

Wikimedia Foundation Monthly Meeting
11 June 2015

Agenda

Welcome

Community update

Strategy

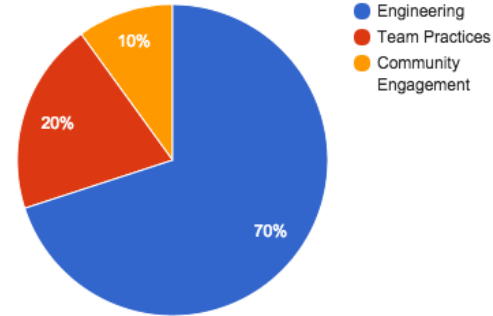
Discussion / Questions

Welcome!



Requisition Hires:

- Johan Jonsson - Community Engagement - Sweden
- Niharika Kholi - Engineering - India (conversion)
- Benoit Evellin - Engineering - France
- Jaime Crespo - Engineering - Spain
- Casey Dentinger - Engineering - CO
- David Causse - Engineering - France
- Frances Hocutt - Engineering - SF (conversion)
- Max Binder - Team Practices - SF
- Darian Patrick - Engineering - OR
- David Strine - Team Practices - SF

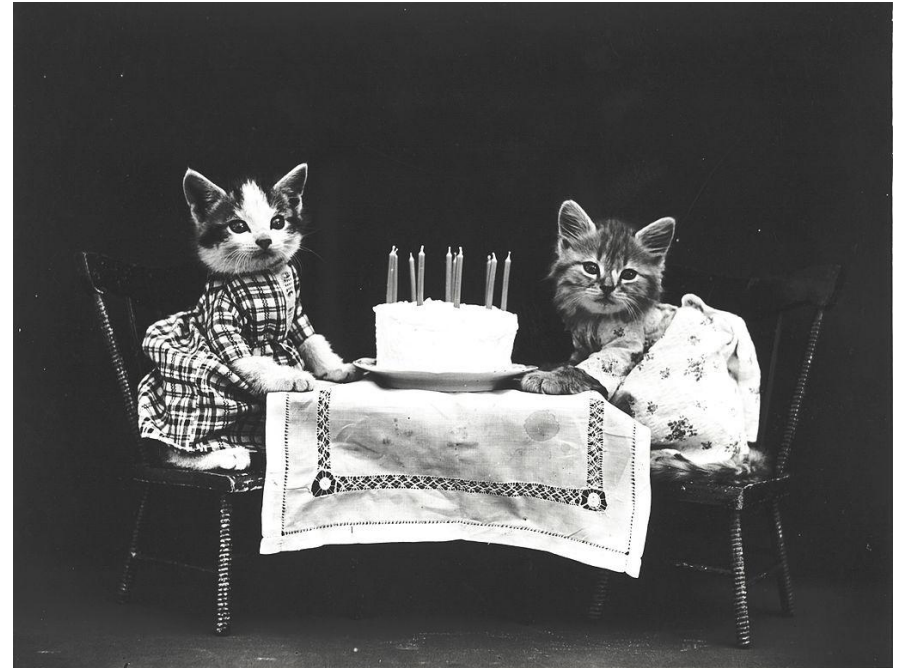


Contractors, Interns & Volunteers:

- Arielle Friehling - Legal - SF
- Alex Krivit - Legal - SF
- Alexandra Perloff-Giles - Legal - SF
- Jason Gerson - Legal - SF
- Christine Bannan - Legal - SF
- Debbie Krysiak - Engineering - SF
- Leanne Schreiberstein - Fundraising - SF
- Katie Francis - F&A - SF
- Benjamin Sher - F&A - SF
- D'Ana Hamilton - HR - SF
- Jing Liong - Comms - SF
- Joe Sutherland - Comms - UK
- Edward Erhart - Comms - NC
- Haoting Zhang - Comms - SF

June anniversaries

- Ryan Kaldari (5 yrs)
- Chad Horohoe (5 yrs)
- Rob Lanphier (5 yrs)
- Victor Grigas (4 years)
- Jonathan Morgan (4 yrs)
- Siko Bouterse (4 yrs)
- Adam Wight (3 yrs)
- Peter Coombe (2 yrs)
- Toby Negrin (2 yrs)
- Sean Pringle (2 yrs)
- Keegan Peterzell (2 yrs)
- Erica Litrenta (2 yrs)
- Patrick Earley (2 yrs)
- Elliott Eggleston (1 yr)
- Smriti Gupta (1 yr)



"The birthday cake" by Harry Whittier Frees - Licensed under Public Domain via Wikimedia Commons - http://commons.wikimedia.org/wiki/File:The_birthday_cake.jpg#/media/File:The_birthday_cake.jpg

Community update
11 June 2015

Board of Directors Elections

Congratulations to the newly elected:

Dariusz Jemielniak (User: pundit)



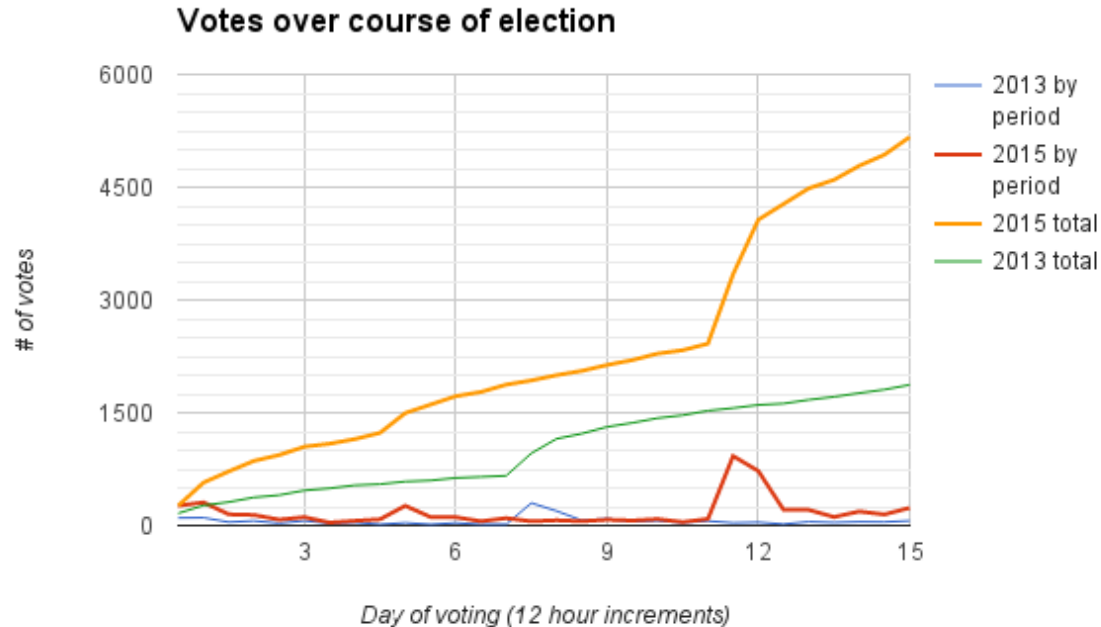
James Heilman
(User:Doc James)



Denny Vrandečić
(User:Denny)



Board of Directors Elections



Largest turnout ever.
5167 votes from 180 projects!

Still, diversity push unsuccessful: no Global South or women elected.

