire 2020 Foundation carbon footprint!

Leaning into efforts to broaden the reach of sustainability discourse, we hosted our first live event open to the public with conservation strategist Dr. Ayana Johnson and co-founder of Women in Red Rosie Stephenson-Goodknight. The interview focused on gender bias in Wikipedia content and the necessity of closing gaps in climate change content that is both about, and written by, women. Additionally, we partnered with the WikiDonne user group to host a Women in Climate Change editathon.

**Target quarter for completion:** Ongoing

# Sustainability



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Deliver strategic programming to reduce our carbon output by 1% (Q1-Q4) <b>Baseline:</b> 2,430.69 tCO2-eq	1% footprint reduction	Partnership exploration underway	100% footprint offset	-	-
Identify mission-aligned offsets to advance carbon removal <b>Baseline:</b> No offsets identified	Offset program activated	Offset potential identified, pending scenario	Offset partnership established and completed	-	-





# Community Events



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# Community Events



## Objective:

**Develop a thriving ecosystem of movement events to advance community building, collaboration and capacity development**

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### Wikimania

During the second quarter, the Wikimania Risk Assessment team carried out and updated our **risk assessment** which led to a recommendation to transform Wikimania 2021 into an **online-only event** to minimize vulnerabilities for volunteers, affiliates, participants, and the Foundation.

The ESEAP organizing team decided to relinquish their hosting responsibility to the wider community. They did, however, agree to host the next in-person edition of Wikimania. Together with the Steering Committee and the ESEAP team we collaboratively came to the agreement of taking the entire event online, and **designing the framework** for this together.

We kicked off the design process with **ESEAP, the Wikimania Steering Committee, Foundation teams and Movement Organizers**. This process is facilitated by Event Design experts, using a systematic model to analyze past editions, empathize with stakeholders and examine the pains + gains to design a virtual Wikimania experience.

**Target quarter for completion:** Ongoing

# Community Events



## Objective:

**Develop a thriving ecosystem of movement events to advance community building, collaboration and capacity development**

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### Community events

As we see more communities adjusting to the new format of convening, in Q2 we concluded the first funding round for 2020-2021 and the first one since we restricted in-person gatherings. The upcoming event will be Arctic Knot (in-person + remote) and Wikipedia 20 Aniversario Spain, in a total amount of 73,900 USD.

We are also continuing to focus on increasing the collaboration and engagement practices with the Wikimedia community. We are doing that by allowing new platforms for engagement and information such as our **monthly Team Office Hours**, and the new **Events Portal** that is designed to be a one stop meta page for all community events needs. And also by working heavily on a **Community engagement plan** we have launched in late December, to inform us on community needs, challenges and opportunities. After finalizing the survey, we will also facilitate focus groups discussions that will lead us in developing our upcoming projects for the **Accessibility Handbook** - an organizer handbook and checklist addressing participation accessibility at events; the **Capacity Building** project for event organizers and community training; and a **Newcomers strategy**.

**Target quarter for completion:** Ongoing

# Community Events



## Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>KR1: Perform a strategic mapping analysis to surface opportunities for improvement, resulting in a refined and shared understanding of our ecosystem of movement events (Q1)</p> <p><b>Baseline:</b> No existing analysis</p>	Analysis completed and programmatic pipeline developed	Analysis underway	Analysis completed, pipeline developed and activated	-	-
<p>KR2: Develop a risk protocol to identify and mitigate vulnerabilities that could impede the safety of our movement event participants (Q2)</p> <p><b>Baseline:</b> No existing protocol</p>	Implemented protocol	Risk protocol implemented	-	-	-
<p>KR3: Fund a minimum of 10 event proposals to advance community building, collaboration and capacity development (Q2-Q4)</p> <p><b>Baseline:</b> 0 events funded</p>	10 events funded	-	2 proposals funded	-	-

# Global Data & Insights



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# Foundation Data & Insights



## Objective:

**Improve the effectiveness and equity of Foundation-led programs and events by collecting, and reporting data to evaluate programs so leaders have insights to shape planning and funding decisions.**

We are building and implementing systems for measuring the social impact of the Foundation's work.

**Foundation Support Score (NPS):** Proposed a community sentiment score to the C-team for Q3 reporting.

**Grants Data Architecture:** To gain a better picture of the impact of grants programs, we are researching options for a reliable, automated pipeline of grant and grantee data—one that connects grants data with campaign/programs and affiliate data sources and shares standard, high-quality data across the organization which can be queried and which will inform evaluation/reporting.

**Dashboards:** We are hiring a short-term dashboarding consultant to help build dashboards on equity pilot projects in Q4.

