

# Movement strategy



**WIKIMEDIA**  
FOUNDATION

# Movement strategy

## Priority slides



**WIKIMEDIA**  
FOUNDATION

# Movement strategy



## Overview

**Movement Strategy** is the next phase of work towards developing a 10-year plan to realize the Strategic Direction by 2030. The strategy has been developed through a multi-year radically open collaborative design and co-creation process, engaging all parts of the movement.

## Progress and Challenges

We achieved the Q2 goal of developing a **consolidated draft of the recommendations** in a collaborative, Movement-led process. The draft was shared with the entire Movement in January, 2020.

We had a successful Q3 with **5 weeks of conversations with stakeholders** from across the movement, who provided helpful feedback to further refine and finalize the recommendations. Input from the Board and movement stakeholders was integrated in March, 2020 and thereafter. The Foundation **Board has provisionally endorsed the recommendations** pending a few final edits. Unfortunately the COVID-19 pandemic forced us to cancel a key element of our Q3 work. We are adapting to an online plan for Q4/Q1



## Key Deliverables

Deliver final strategy consultation	Green
Develop final recommendations	Green
Implementation and WMSummit	Yellow

## Actions

- Reassess and redesign the program for the April 3-5 WM Summit in Berlin into a multi-step, online engagement that begins the process of implementation in collaboration with the Movement. Begin delivering the revised program by June 2020.

# Movement Strategy



## MS Outcomes

We will develop the strategy in an open, consultative model

We will engage community throughout the process

## MTP Metrics

Deliver pre-final recommendations to the movement in January 2020, translated in multiple languages

Deliver a 5-week consultation with multiple engagement options for Movement stakeholders to provide feedback to the recommendations

Refine and finalize the recommendations based on input from communities, affiliates, and the Foundation BoT.

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
Deliver pre-final recommendations to the movement in January 2020, translated in multiple languages	100%	n/a	80%	100%
Deliver a 5-week consultation with multiple engagement options for Movement stakeholders to provide feedback to the recommendations	100%	n/a	n/a	100%
Refine and finalize the recommendations based on input from communities, affiliates, and the Foundation BoT.	100%	n/a	n/a	95%



# Movement strategy

## Key deliverables



**WIKIMEDIA**  
FOUNDATION

# Deliver final strategy consultation



## Objective:

### Design and deliver consultation for the Movement on the final recommendations

---

In Q2, we were delayed the finalization of this plan until the final recommendations were complete. We made adjustments in the first weeks of Q3 to ensure adequate resourcing to deliver such a high profile, high stakes consultation. We benefited from, and are very grateful for, substantial additional support from across the organization.

Over a period of 5 weeks, we successfully consulted with a diversity of movement stakeholders. Online communities, affiliates, and other stakeholders provided feedback on how to refine and finalize the recommendations. This feedback was used to finalize the recommendations in early March.

**Target quarter for completion: Q3 FY19/20**

---

### Full-time equivalent budget

Actual: 5 FTEs



# Deliver final strategy consultation



## Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
Develop consultation plan and materials to deliver in Q3 (carry-forward from Q2). <b>Baseline:</b> No plan developed.	100%	n/a	80%	<b>100%</b>
Collect relevant feedback, synthesize, and provide to staff for analysis and integration; support Board review to collect comments. <b>Baseline:</b> No feedback collected.	100%	n/a	n/a	<b>100%</b>
Seek Board endorsement. <b>Baseline:</b> No Board endorsement.	100%	n/a	50%	<b>100%</b>
Make final revision and produce the final Movement Strategy document. <b>Baseline:</b> Draft strategy document.	100%	n/a	n/a	<b>95%</b>



# Develop final recommendations



## Objective:

### Complete Phase 2 (Strategy) of the Movement Strategy Recommendations

---

Feedback from the Movement Consultations and the Board's feedback from its February retreat informed a round of revisions to produce a pre-final draft that was shorter, more coherent, and more clear. The Board then provided a final review, adding some final important requests for change. The Board also provided its overall provisional endorsement of the strategy.

As of today, the Writer's Group is completing the necessary revisions and is on track to complete the Final Strategy and send it to translation for release by the end of April.

**Target quarter for completion:** Q4 FY19/20

---

#### Full-time equivalent budget

Actual: 5 FTEs



# Implementation and Summit



## Objective:

### Design Phase 3: Implementation and engage the Movement at the WM Summit in Berlin

---

The WM Summit was to be a capstone event to end strategy work and transition into implementation. Over the three-day event, stakeholders would have prioritized and sequenced initiatives from the recommendations and developed a collaborative plan for implementation. The COVID-19 pandemic forced the cancellation of the event in early March. Contingency plans are being designed to complete the planned work in a two-three month timeline, beginning end of May, to maintain the positive momentum with the movement. However, this will require a complete redesign of the timelines, methods, and tactics for engaging in the work. We have engaged a consultant to partner with our design team, and the Foundation has taken the lead as the event is no longer focused on the Berlin summit.

**Target quarter for completion:** Q2 FY20/21

---

### Full-time equivalent budget

Actual: 5 FTEs



# Implementation and Summit



## Key Results

	Y1 Goal	Q1 Status	Q2 Status	Q3 Status
<p><del>Support and collaborate with WMDE in their design and delivery of the WM Summit in Berlin to begin implementation of the strategy.</del></p> <p><b>Baseline:</b> Completed 2019 Summit</p>	100%	n/a	10%	<b>20%</b>
<p><b>NEW:</b> Design and implement a new engagement and collaborative process for implementation, to be launched late May, 2020, and to run through the following months.</p> <p><b>Baseline:</b> No baseline.</p>	50%	n/a	n/a	<b>30%</b>

