

The Wikimedia Movement: A Future, Shared.

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Wikimedia Conference 2015

May 16, 2015

2 billion edits!

- 1. The power of our movement**
- 2. Working together**
- 3. Learning together**
- 4. The challenges of tomorrow**
- 5. Discussion**

1. The power of our movement

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

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

We are all parts of a puzzle :)



I met hackers in **Zurich**, and
many community members in
London.



Zurich Hackathon 2014
Photograph by Christian Meixner ([CC-BY](#))



Wikimania 2014

Photograph by Adam Novak ([CC-BY-SA](#))

I met Wikimedians from the
Arab world in Tunisia.



WikiArabia 2015

Photograph by Habib M'henni ([CC-BY](#))

Sometimes I couldn't be
there in person ...



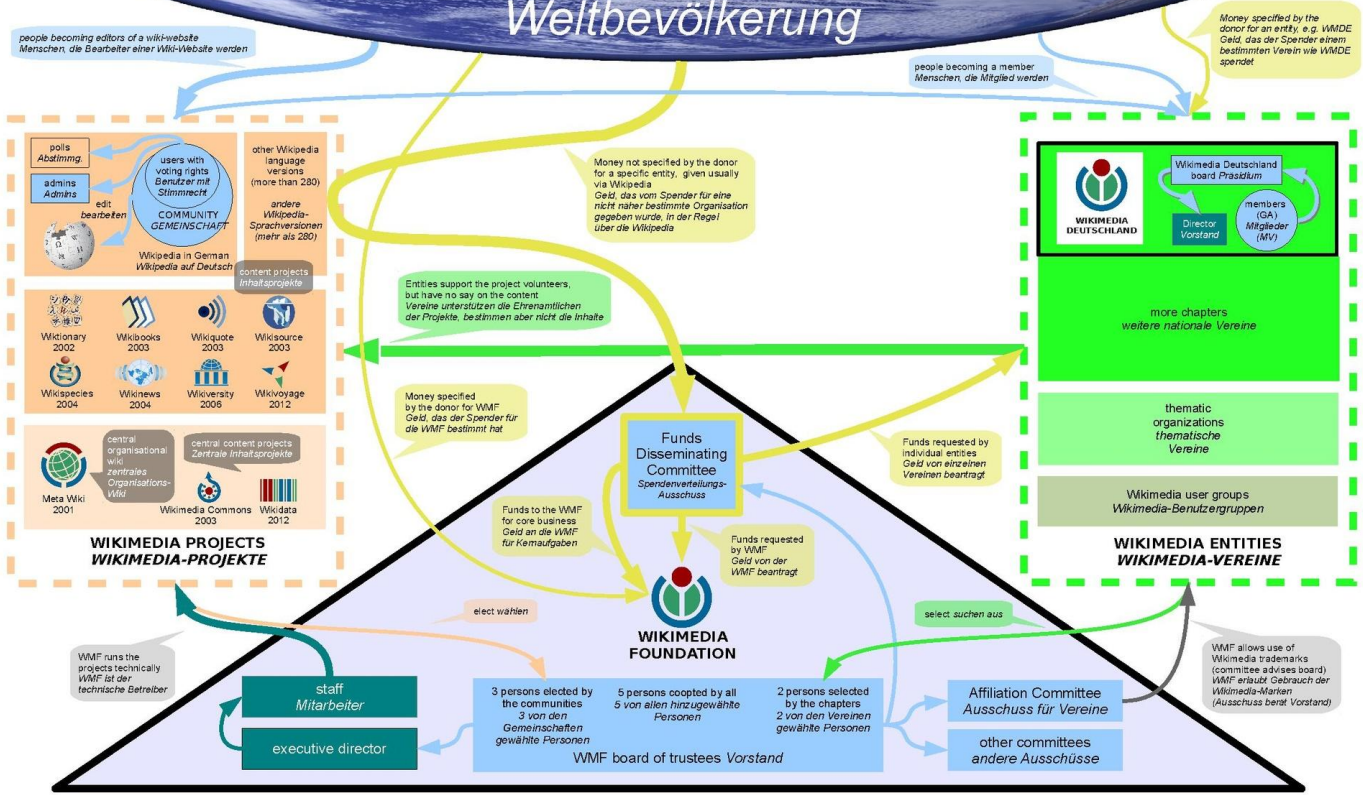
Museo Soumaya Editathon, Mexico City
Photograph by ProtoplasmaKid ([CC-BY-SA](#))

Every experience
has **energized** me.

