QUARTERLY GOALS

Q2 2016-2017: October-December 2016

WIKIMEDIA
FOUNDATION

QUARTER

FY 16/17 Q2

TEAM

Community Engagement

PROGRAM

CE:3 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Improve access to information for Wikimedia programs and communities to connect people and resources efficiently (page 1)

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Develop capacity-building tools and resources for core Wikimedia programs (Annual Plan - CE - Program 3:2)	All CE teams; Working group members: Comms (Heather Walls, Gregory Varnum), Engineering (Collaborations team - Matt Flaschen) Project lead: María Cruz	Phase 2 UX Research - Community piloting: Pilot and test central landing page & internal pages, navigation & contact structure with non-staff audiences. (12/30) Resource design templates: collect feedback from WRC working group; create documentation & workshop for template implementations on team portals. (10/30)
	SuSa Project lead: James Alexander	Create crisis support resource meta page on listing high-quality services from 10 countries. (EOQ)

QUARTER

FY 16/17 Q2

TEAM

Community Engagement

PROGRAM

CE:3 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Improve access to information for Wikimedia programs and communities to connect people and resources efficiently (page 2)

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Finalize scope and resourcing for application of lessons learned for redesign of the evaluation portal (CE - Program 3:2)	Learning & Evaluation Project lead: María Cruz.	Release scope of work for project intern; and hire to assist w/redesign plan for the Evaluation Portal and other L&E resources (1/15) Initiate restructuring to correspond with lessons learned in phase 1 of our UX design research (12/1)
Release minimum viable product for the Programs and Events Dashboard (CE - Program 3:1)	L&E, Programs, Comm. Tech, Team Practices Group Project lead: Amanda Bittaker.	Launch Program and Events Dashboard with announcements on social media, virtual trainings, and live video trainings. (11/30)

QUARTER

FY 16/17 Q2

TEAM

Community Engagement

PROGRAM

CE:10 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Develop surveys & complete survey collection for CE Insights to improve understanding of community needs.

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Support Foundation efforts to understand community needs by preparing for CE Insights survey (CE - Program 10:2)	Learning & Evaluation, CE-Insights Working Groups from across 16 WMF teams, Audience groups Project lead: Edward Galvez	Finalize, translate, and distribute CE Insights for collection of data from five engagement audiences. (12/20) Develop analysis plan for CE Insights (potentially including data release plan). (12/31)

QUARTER
FY 16/17 Q2

TEAM
Community Engagement

PROGRAM
CE:3&8 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Improve the representation of Wikimedia communities beyond English Wikipedia in the 2016 Community Wishlist Survey to reflect a diverse, global movement

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Connect volunteer developer work with community technical needs (CE - Program 8:1)	Technical Collaboration, Community Tech Project lead: Johan Jönsson.	Achieve higher participation in annual Community Wishlist with increased proposals and voting; achieve better coverage of communities beyond the Wikipedias. (T144074, 12/22)
Support prioritization and development of selected program tools (CE - Program 3:3)	Learning & Evaluation, Program tools leads from Resources, Programs, Community Tech, Team Practices Group Project lead: Amanda Bittaker.	Support Community Tech in polishing and scoping tool wishes related to programs for prioritization and support. (12/31)

GOAL: Support community engagement for the development of a Wikimedia Movement Strategy to ensure that Wikimedia communities thrive and that movement needs are understood.