Image: James Alexander, CC0 1.0

Thanks to the Elections Committee (coordinated by User:Varnent)

Lyon Hackathon



Image: Pierre-Selim Huard, CC BY 4.0 International

Lyon Hackathon

Key goals achieved:

- **Diversity:** 200 participants, 20 nationalities, 32 languages, 19% women (most ever)
- **Newcomers:** 69 explicit newcomers; buddy program, intro session to Wikimedia tech, and training sessions
- **Productivity:** 33 projects showcased; currently reviewing for further support
- Survey of participants planned

Medical translation project



- *2012-2013*: Community-led project w/ Translators Without Borders to translate English medical articles
- *Winter 2014*: Problems re-integrating translated content into Wikipedia.
- *June 2014*: IEG funding sponsored User:CFCF with 10k to lead a community organizing effort

https://meta.wikimedia.org/wiki/Grants:IEG/Medicine_Translation_Project_Community_Organizing

```

[http://so.wikipedia.org Somali]
[http://ti.wikipedia.org Tigrinya]

1
[[African trypanosomiasis]]
<!--simple -->[[Wikipedia:WikiProject Medicine/Translation task force/RTT/Simple African trypanosomiasis|02-15-2014]]
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Edit summary (Briefly describe your changes)

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Group 5		Assamese		Bengali		Gujarati		Hindi		Kannada		Malayalam		Marathi		Oriya		Panjabi		Tamil		Telugu		Urdu			
Language		as	bn	gu	hi	kn	ml	mr	or	pa	ta	te	ur														
Code		as	bn	gu	hi	kn	ml	mr	or	pa	ta	te	ur	Dr.Subas Chandra Rout													
Language lead												Dr.Subas Chandra Rout															
#	English Source	Gdoc	Wiki	TWB	Wiki	TWB	Wiki	TWB	Wiki	TWB	Wiki	TWB	Wiki	TWB	Wiki	TWB	Wiki	TWB	Wiki	TWB	Wiki	TWB	Wiki	TWB			
1	African trypanosomiasis	Link	Do	Failed	Live	Comp	Do	Failed	Live	Comp	Merge	Comp	Do	Failed	Do	Failed	Merge	Comp	Live	Comp	Merge	Comp	Do	Failed	Do	Failed	
2	Ascariasis	Link	Do	Failed	Merge	Comp	Merge	Comp	Do	Trans	Merge	Comp	Maybe				Merge	Comp	Do	Failed	Merge	Comp	Do	Failed	Do	Failed	
3	Buruli ulcer	Link	Do	Sourc	Do	Sourc	Do	Trans	Do	Trans	Do	Sourc	Do	Sourc	Do	Sourc	Merge	Comp	Do	Sourc	Maybe		Do	Sourc	Do	Sourc	
4	Chagas disease	Link	Do		Do		Do		Do		Do		Do		Do		Merge	Comp	Do		Do		Do		Do		