It is nice to meet **you**, today. ❤️

Our world is complex...

global population Weltbevölkerung



WMM chart
Ziko van Dijk, CC-BY-SA
April 2013

Illustration by Ziko van Dijk (CC-BY-SA)

and difficult to model :)

But it starts with us as
individuals.

With curiosity.



Backstage tour of the Dutch national library, 2015
Photograph by Alexandra Wang ([CC-BY-SA](#))

With creativity and hard work.



Content Translation demo at Wikimania
Photograph by Runa Bhattacharjee ([CC-0](#))

With freedom to make your mark
on the sum of all knowledge.



Art+Feminism Edit-a-thon in Montreal, 2015

Photograph by Micsmeets ([CC-BY-SA](#))

How can we achieve the
greatest impact?

By supporting communities
effectively and **efficiently**.

Let's look at a recent program:
Wiki Loves Earth.

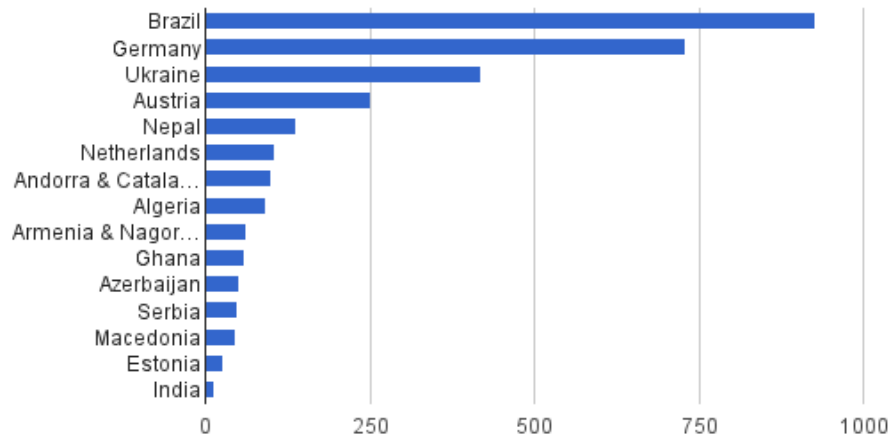
A photo contest with a theme: Nature.



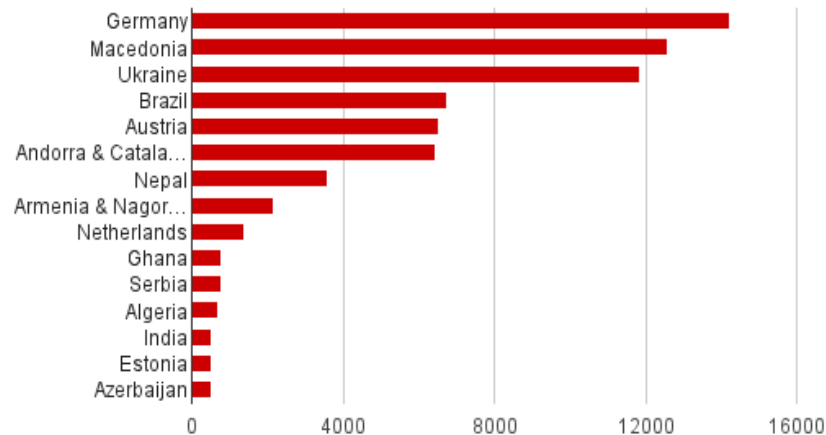
Wiki Loves Earth - Carpathian National Park, Ukraine

Photograph by [Balkhovitin](#) (CC-BY-SA) - Winner

Wiki Loves Earth 2014 -- Contributors



Wiki Loves Earth 2014 -- Uploads



Metric	Actual	Target
# of photos	71,067	75,000
# of uploaders	3,000+	400 (new users)
# of country teams	16	15
% of images used	7.5%	not set

Who organized it?

A very diverse coalition.