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Support executive staff and strategy team in online community outreach (CE - 10:1)	Support & Safety Project lead: Karen Brown	Updated documentation and triaging of communications. (EOQ)
Initiate support to engagement efforts for movement strategy process (CE - 10:2)	Learning & Evaluation Project lead: Jaime Anstee	Clear plan for strategy inputs and support needs and timeline for department support for community engagement in the strategy process. (EOQ)

QUARTER

FY 16/17 Q2

TEAM

Support & Safety

PROGRAM

CE:10 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Optimize support and safety work for staff, community and the public by responding efficiently and effectively in workflows

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Respond within defined windows for major workflows.	SuSa	Respond to 95% of routine workflows within 2 Business Days and close 95% of emergency@ cases in 3 hours.
Survey 4 key supported groups for satisfaction in SuSa support and assess improvement opportunities.	SuSa Project lead: Joe Sutherland	Send out one such survey first four Mondays in October Report out (11/ 11)

QUARTER

FY 16/17 Q2

TEAM

Support & Safety

PROGRAM

CE:2 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Prepare to introduce and begin drafting of training modules for functionaries and event organizers to help support the health of communities

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Work with communities and industry experts to begin to draft content of training modules.	SuSa, Community Resources Project lead: Patrick Earley	• Host Wikiconference North America workshop on modules (10/10) • 1st draft of collaborative module content (10/12) • Facilitate poll & RFC on 1st draft (12/12)
Continue module design research process	SuSa, Design Research Project lead: Karen Brown	• Preliminary design research posted publicly, start design consultation process (10/15)

QUARTER

FY 16/17 Q2

TEAM

Support & Safety

PROGRAM

CE:10 [LINK]

GOAL: Facilitate communication between the Wikimedia Foundation and community for better collaboration in movement-wide initiatives

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Assist Legal in conducting Terms of Use consultation (Creative Commons 4.0) with community.	SuSa, Legal Project lead: Joe Sutherland	Creative Commons 4.0 launch Oct. 5, close Nov. 8) - assist with setup, notification, communication.

QUARTER
FY 16/17 Q2

TEAM
Programs: TWL + GLAM

PROGRAM
CE:3 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Improve access to reliable research and reference tools so editors can build quality content for informed readers

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Build relationships with top publishers who give free access to editors.	Jake Orlowitz leads Sam Walton (contractor)	Add 4 new partners; pursue toll-free referral access with new partner (12/31)
Create infrastructure to improve research access with Library Card Platform	Jake Orlowitz leads developer Andromeda Yelton (contractor)	Transition signups to Library Card Platform; Review discovery provider options (12/31)
Surface open access content on Wikipedia using OABot	Jake Orlowitz leads developer Antonin Delpeuch (volunteer)	Roll out OABot on English WP (12/31)
Improve readers' digital and research literacy	Alex Stinson leads TWL team	Propose/run Stage 2 pilot of WP:Research help (12/31)

QUARTER
FY 16/17 Q2

TEAM
Programs: TWL + GLAM

PROGRAM
CE:5 [LINK]

**WIKIMEDIA
FOUNDATION
ANNUAL PLAN**

GOAL: Improve community capacity for GLAM-Wiki partnerships through increased GLAM-Wiki knowledge, support, and tools

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Evaluate and improve documentation of GLAM-Wiki Community projects	Alex Stinson leads in collaboration with community leaders	Document project models for mature and emerging communities. Target community digitization practices. (12/31)
Strengthen resources and tech support for GLAM-Wiki leaders	Alex Stinson leads, dependencies on Wikidata, Legal, Community Tech, and community leaders	Consultations with 25 leaders; Support Comm. Tech Wishlist; Develop WMF Legal strategy for GLAM Media (12/31)
Strengthen training materials for GLAM-Wiki leaders	Alex Stinson leads, collaboration with community leaders	Present at WikiCon NA; Integrate GLAM Community training materials on Outreach Wiki (12/31)

QUARTER
FY 16/17 Q2

TEAM
Programs: TWL + GLAM

PROGRAM
CE:3&5 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Leverage Library and GLAM networks to bring in new contributors, build and expand new partnerships and programs