5	Cysticercosis	Link	Do		Do		Do		Do	Trans	Do		Do		Do		Merge	Comp	Do	Do		Do		Do		Do	
6	Dracunculiasis	Link	Do		Do		Do		Maybe		Do		Do		Maybe		Merge	Comp	Do	Do		Do		Do		Do	
7	Echinococcosis	Link	Do		Do		Do		Do		Do		Do		Do		Merge	Comp	Do	Do		Do		Do		Do	
8	Hepatitis A	Link	Do		Maybe		Do		Maybe		Do	Maybe	Do		Maybe		Merge	Comp	Do	Do		Do		Do		Do	
9	Leprosy	Link	Do		Maybe		Do		Maybe		Do	Maybe	Do		Maybe		Done	Comp	Do	Maybe	Do	Maybe	Do	Maybe		Maybe	
10	Leishmaniasis	Link	Do		Do		Do		Maybe		Do		Do		Do		Merge	Comp	Do	Do		Do		Do		Do	
11	Leptospirosis	Link	Do		Do		Do		Maybe		Do		Do		Do		Merge	Comp	Do	Maybe		Do		Do		Do	
12	Lymphatic filariasis	Link	Do		Do		Do		Maybe		Do		Do		Do		Merge	Comp	Do	Maybe		Do		Do		Do	
13	Onchocerciasis	Link	Do		Do		Do		Do		Do		Do		Do		Merge	Comp	Do	Do		Do		Do		Do	
14	Rabies	Link	do	Failed	Maybe		Maybe		Maybe		Merge	Comp	maybe		Maybe		Live	Comp	Merge	Comp	Maybe		do	Failed	Maybe		
15	Rift Valley fever	Link	Do		Do		Do		Do		Do		Do		Do		Merge	Comp	Do	Do		Do		Do		Do	
16	Schistosomiasis	Link	Do		Do		Do		Maybe		Do		Do		Do		Merge	Comp	Do	Do		Do		Do		Do	
17	Trachoma	Link	Do		Do		Do		Maybe		Do		Maybe		Do		Done	Comp	Do	Do		Do		Maybe		Do	
18	Trichuriasis	Link	Do		Do		Do		Do		Do		Do		Do		Merge	Comp	Do	Do		Do		Do		Do	
19	Yaws	Link	Do		Do		Do		Do		Do		Maybe		Do		Merge	Comp	Do	Do		Do		Do		Do	
20	Yellow fever	Link	Do		Do		Do		Maybe		Maybe		Maybe		Do		Merge	Comp	Do	Maybe		Do		Do		Maybe	
21	Female genital mutilation	Link	Do		Maybe		Do		Maybe		maybe		Do		Do		Do	Comp	Do	Do		Maybe		Do		Maybe	
22	Botulism	Link	Do		Do		Do		Do		Do		Do		Do		Do	Comp	Do	Do		Maybe		Do		Do	
23	Ebola virus disease	Link	Maybe		Live	Comp	Do		Live	Comp	Do	Failed	Do		Failed		Live	Comp	Live	Comp	Live	Comp	Live	Comp	Live	Comp	Failed
24	Cefalexin	Link	Do		Do		Do		Do		Do		Do		Do		Do	Comp	Do	Do		Do		Do		Do	
25	Esophageal cancer	Link	Do		Do		Do		Do		Do		Do		Do		Do	Comp	Do	Do		Do		Do		Do	
26	Pancreatic cancer	Link	Do		Do		Do		Maybe		Do		Do		Do		Do	Comp	Do	Do		Do		Maybe		Do	
27	Brain tumor	Link	Do		Do		Do		Maybe		Maybe		Do		Do		Do	Comp	Do	Do		Maybe		Maybe		Maybe	
28	Cancer	Link	Maybe		Maybe		Maybe		Maybe		Maybe		Do		Maybe		Done	Comp	Maybe	Maybe		Maybe		Maybe		Maybe	
29	Leukemia	Link	Do		Maybe		Do		Maybe		Do		Maybe		Do		Do	Comp	Do	Do		Maybe		Do		Maybe	