Who	Role in the contest	Background
Wikimedia Ukraine	International contest organizer	Volunteer-run chapter organized the first national Wiki Loves Earth in 2013 and international contest in 2014. WLE 2015 is underway!
User:Ilya, User:Romain, User:WikedKentaur, User:AleXXw	Campaign editors	Individual volunteers from Ukraine, Belgium, Estonia, and Austria who helped with campaign tools
Diego Delso, Muhammad Mahdi, Julián Monge-Nájera, Susanne Plank, Ester Solé, Oleg Zharii, User:Wikimk	Campaign Jurors	Wikimedia volunteers and photography professionals from Spain, India, Costa Rica, Austria, Catalonia, Ukraine, and Macedonia
Wikimedia Foundation	Co-funder (\$19,900)	Funded through the Projects & Event Grants program (PEG)
Nepal, Ghana, Macedonia (Shared Knowledge)	Local team	Recognized user groups (3)
Armenia, Austria, Estonia, Germany, India, Netherlands, Serbia, Ukraine	Local team	Recognized chapters (8)
Amical	Local team	Recognized thematic organization (1)
Brazil, Algeria, Azerbaijan	Local team	Other countries (3) *No formal affiliation during competition; now recognized user groups

Organizations can help.

How?

Better partnerships.

Better practices.

Better tools.

Organizations can do what
individuals cannot do alone.

We can only do this by...

combining
local + global
expertise.

2. Working together

What do we all share?

A commitment to knowledge.

an acknowledgement:

There has been a
lack of clarity from WMF
about the **role of affiliates** in the
movement.

Affiliates play a **vital role**
in our mission.

We complement & support each other

Wikimedia affiliates

*Focus on Targeted Projects,
Cultures, & Languages*

- Targeted partnerships
- Targeted strategies
- Local resources & user support
- Targeted programs
- Local media & communications
- Thematic software & services
- Thematic & local events



Wikimedia Foundation

*Focus on Global Infrastructure,
Operations, & Support*

- Global partnerships
- Global strategies
- Global resources & user support
- Global program organization
- Global communications
- Global software and services
- Legal protection

Affiliate strengths

- Knowledge Partnerships (GLAM)
- Participation Partnerships (Education)
- Regional Support (Programs & software)
- Regional Advocacy & Communication
- Events & Gatherings
- Experimentation (New ideas)

It is not about affiliate type.

It is about what we can do.

It is not just about funds.

It is about what we achieve.

No surprises:

Funding will continue with an **emphasis on impact and accountability.**

It's about **proportionality**.

User groups:
a **lightweight** way to start
working together.

Larger, more formal orgs:
the bar is set higher for
demonstrating impact.

What about the **WMF**?

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**

What are KPIs?

Key Performance Indicators (KPI):

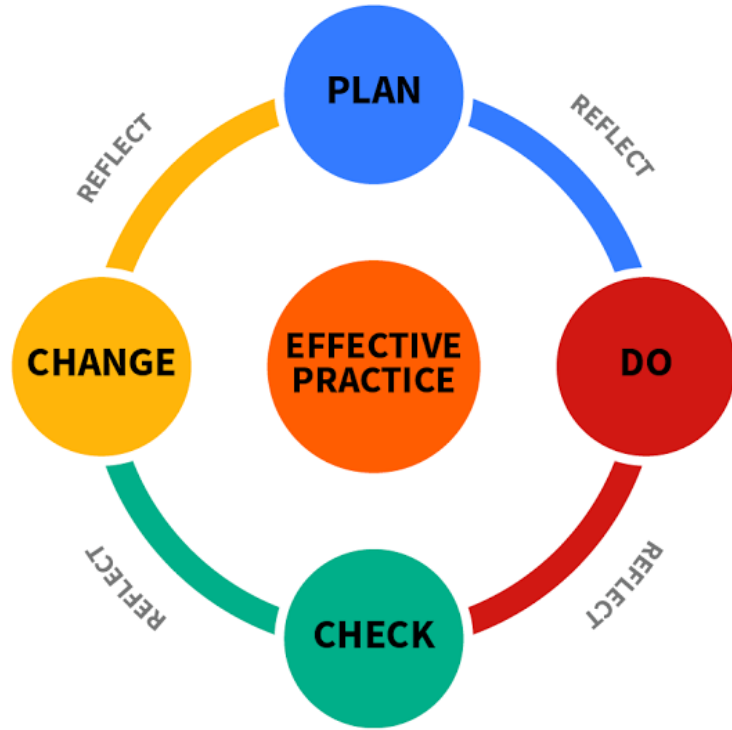
They are like Global Metrics for the WMF

Examples:

Edit success rates for new editors, server uptime, OTRS response times, more accurate forecasting for project deadlines...