**Events:** Due to COVID, we are doing fewer events this fiscal year.



Department:

# Foundation Data & Insights



## Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p><b>Q2: Finalize Foundation NPS-proxy measure</b> Q3: Report out on NPS to C-team <b>Baseline:</b> 0% complete</p>	100%	0%	40%	-	-
<p>Q1: Lead workshops to socialize available data, choose dashboard platform <b>Q2: Amplify available data to decision-makers</b> Q3: Lead workshops to socialize dashboards, launch public geo-index Q4: Share public equity dashboard, launch affiliates and language dashboards <b>Baseline:</b> 0% complete</p>	100%	17% (8% delay)	-	-	-
<p>Q1: Form a Community of Practice for Foundation analysts <b>Q2: Select and launch an improvement project for the CoP</b> Q3: Implementation of CoP improvement project Q4: Wrap-up improvement project <b>Baseline:</b> 0% complete</p>	100%	0% (25% delay)	5%	-	-
<p>Q1: Build events evaluation toolkit; evaluate GLOW; final report for Wikimania 2019 <b>Q2: Finalize events toolkit, clean and report on historical grant metrics</b> Q3: Implement new evaluation framework on any major in-person event, assess and improve grants data processes Q4: Automate key grants pipeline data processes <b>Baseline:</b> 0% complete</p>	100%	18% (4% delay)	46% (4% on hold)	-	-

# Movement Data & Insights



## Objective:

**Collect, analyze, and share data on the demographics, needs, and experiences of movement participants to inform ongoing decision making and determine whether we are meeting Foundation goals related to a thriving movement**

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**Affiliates Data Survey:** In Q2, we responded to the need for revising survey timelines to inform the Annual Planning Process in early January of 2021. We designed and launched the 2021 Affiliates Organizational and Membership data surveys. The membership survey has a community led sampling toolkit and language translation for selected/requested languages. These design improvements have led to higher responses for both surveys (29% more for Org data & 50% more for membership data). We'll complete data analysis and reporting in Q3.

**Affiliate Data Portal:** We completed the design of affiliates' annual reporting templates to help affiliates standardize the way they report to prepare our data mining plan. Socialization of these templates will begin in Q3. We are also in conversations with the Community Resources team and Community Programs team to investigate the feasibility of scaling up the Data Portal to serve Grant Making and Community Campaigns data needs.

**Target quarter for completion:** Q4 FY20-21





# Movement Data & Insights



## Objective:

**Collect, analyze, and share data on the demographics, needs, and experiences of movement participants to inform ongoing decision making and determine whether we are meeting Foundation goals related to a thriving movement and so that ultimately, we can create a more equitable movement.**

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**Community Insights Survey:** In Q2, we completed data collection for the 2020 survey of 2311 Wikimedians. We cleaned and prepared the dataset for analysis, and initiated that analysis for Q3 reporting.

**Equity Index Project:** The Equity Index project includes metrics and customized dashboards by teams to identify investment and partnership opportunities in the context of global equity and development indicators.

The first metrics build for Wikimedia movement presence and growth was completed in Q2. In Q3, we will pilot the metrics using 2020 data with a handful of teams. We have slowed initial dashboard development as we focused on partnering within the Foundation in quarter two.

**Target quarter for completion:** Q4 FY20-21



# Movement Data & Insights



## Key Results

Q1: Refine CI survey and launch, analyze affiliate user contributions and socialize data to AffCom, build equity landscape data with grants metrics and language-based analysis

**Q2: Close CI survey and clean data; revise and launch Affiliate survey and socialize to AffCom; develop equity language mock-up**

Q3: CI data analyzed and presented for annual planning; 2021 affiliate survey launched; equity database updated with 2020 data

Q4: 2021 CI survey revised; affiliate data analyzed; CI data added to equity database and public equity landscape shared

**Baseline:** 0% complete

Provide one data report per quarter about the Wikimedia Movement to Foundation staff

**Baseline:** No reports released

Q1: Upgrade affiliate data portal and create evaluation rubric

**Q2: Automate affiliate reporting**

Q3-4: Develop advanced query form and scale feedback system

**Baseline:** 0% complete

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
	100%	36%	59%	-	-
	4 reports	2* reports	3 reports	-	-
	100%	21%	37%	-	-



# Appendix



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# Acronyms

**CI** (Community Insights)

**tCO2-eq** (total carbon dioxide equivalent): a metric measure used to compare the emissions from various greenhouse gases on the basis of their global-warming potential

**SLA** (Service Level Agreement): timelines, quality levels, and responsibilities that are agreed to between departments

**SOP** (Standard Operating Procedure): step-by-step instructions used to help create department configurations

**WAD** (Wikimedia affiliates data): Referring to the Wikimedia affiliates' data portal