30	Lymphoma	Link	Do		Do		Do		Do		Do		Maybe		Do		Do	Comp	Do	Do		Do		Do		Do	

Medical translation project



May 2015 outcomes:

- 130% increase in languages translated
- 500 editors involved
- **5 million bytes of medical content added to Wikipedia in over 100 languages**
- 56 live articles on Ebola, including many languages in affected regions

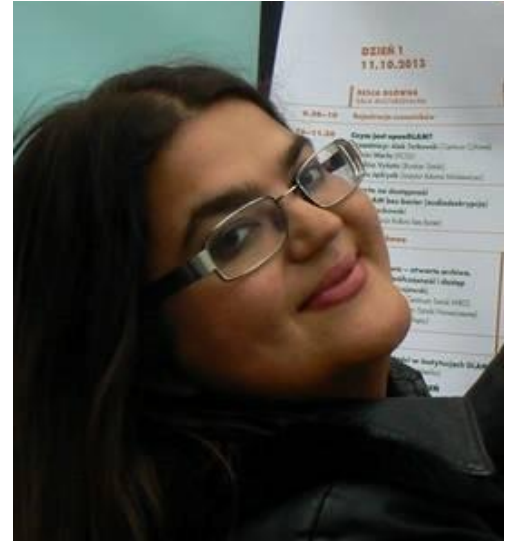
Next: 15k renewal grant to focus on growth & sustainability

#100wikidays

Challenge: create 1 article/day for 100 days

Reengaging long-time editors (58 “victims” so far!)

**1458 articles in 32 languages
since January 2015**



Started by User: Spiritia

Strategy update
11 June 2015

Emerging Strategy

a future, shared



First

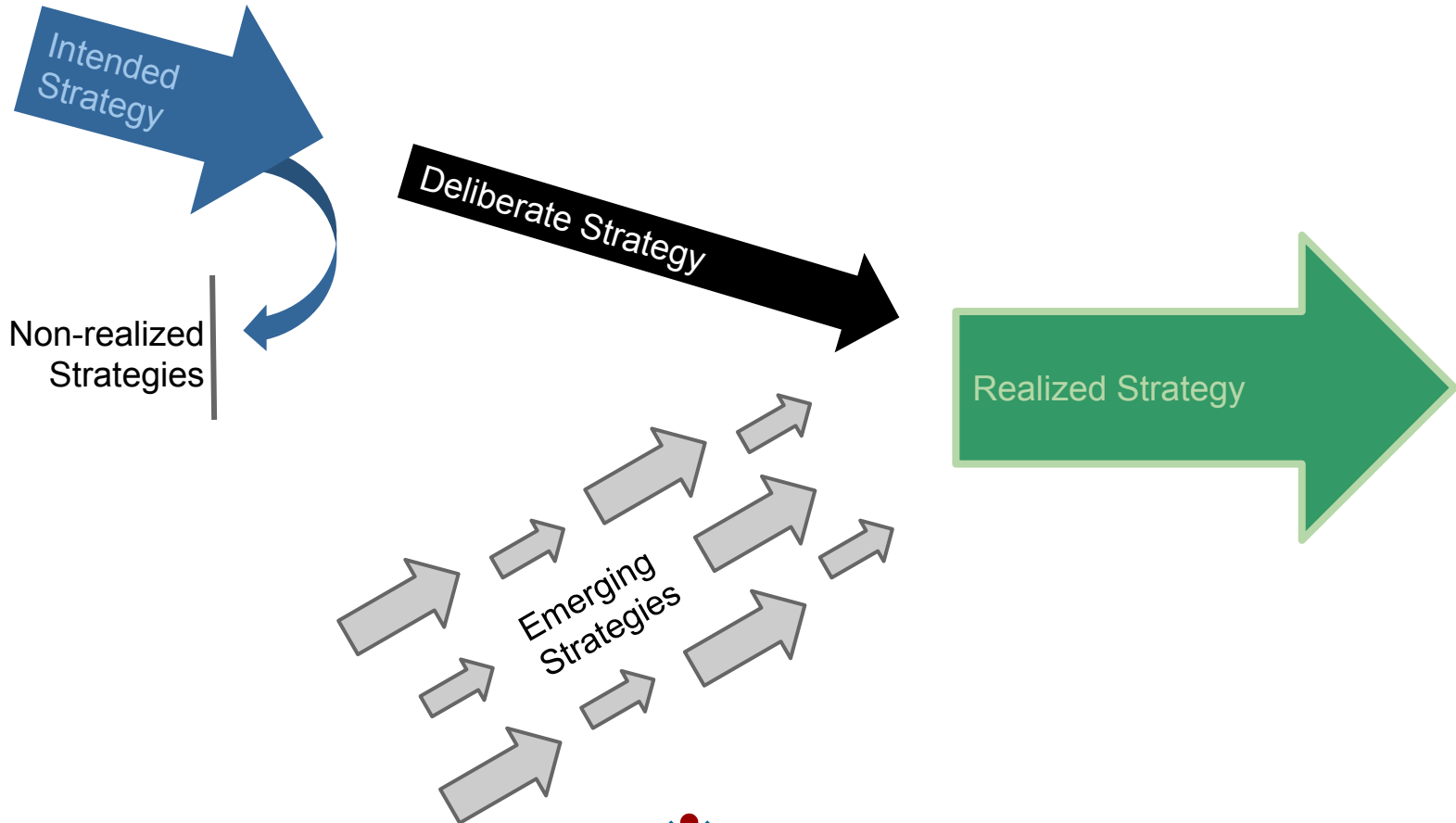
Thank you!



The most important thing I've
learned in the last year:

We can only succeed **together**:
as a decentralized, diverse, global,
human movement.
United.

Two things to remember



We are the guardians
of a shared commitment



A world in which **every** single
human being can **freely**
share in the sum of **all**
knowledge.

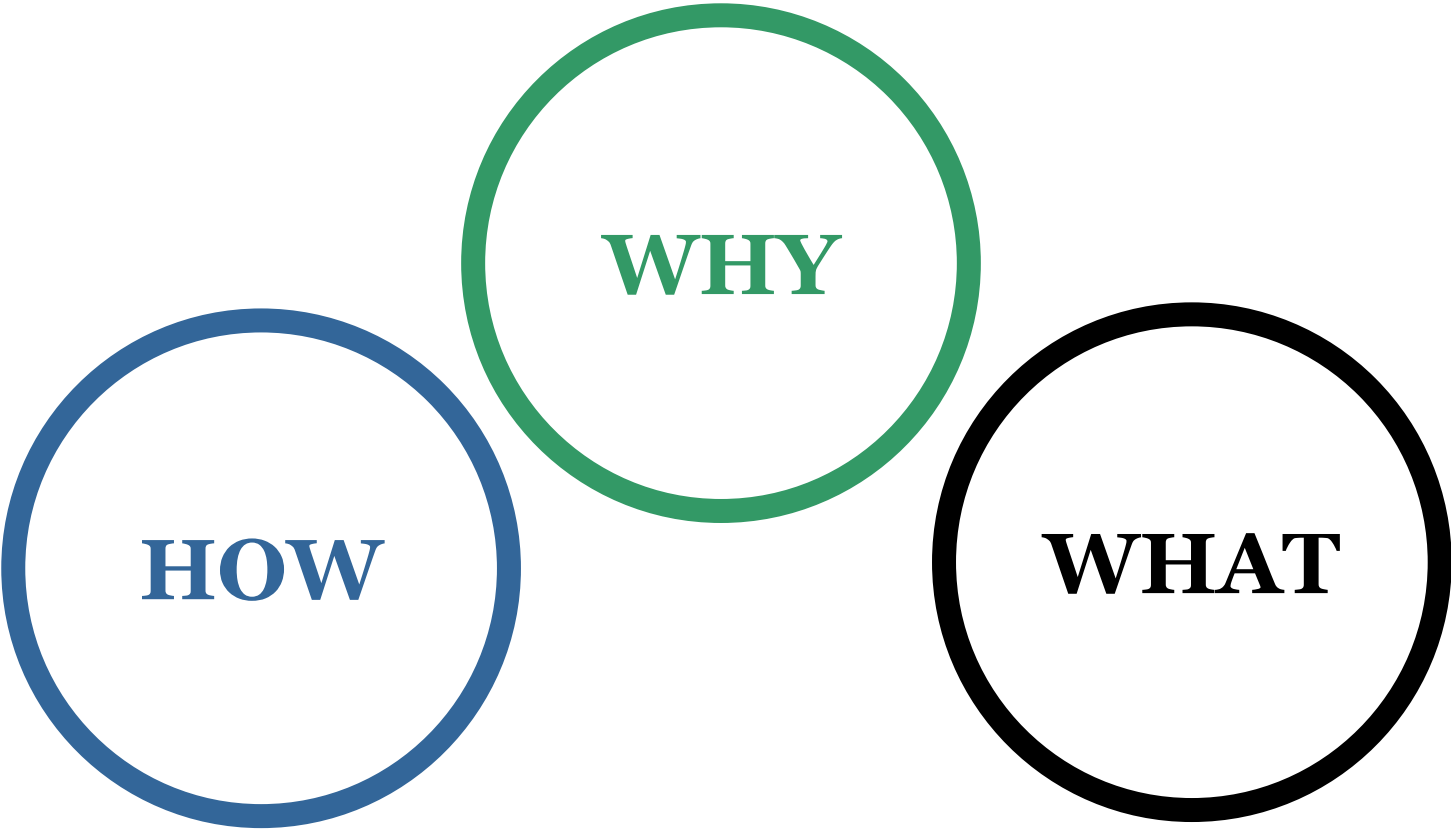
At our core...





We are **open communities**¹
of **knowledge** builders,
sharers and seekers.

¹*Using the word broadly, including users, affiliates, partners*



**Open
Communities
+
Open Source
Technology**

**Knowledge
Empowers
Freedom**

**Build
Knowledge
Projects**

At the core of WMF...



Do

Future

Today

**Do what our
communities
cannot**

**Build
technology and
support
for our
communities
today**

**Build
knowledge and
technology
that our
communities
need next**

Context & Learnings

Our World is Changing

- **5 Billion people are coming online in the next 10 years.** The majority will be using mobile devices or IoT and be from Asia, Africa, South and Central America.
- **Institutions are looking to share their knowledge and transform;** massive knowledge sets represent a huge opportunity.
- **The next generation of users are the digital natives.** They expect instant answers and they learn to synthesize, extrapolate, and create.
- **Knowledge creation is changing.** Historical content is digitized. AI produces high quality predictions from Big Data. Humans focus on more creative, deep work.