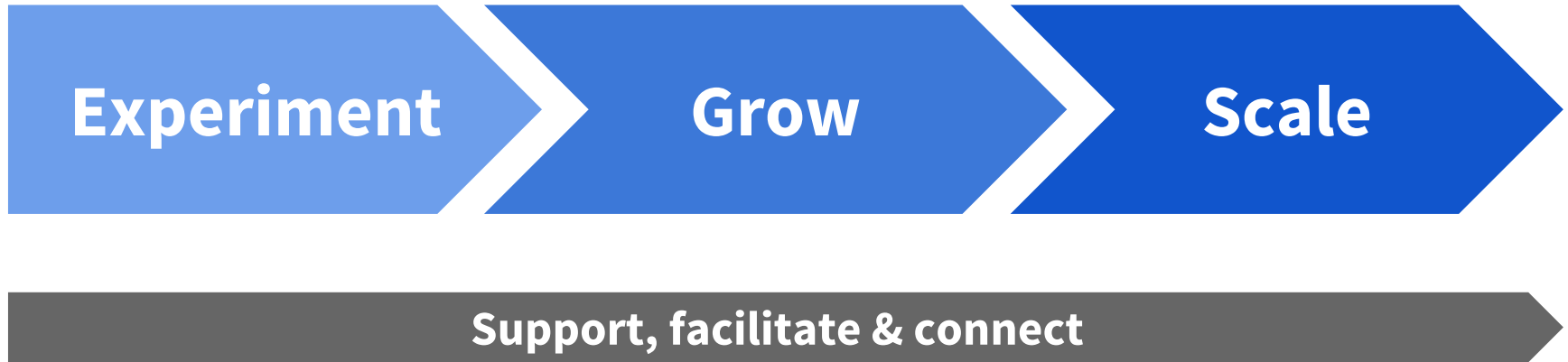
3. Learning together

We are all learning organizations.
That includes WMF.



Learning process

From ideas to programs: One potential path



Experiment

Trying a new idea in one context



Winners of WikiWomen Prize Egypt, 2014
Photograph by Mohamed Ouda ([CC-BY-SA](#))

Grow

Adapting across multiple contexts

Wikipedian-in-Residence program



British Museum

Photograph by Ham ([CC-BY-SA](#))



National Library of Norway

Photograph by Ketil Born([CC-BY-SA](#))



National Library Israel

Photograph by אסף פינצ'וק ([CC-BY-SA](#))

Scale

Developing shared good practices



WLM 2011: Winner
Mănăstirea Chiajna - Giulești

Photo by Mihai Petre([CC-BY-SA](#))

WLM 2014 in Pakistan:
Lahore Fort

Photo by Rohaan Bhatti ([CC-BY-SA](#))

Support, facilitate & connect

Connecting people, ideas, and practices



**Taiwan Medical
Translation Task Force**

Photograph by Shangkuanlc ([CC-BY-SA](#))



GLAM Wiki 2015

Photograph by Ziko van Dijk ([CC-BY-SA](#))

