



**WIKIMEDIA**  
DEUTSCHLAND

# Draft 2018 Plan

Prepared for the WMDE Board  
22. September 2017

This year, WMDE's planning process has been **improved in a number of ways**. These are the steps of the cycle:

- teams and peers together **review current goals and objectives throughout the year**, as part of the quarterly reporting to the board, and reflect on lessons learned
- teams start the planning early, with **environmental and stakeholder analyses**
- goals are developed based on the above information and intensive discussion with colleagues
- goals are developed with a perspective that goes **beyond a rigid 12-month cycle**, if appropriate, allowing for realistic planning timeframes
- over the summer, goals are presented and reflected together with board of directors
- goals are **presented to the communities** in a series of face-to-face meetings, input is gathered and analysed
- all input is incorporated
- objectives (German: criteria for success) are drafted
- draft budget is developed
- final draft plan and budget is shared with the board (end of September)
- final budget and goals are shared for approval of the members at the general assembly in November
- activities and objectives are further refined (remaining weeks of 2017)
- activities, objectives and goals are **reviewed (throughout 2018)**

## Recruit, support and retain volunteers

### Goal 1

The Wikipedia Community has resumed healthy growth. New volunteers feel welcomed, are motivated and contribute to Wikipedia.

### Goal 2

We continue WMDE's volunteer support services, while developing the programs further, together with communities. Our community and project support services become more effective and benefit a greater diversity of groups. In this manner we make it easier for volunteers to contribute to Free Knowledge.

## Software Development: Extend Wikidata and further develop MediaWiki

### Goal 3

Increasing numbers of volunteers in the Wikimedia projects benefit from Wikidata. We promote the integration and collaboration of Wikidata and other Wikimedia projects, and we create the conditions so that data quality in Wikidata can further improve.

### Goal 4

Wikidata and other open data projects increasingly benefit from each other. To this end, we make Wikidata and Wikibase easier to use for external projects, and we expand the opportunities for collaboration among the projects.

### Goal 5

Through sustainable development of the MediaWiki Software, based on community needs, we assure the increased usefulness of Wikibase, jointly with the Wikimedia Foundation and the communities

## Improve the general conditions for Free Knowledge

### Goal 6

We get to the bottom of concerns about the use of open content. Misunderstandings that are revealed will be addressed with targeted information, while we address actual risks with the appropriate measures.

### Goal 7

In order to make it easier to recognize open and free content, regulations around copyright of public works are evaluated by policy makers, with the aim of drafting more clear new regulatory language.

### Goal 8

Factual, non person-related data (such as weather and traffic data) remain freely usable by Free Knowledge projects in the future. The enabling policies and regulations remain in place, and disadvantageous policy is prevented or mitigated.

### Goal 9

Supported by WMDE, institutions in the fields of education, science and culture have the required knowledge to actively contribute to Free Knowledge and to the Wikimedia projects. The institutions create, jointly with our movement, supportive general conditions for Free Knowledge in their respective fields, and publicly act as role models for other institutions.