- **Knowledge formats are changing** from long-form text to rich, engaging media or short and structured queryable information.

content is everything

A woman with long blonde hair is shown in profile, wearing a VR headset and motion-tracking gloves. She is holding a VR controller in her right hand. The background is a plain, light-colored wall. The text "Rich, immersive, interactive" is overlaid on the image in a white serif font.

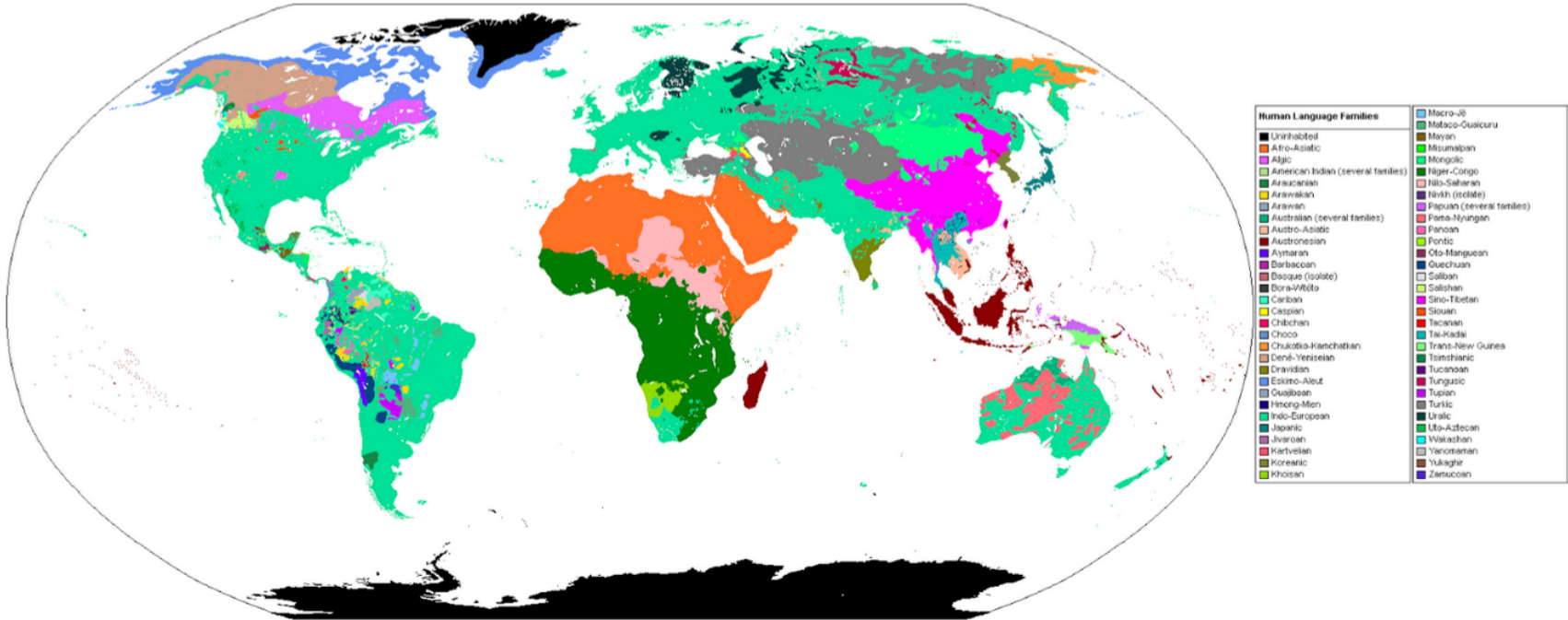
Rich, immersive, interactive



Contributed by: TMg

Languages & Structured Data

Primary Human Language Families of the World





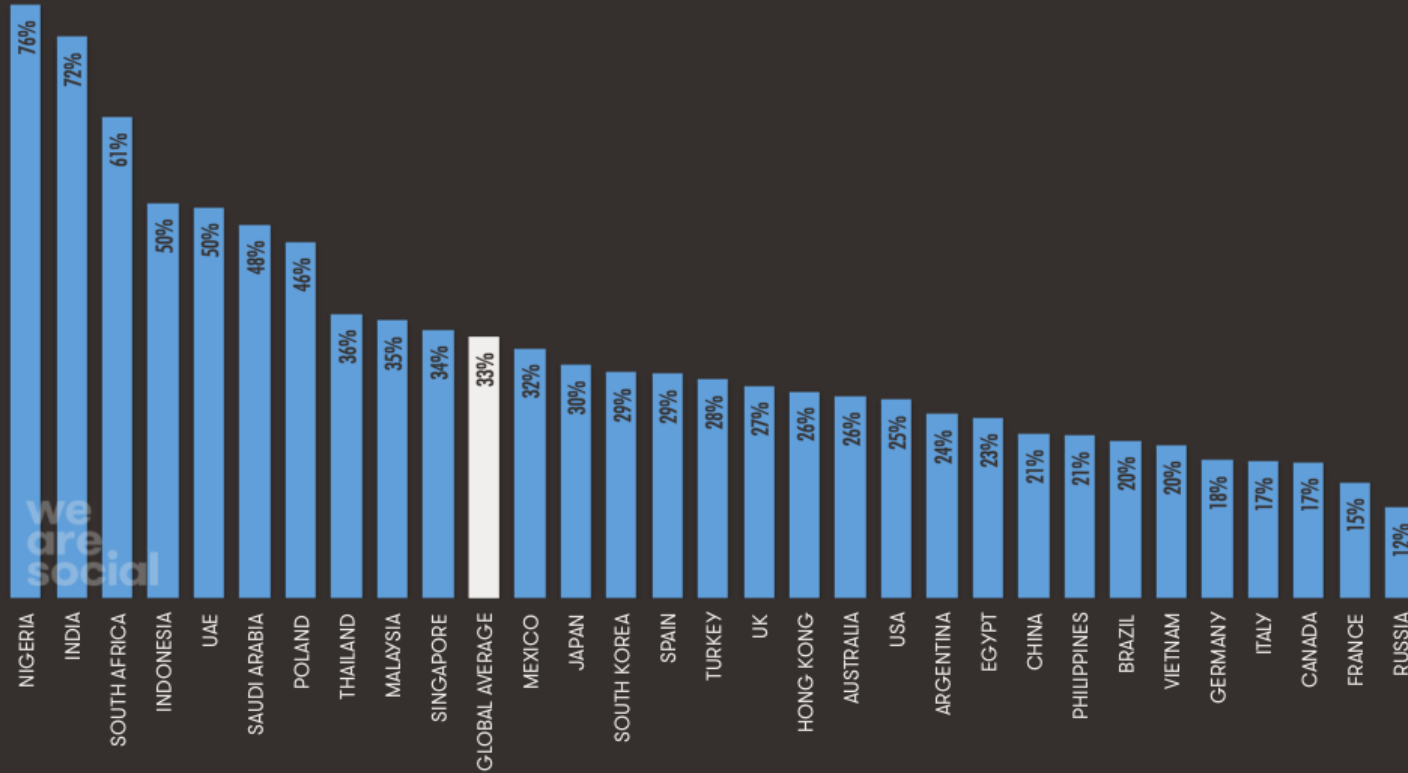
something old, something new

the world of **things**

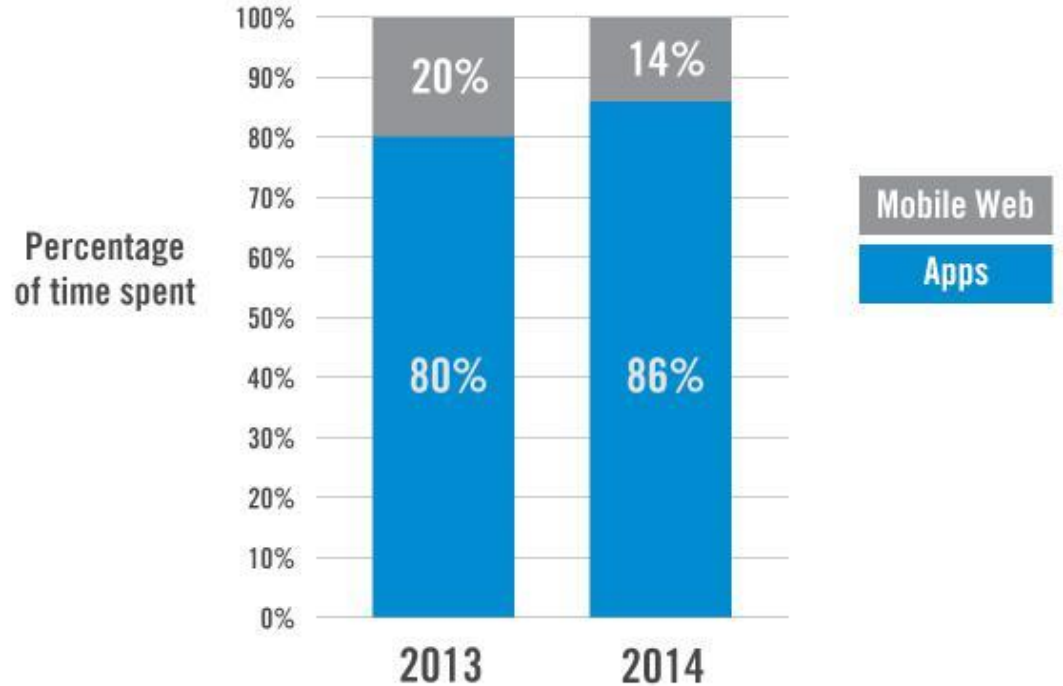
JAN
2015

MOBILE'S SHARE OF WEB TRAFFIC

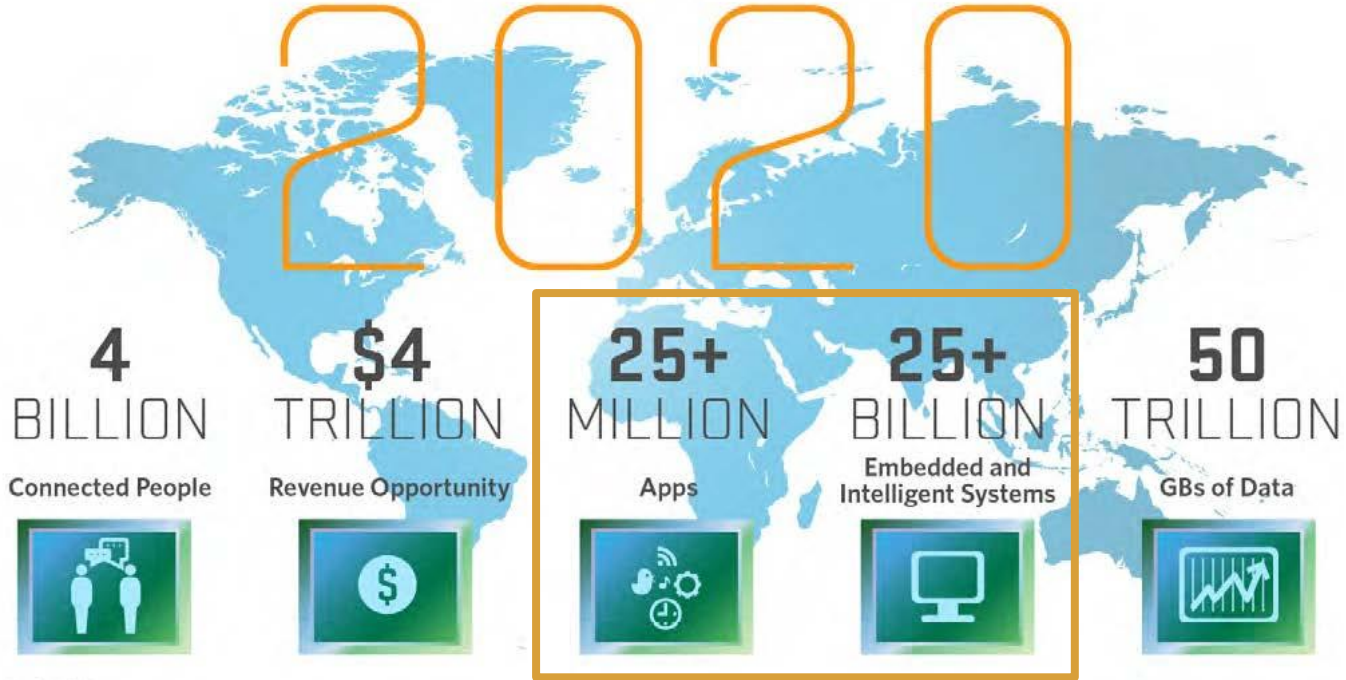
PERCENTAGE OF TOTAL WEB PAGES SERVED TO MOBILE PHONES



Apps Continue to Dominate



In The Next 5 Years



Source: Mario Morales, IDC.

And it's going to get personal

...will leverage location, usage behavior, interests,
... to personalize the user experience...
they will anticipate what the user needs before they
know it.

users are changing

Digital self

...ambient information ...Internet will be effortless and ...will flow through their lives ‘like electricity’ — less visible, yet more deeply embedded in people’s lives



Future of Privacy

“The citizens will divide between those who prefer **convenience** and those who prefer **privacy**”

Niels Ole Finnemann,
Professor and Director of Netlab, Dighumlab, Denmark
Pew Research Center, *Future of Privacy*, Dec 2014

Listening & Input

Stakeholders	Discovery activity	Key focus area
Communities	Strategy Consultation*	<i>Emerging global trends and how can Wikimedia create healthy projects (n = 1300)</i>
Affiliates	Informal interviews	<i>How should Wikimedia reposition and transform for the future?</i>
Donors	Surveys & focus groups	2014 Donor Survey*: <i>“What would make Wikipedia better?”</i> (n = 13,000)
WMF Board	Discussions	<i>Challenge underlying assumptions, define future opportunities</i>
Readers/Users	Research & analytics	General Wikimedia analytics* - <i>reader & contributor usage data</i> 2014 Global South Survey* - <i>demographics, device, usage</i> (n = 69,500)
