

Today's discussion

- Overview from Katherine (10-15 minutes)
- Facilitated small group discussions (25 minutes)
- Share out (20 minutes)



**We will be taking notes
here:**

https://etherpad.wikimedia.org/p/Movement_strategy_discussion



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We've come a long way

10+ free knowledge projects

40 million+ articles on Wikipedia

Hundreds of languages

100,000+ volunteer editors, photographers, developers

100+ affiliates

1,000s of partners





This is thanks to you.

**We have a
powerful vision.**



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The vision

Imagine a world in which every single human being can freely share in the sum of all knowledge. That's our commitment.



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**How do we
make it real?**



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**How do we work
together to have the
greatest impact?**



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**With a clear direction,
we can achieve even
more together.**



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Our future is editable.

We can decide what we do next.



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Movement strategy



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What's a movement?

Movements are a type of **group action**, that carry out, resist, or undo social change. They are large, sometimes informal, groupings of individuals or organizations which focus on specific political or social issues.



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What's a movement strategy?

A movement strategy defines a **shared vision, direction and goals** for individuals and organizations in the movement. It is strongly connected to the emotional logic that drives volunteers and donors to participate and belong.

A movement strategy...

- Is developed by the movement
- Tells us where we're going
- Mobilizes all of us
- Shows people how to participate
- Maximizes our impact

**It complements
product or organization
strategies**



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What's an organizational strategy?

An organization strategy is the sum of action an organization intends to take to achieve its long term goals in support of a movement, taking into consideration the strategies of the other movement organizations. It also defines the economic logic (fundraising models) that will support the organization. It answers the questions **“What do we want to do and what is our role in the larger movement?”**

What's a product strategy?

Product strategy is defined as the road map of a product. This road map outlines the end-to-end vision of the product, particulars on achieving the product strategy and the big picture context in terms of what the product will become.” In a nonprofit context, products support the goals of the organization and the movement. Programs can also be considered products. This defines the functional logic of the organization. Is answers the the question **“How are we going to do it?”**

Who should participate?

- Individual community members
- Wikimedia organizations
- Those not yet in the conversation
- Anyone who wants!

**Let's create space for
everyone.**



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How do I join?

- Watchlist this page:
<https://meta.wikimedia.org/wiki/Strategy/2016-2017>
- Stay-tuned for details - we're working to develop a process that's genuinely inclusive and welcome your input!
- Our movement-wide discussion will start in January 2017!

DISCUSSION



Small group discussions



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Roles of engagement

- **Facilitator:** keeps conversation moving forward, moves to next questions, keeps an eye on the available time
- **Gatekeeper:** moderates conversation, redirects conversation when goes off topic, makes sure everyone has equal opportunity to participate
- **Recorder:** records notes of conversations in the Etherpad
- **Reporter:** presents the group's findings back to the broader gathering, representing consensus or differing perspective



Breakout groups

- **Group 1:** Wikipedia and the projects: how should we continue to create and share free knowledge?
- **Group 2:** Wikimedia the movement: who are we, how should we be organized?
- **Group 3:** Wikimedia in the world: how could we work with partners & institutions?
- **Group X:** What else?

Group 1

Wikipedia and the Wikimedia projects: How should we continue to create and share free knowledge?

- In 20 years, how will a person interact with Wikipedia and/or the Wikimedia projects?
- What do Wikipedia and/or the Wikimedia projects look like in 20 years?
- If Wikimedia were to start a new free knowledge project, what would it be?
- If you could wave a magic wand and change something about Wikipedia and/or the Wikimedia projects, what would you change?
- What's the best thing about Wikipedia and/or the Wikimedia projects?



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Group 2

Wikimedia the movement: who are we, how should we be organized?

- What are some of the best things about the Wikimedia movement?
- If you had to convince someone to join our movement in one sentence, what would you say?
- In 20 years, how do you want our movement to be known?
- Who is missing from our movement?
- What are some of our movement's biggest challenges today?

Group 3

Wikimedia in the world: how could we work with partners & institutions?

- Who are we not working with yet that we should be?
- In 20 years, how would we *ideally* be working with partners and institutions?
- What would help our movement be a better collaborator?
- If you had to convince an organization to be our partner in one sentence, what would you say?
- What are qualities we would need in future collaborators?

Group X

Share out



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Questions



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THANK YOU!



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