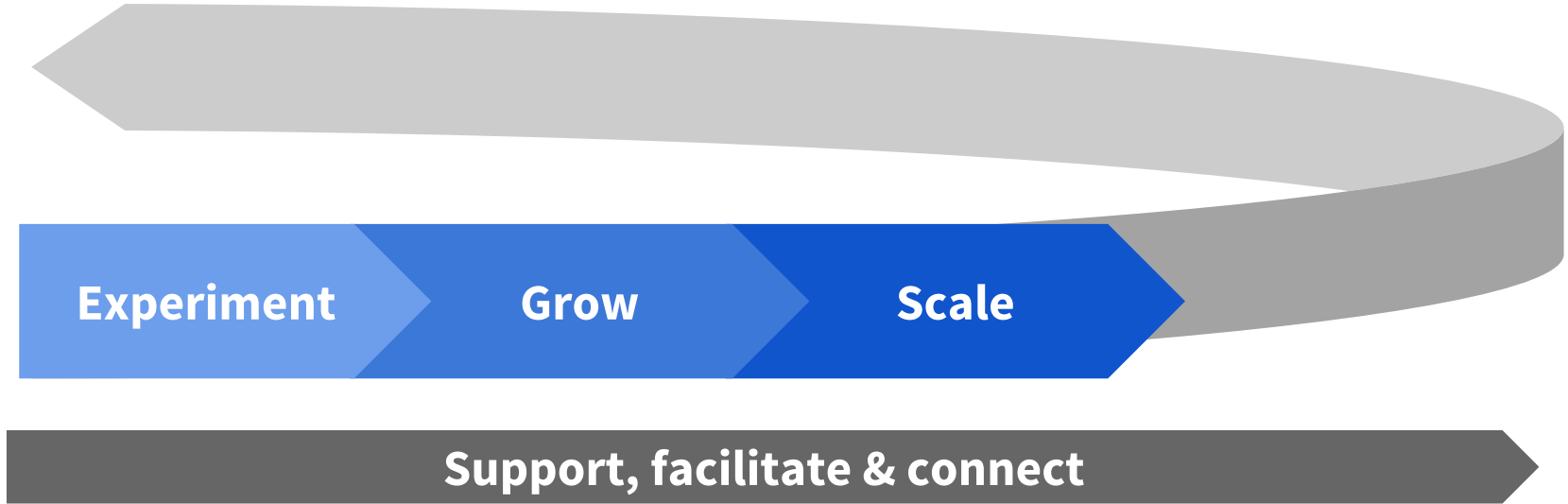


**Wikipedia Education
Program:**

Ambassador training

Photo by Derrick Coetzee ([CC-BY-SA](#))

And it's a process...



WMF offers non-monetary support:

- Planning & evaluation
- Program resources
- Orchestration
- Coaching & support

Learning patterns and program toolkits help us share good practices.

Bytes added to or removed from Wikimedia projects

The amount of content that a project has contributed to a Wikimedia project can be hard to measure.

Last updated: 13 March 2015



[\[edit \]](#) [\[edit source \]](#)

Mass-messaging on a major scale

How to get notices out to as many potential editors as possible

Last updated: 12 March 2015



[\[edit \]](#) [\[edit source \]](#)

Third place for local groups

Local groups need a clearly identifiable meeting place to organize actions.

Last updated: 12 March 2015



Education Program

Start

Plan

Run

Evaluate

Connect

Planning a program can be fun.

In this first step, you need to allow time for creative thinking. What challenges do you see in your context? How can a Wikimedia Education Program help you solve some of these? Think about what would be interesting for you and your peers to work on. Then test your idea, reach out to the community and find the resources you need to make your program grow.

This step has 10 pages



Planning your program

Starting or growing a Wikimedia education program does not take extensive research. Teaching students around the world to contribute to Wikimedia projects over the last ten years has taught Wikimedia volunteers and educators many valuable lessons about planning and growing successful education programs. This section will prepare program leaders and educators to do the following:

- **Plan a pilot:** test out new ideas on a small scale.
- **Choose a program model:** select a program model that will work with your local education system.
- **Set reasonable goals:** track progress toward goals to understand what strategies work in your context.

Global metrics help us find out
whether we're succeeding.

What to measure?

Metric	Type of metric	Definition
Number of active editors involved	Participation	Existing active editors (5+ edits per month) involved at any capacity (planning, executing, participating) during the project duration
Number of newly registered users	Participation	Newly registered users as a result of the project, using a two week window for specific events
Number of individuals involved	Participation	All people participating in the project (organizers, users, attendees, etc.)
Number of new images/media added to Wikimedia article pages	Content	Number of images uploaded to Commons and added to Wikipedia articles or other content pages
Number of articles added or improved on Wikimedia projects	Content	By project (Wikipedia, Wikisource, etc.) the number of articles that were created or improved as a result of the program efforts
Number of bytes added to and/or deleted from Wikimedia projects	Content	By project, total number of bytes contributed to or deleted from the Wikipedia projects through programs

Metrics need balance



Metrics continue to evolve. Let's
improve them **together.**

4. The challenges of tomorrow

We must continue to improve.

WMF

Affiliates



... to extend Wikimedia's mission
into the coming decades.

That means **building new capabilities** on top of existing strengths.

...but first.

Let's **strengthen** what we have.

Better partnerships.

Better practices.

Better tools.

Let's build strong relationships.

Our future is shared.

5. Discussion

Suggested topics:

- What are we missing? What should we NOT do?
- How can we work together as better partners?
- Coming in Q3 2015: a community consultation on our grants programs. Is there also interest in a consultation about the future roles of affiliates and WMF?

Other thoughts or questions?

Thank **you!**