WMF Staff	Executive Discussions	<i>Define Strategic Direction - align Wikimedia mission with opportunities</i>
	Management Workshops	<i>Define Wikimedia capabilities, weaknesses, opportunities for improvement</i>
	Staff - Track Teams	<i>Profile Readers and Content Contributors by consolidating existing data</i>
Industry Leaders	Informal interviews	<i>Organizational, technology, and leadership opportunities</i>

(*See Appendix for supporting documentation)

Community Consultation Themes (n = 2500 comments)

Category	Themes			
Globalization	Language & Translation Across Wikipedias	Bias & Neutrality Western view	Censorship	Access
Product Features	Multimedia - Video, voice, maps, infographics, 3D,	Interface Improvements	Search	User Experience
Content	Accuracy & Trustworthiness Check for truth	Short Summaries & Simplify	Educational Programming	Kids
Mobile	“Get an App!”	Mobile editing	Voice & Video	Quick facts
Community	WMF Relationship Comments about WMF- Community	Policies & Procedures	Friendliness & Appreciation	Grow editor base & increase diversity



The Strategy Community Consultation attracted 1300 responses, now parsed into 2500 individual comments and categorized to identify patterns. The results will be shared with the Community.

A young girl with blonde hair, wearing a bright pink long-sleeved shirt, is in a forest. She is holding a magnifying glass with a green handle and a pink, flower-shaped frame. She is looking through the magnifying glass at a tree branch. The background is a dense forest with many trees and fallen leaves on the ground.

Based on our research people want:

apps and mobile device formats
languages, translation and voice
multimedia; rich, interactive formats
data that is **structured**, queryable
quality beyond references
global **standards**, content adaptable to locale
easy to use **interface** and workflows
friendly communities, new ways to organize and collaborate

Strategic Direction

From Wikipedia and sisters → Open Source library of all Knowledge

A knowledge engine where **users, institutions** and **computers** around the world contribute and discover knowledge on Wikimedia **every day**, on **every platform**, in their **own language**.