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Prepare for #1lib1ref Campaign	Alex and Jake with community leaders, 20+ community orgs, Mel Kramer supporting outreach	Communications strategy for Jan. '16; develop community leaders capacity (12/31)
Strengthen relationships with Library & GLAM Networks	Alex and Jake with external library, university, and nonprofit partners	Support international library projects via IFLA/ARL; begin communications with ICOM (Museums) & ICA (Archives) (12/31)
Build global TWL branches for localized community outreach and programs	Jake leads Global Coordinator (contractor)	Onboard Global Coordinator; implement Communication and Growth Framework (12/31)

QUARTER
FY 16/17 Q2

TEAM
Programs: Wikipedia Education Program

PROGRAM
CE:1 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Support the Education program to grow by enabling program leaders to introduce Wikipedia in the classroom

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Respond to incoming requests from community members, affiliates and other movement partners	Education Team	Provide best practices in program planning, connect with other resources (funding, mentors) (EOQ)
In person consultation and support	Education Team	Wikiconference North America (12/15); WikiIndaba (12/15)
Orient new staff	Project lead: Tighe Flanagan	Hire and onboard 1 new FTE to support Education Program work (12/15)

QUARTER
FY 16/17 Q2

TEAM
Programs: Wikipedia Education Program

PROGRAM
CE:1 [LINK]

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

GOAL: Grow capacity of the Education Collaborative to support more global community initiatives

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Support #EduWiki social media campaign	Education team with the Collab membership, L&E, Communications Project lead: María Cruz	#EduWiki campaign (10/31) Learnings from campaign (12/23)
Mentoring framework and pipeline with the collab	Education team with the Collab Project lead: Vahid Masrour	(Following the #EduWiki campaign) Assigning mentors to mentees. (11/15)
Refining membership criteria with Collab	Education team with the Collab Project lead: Vahid Masrour	Agreeing on membership criteria, and posting it to Outreach (12/23)

QUARTER

FY 16/17 Q2

TEAM

Community Resources

PROGRAM

CR

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Finalize strategy for planning Wikimania to move forward next editions

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Resolve key questions and clarify plans for future Wikimanias	Project lead: Ellie Young CR will lead, with contingencies on the ED, CFO, Chief of CE	- Review Scholarship program criteria for next Wikimania by Dec. - Agree on approach to setting direction and strategy for future Wikimanias with WMF Executives by Dec. - Coordinate with steering committee by Dec. - Solicit and secure venues & hosts for 2018 by Dec.

QUARTER

FY 16/17 Q2

TEAM

Community Resources

PROGRAM

CE:4 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Run funding rounds (APG & Project grants) to allocate resources to support community-led ideas, programs, technologies and gatherings

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Run rounds of major grant programs (APG and Project)	Project leads: Winifred, Alex, Marti CR, support from Legal, L&E, Education, Finance	6 Simple APG applications and 11 FDC applications approved by Dec; 13 Project Grants reviewed and decisions made on 150K in grants for Round 1 by Oct; 10+ Project Grants reviewed for 158K in Round 2 by Dec.
Improve WMF's support system for grantees	Project Leads: Winifred, Alex, Marti, Kacie Program Officers	Provide coaching through proposal development, project planning, and networking to all current grantees, including at movement events -- e.g. WikiWomen Camp by Dec.

QUARTER

FY 16/17 Q2

TEAM

Community Resources

PROGRAM

CE:9 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Evaluate Community Capacity Development Pilot to determine whether to continue the program in its current form

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Improve community capacities through pilot programs" (CE dept., program 9, objective 2)	Project lead: Asaf Bartov Legal will be asked to review surveys questionnaires, per policy.	• 3 surveys conducted in Ukrainian, Tamil, and Brazilian communities by Nov 30. • All data analyzed for CCD pilots by Dec 31. • Process & timeline for making decision on future of CCD pilots decided by Dec 31.

QUARTER

FY 16/17 Q2

TEAM

Technical Collaboration

PROGRAM

CE:8 [LINK]

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

GOAL: Prepare a program for Wikimedia Developer Summit 2017 to effectively address current high level movement needs.