a **MAGNIFIED** mission

- a **place to discover** quality knowledge, integrated into curricula
- default **place to contribute** quality content by people, institutions, machines
- **integrated** into every device and platform
- vast content types from **structured to rich**
- a **thought leader** on digital knowledge



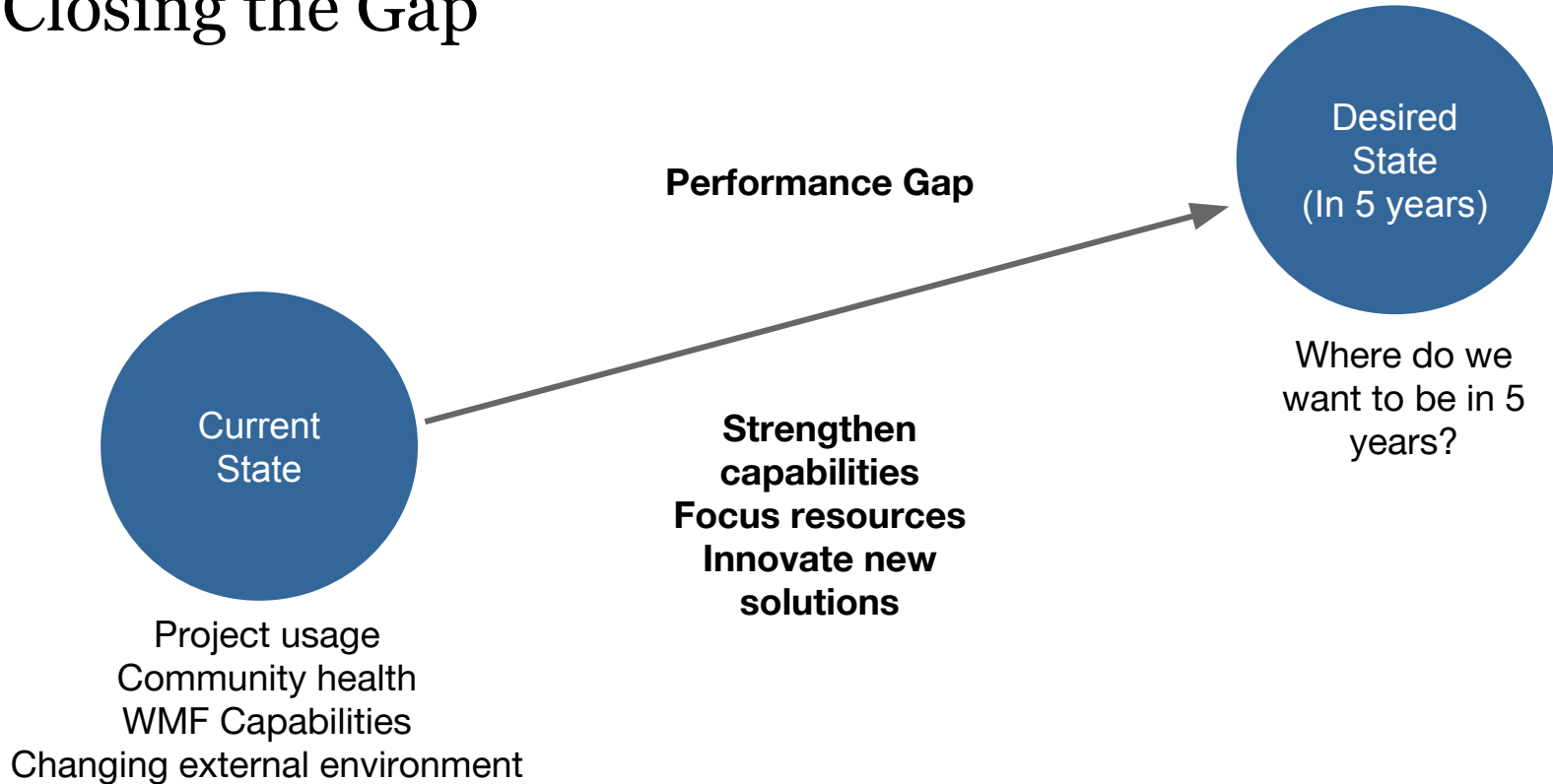
A united Wikimedia

We are more than the sum of our parts
We are stronger together as one
Our future is shared



mind the gap

Closing the Gap



The current state - WMF capabilities

- **Data:** limited understanding of bottlenecks, problems and usage
- **Planning:** roadmaps, budget scoping
- **Execution:** outdated UX, clip/quality of software, missing community support workflows, missing proactive monitoring
- **Relationships:** lack of affiliate alignment, productive partnerships, community good will

What can we do?

- **Improve technology**
 - User research, user test, data
 - Mobile apps & editing, APIs, Rich content
- **Improve community relationship & health**
 - Actively fight toxicity, step in when needed
 - Simplify/standardize processes, response times, services
- **Partner**
- **Thought-lead on**
 - Privacy, Accessibility

roadmap

WMF Roadmap



Year 1-3

Stabilize and reinforce

Year 2-4

Integrate and grow

Year 4-6

Scale and expand

2015

2016

2017

2018

2019

2020

Year 1-3

- **SHIP** work in process, measure impact
- **ALIGN** programs with affiliates & partners
- **IMPROVE** community workflows to grow speed, quality, engagement

Stabilize and reinforce

Year 2-4

- **CREATE** new technology capability - UX, workflows, search, content, data, privacy
- **ENHANCE** affiliate programs, community experimentation, brand
- **GROW** solutions to expand communities & improve knowledge management

Integrate and grow

Year 4-6

- **EXPAND** content, projects, availability
- **MAGNIFY** impact through institutional knowledge, global education, affiliates
- **INNOVATE** new structures for knowledge, participation, community engagement

Scale and expand



step 1: improve the core

All about improving results

- Quarterly goals
- Score cards & KPIs
- Outcome-based budgeting
- Improved, clear success criteria for projects
- Improved metrics for users, contributors & knowledge
- Improved team alignment
- **For every department**

Call 2 Action 2015

Strengthen **Technology** & Execution

- We will define our commitments -- and deliver on-time and on-budget.
- We will make our decisions based on data.
- We will improve our process for community input and allocate dedicated technical resources to community requests.
- We will update legacy architectures and deliver mobile-ready infrastructure and services to support structured data, user security, and a simplified user experience.

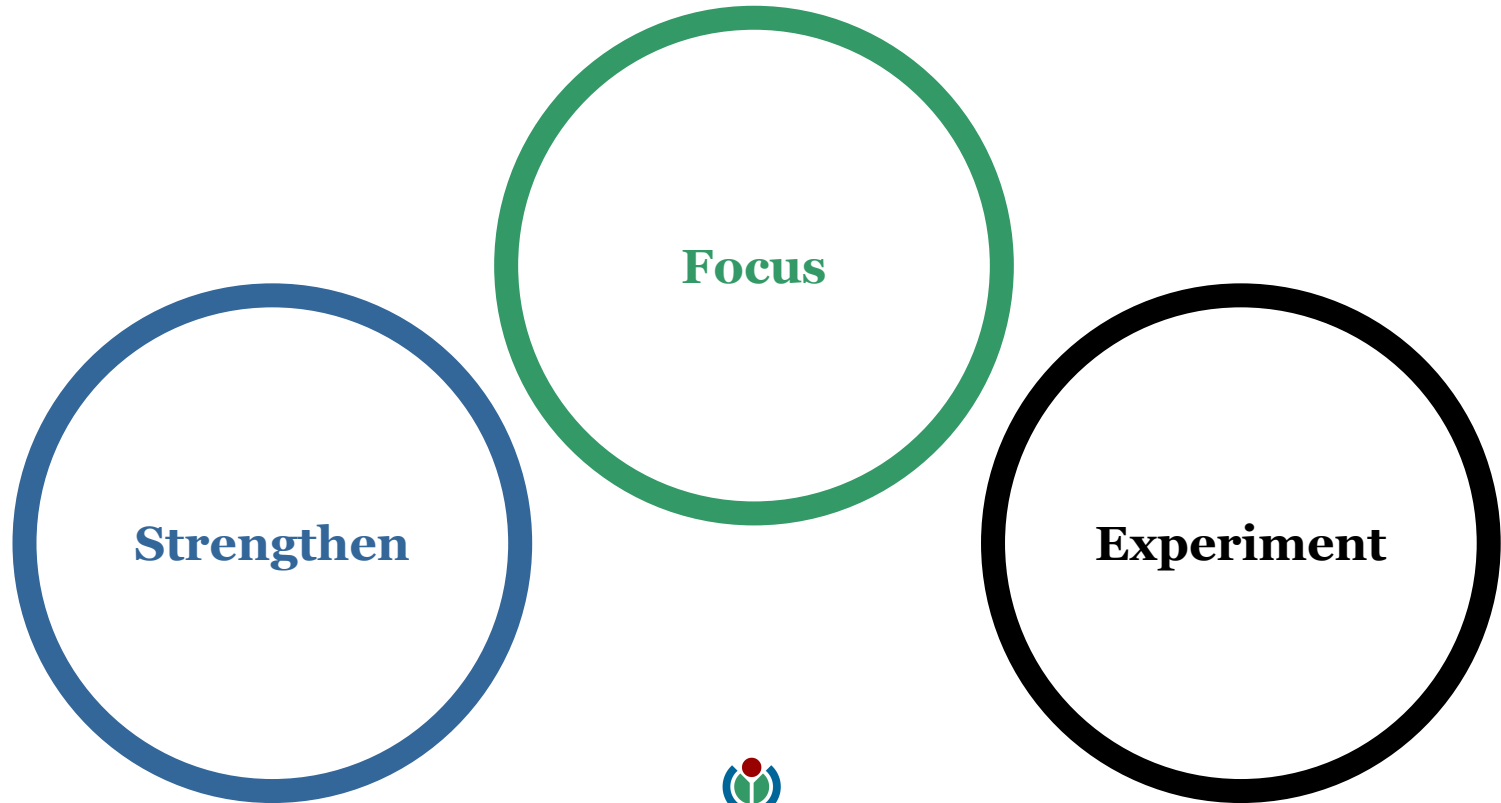
Focus on **Community** & Knowledge

- We will integrate across community engagement functions to improve communication and results.
- We will create a central, multilingual hub for community support.
- We will have a working plan to support emerging users and communities.
- We will improve our measures of community health and content quality, and fund effective community and content initiatives.

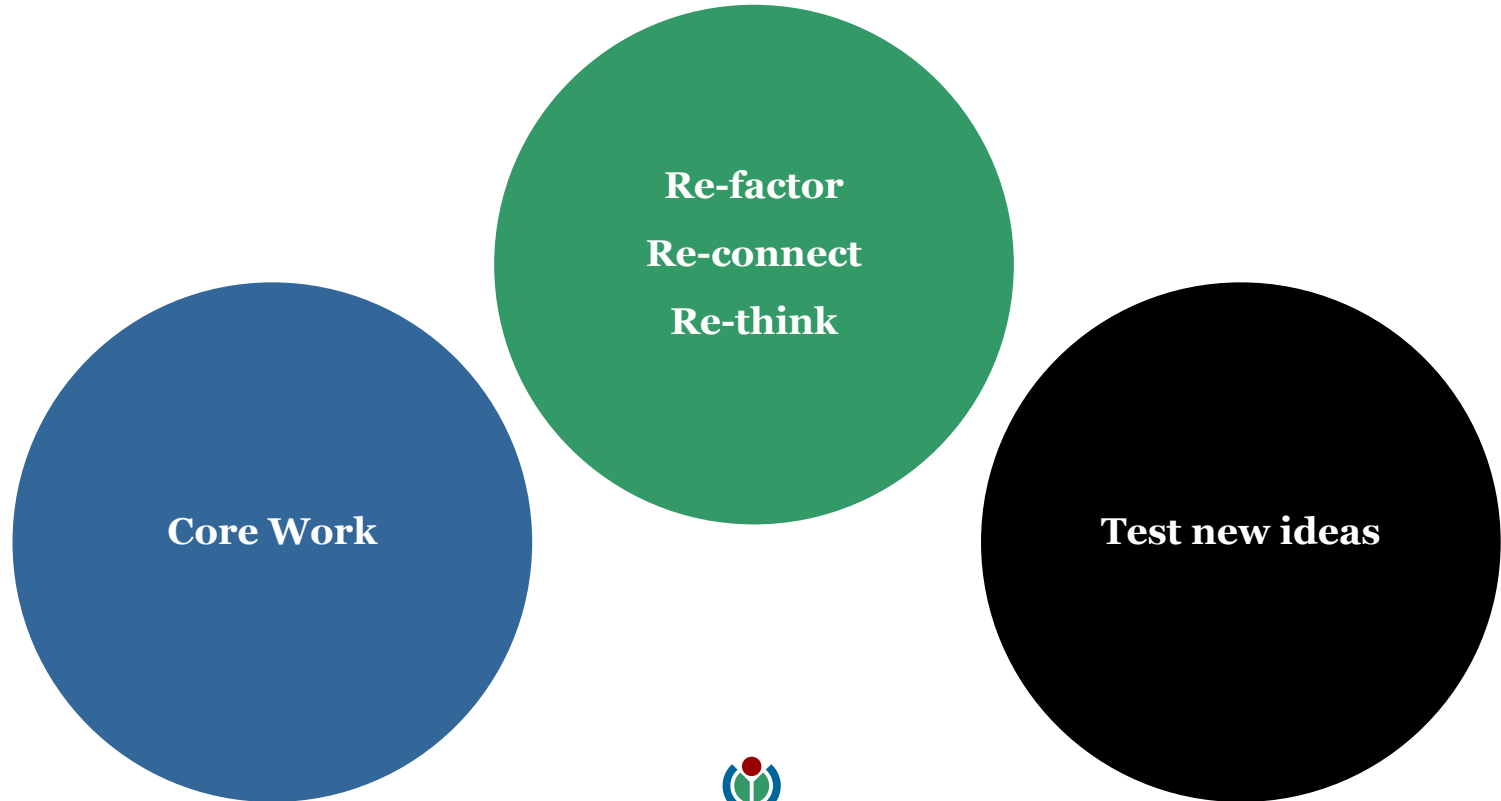
Experimentation & New **Knowledge**

- We will integrate, consolidate, and pause or stop stalled initiatives.
- We will create spaces for future community-led innovations and new knowledge creation.
- We will facilitate and support new models and structures for knowledge curation.
- We will strengthen partnerships with organizations that use or contribute free content, or are aligned with the WMF in the free-knowledge movement.

Priorities: Call to Action



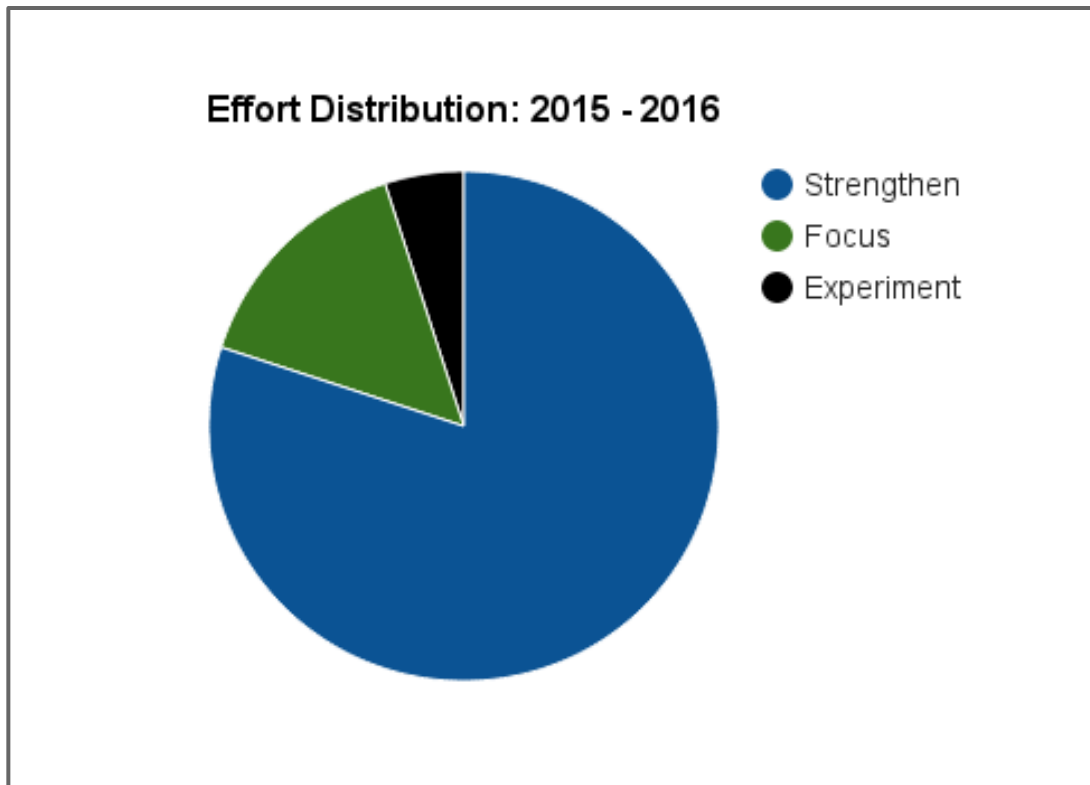
Priorities: Call to Action



Distribution of effort in 2015-2016

Category:

1. **Strengthen**
2. **Focus**
3. **Experiment**

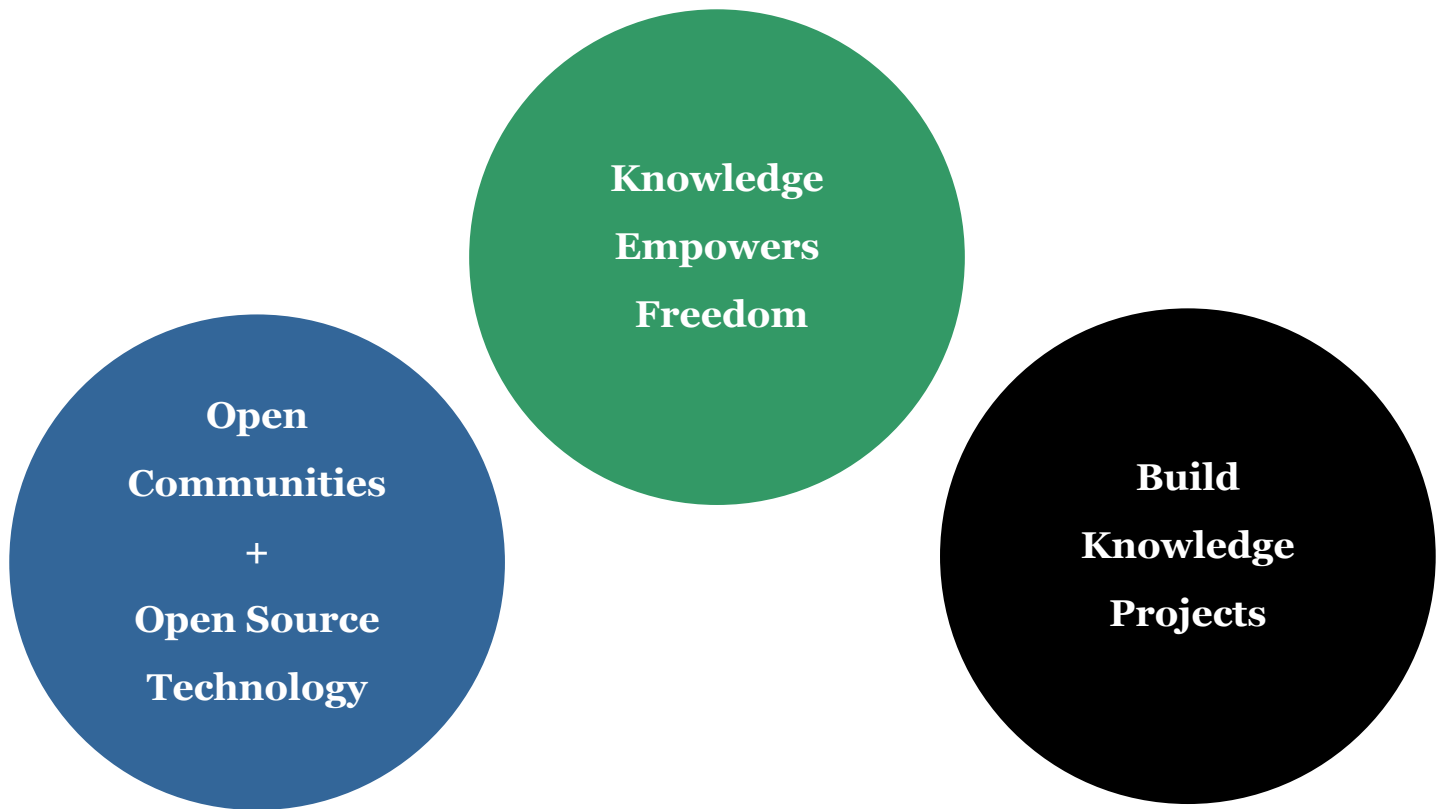


Build the launching pad...

- Prioritize
- Remove UX barriers (contribution, consumption)
- Support contributors (growth)
- Build bridges (with technology partners, communities, affiliates)
- Test before build

... to land on

- Central source for knowledge
(data, articles, archives, discussions, videos...)
- Preloaded on all devices
- Personalized for language, location, preference





A united Wikimedia

We are more than the sum of our parts
We are stronger together as one
Our future is shared