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Prepare for the early Q3 Wikimedia Developer Summit to focus content and participants for best effectiveness and to address high-level needs. (Partial CE - Program 8:1)	Technical Collaboration, Technology & Product management, Community Tech Project lead: Quim Gil.	• Craft a Summit program that reflects key topics and areas expected to impact the Wikimedia Strategy and the Community Wishlist 2017. • Curate registration of the event to reflect representative participation of Foundation's Technology and Product decision-makers (lead engineers, product managers, budget owners) as well as volunteers involved in the main topics scheduled. (T141926, 12/22)

QUARTER

FY 16/17 Q2

TEAM

Technical Collaboration

PROGRAM

CE:7 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Help to define next steps concerning Flow development, based on the Flow Satisfaction Survey, to support a product best reflecting community needs

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Continue Community liaison support for Foundation product goals (CE - Program 7:1)	Technical Collaboration, Collaboration Project lead: Benoît Evellin.	Publication of the Flow Satisfaction Survey results including an analysis and raw data. Support to the Collaboration team discussing and publishing next steps concerning Flow development. (T137796, 12/22)

QUARTER
FY 16/17 Q2

TEAM
Technical Collaboration

PROGRAM
CE:7 [LINK]

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

GOAL: Identify features promoting contributions from mobile readers that would be welcomed by experienced editors to diversify reach

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Continue Community liaison support for Foundation product goals (CE - Program 7:1)	Technical Collaboration, Mobile Apps. Project lead: Moushira Elamrawy.	Community consultation targeting experienced editors, about welcomed features that would allow mobile apps users to start contributing. Publication of the conclusions and results of the consultation, informing the plans of the Mobile Apps team to implement new experimental features in the Wikipedia app for Android. (T143166, 12/22)

QUARTER
FY 16/17 Q2

TEAM
Technical Collaboration

PROGRAM
CE:7 [LINK]

WIKIMEDIA
FOUNDATION
ANNUAL PLAN

GOAL: First review of the Technical Collaboration Guideline by Foundation Product teams and most active technical volunteers to facilitate better community communication and collaboration

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Create a systematic approach to community engagement for product development teams (CE - Program 7:2)	Technical Collaboration, Product. Project lead: Keegan Peterzell.	Call for review of the Technical Collaboration Guideline materials available as of October 1, inviting all Foundation Product teams and at least 50 volunteers very active in product development discussions relating to a variety Wikimedia projects and software products. Discussion and integration of the feedback received. (T144625, 12/22)

QUARTER

FY 16/17 Q2

TEAM

Learning & Evaluation

PROGRAM

CE:1 [LINK]

WIKIMEDIA FOUNDATION ANNUAL PLAN

GOAL: Develop community leadership and mentorship to support peer-to-peer networks and shared learning for effective program and community development.

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Share and apply results of leadership development dialogue by initiating peer mentoring academy practices for Learning Days registration and providing learning support at events (CE - Program 1)	Learning & Evaluation Project lead: Jaime Anstee.	Post leadership development dialogue results/peer mentoring academy plan for participation at Learning Days 2016. (11/30) Support regional conferences (e.g., WikiCon North America) with learning and evaluation content support as needed (12/31)

QUARTER

FY 16/17 Q2

TEAM

Learning & Evaluation

PROGRAM

CE:6 [LINK]

GOAL: Support Affiliations Committee and core supports to affiliate partnerships

Objective / Workflow	Who is doing it?	Expected impact / deliverables
Support affiliate partnerships through strategic consultation and development for affiliate partnerships (CE - Program 6)	Learning & Evaluation Project lead: Jaime Anstee	FDC Round I proposal analysis (10/31)
Maintain core L&E workflows for community leader supports and coordination	Learning & Evaluation Community Resources team is partnering on system pilot Project lead: Jaime Anstee	Design and initiate pilot of cross-team data coordination system (12/31) Complete mid-year team progress/strategy review (12/15)