

Wikimedia Foundation strategy and annual plan





Wikimedia CEE meeting 2015



Photos by Auli Kütt and wpedzich, under CC-BY-SA 4.0

Wikisource Conference



WikiArabia



Change and growth



Wikineedsgirls: Wikimedia Ghana User Group



Wikiconference Seoul 2015

A nighttime photograph of a city square. In the center is a tall, white, obelisk-shaped monument. The square is filled with people, some sitting on the grass, others walking. In the background, there are buildings and a hillside covered in lights. A large firework is exploding in the upper right corner of the frame. The sky is dark, and the overall atmosphere is festive.

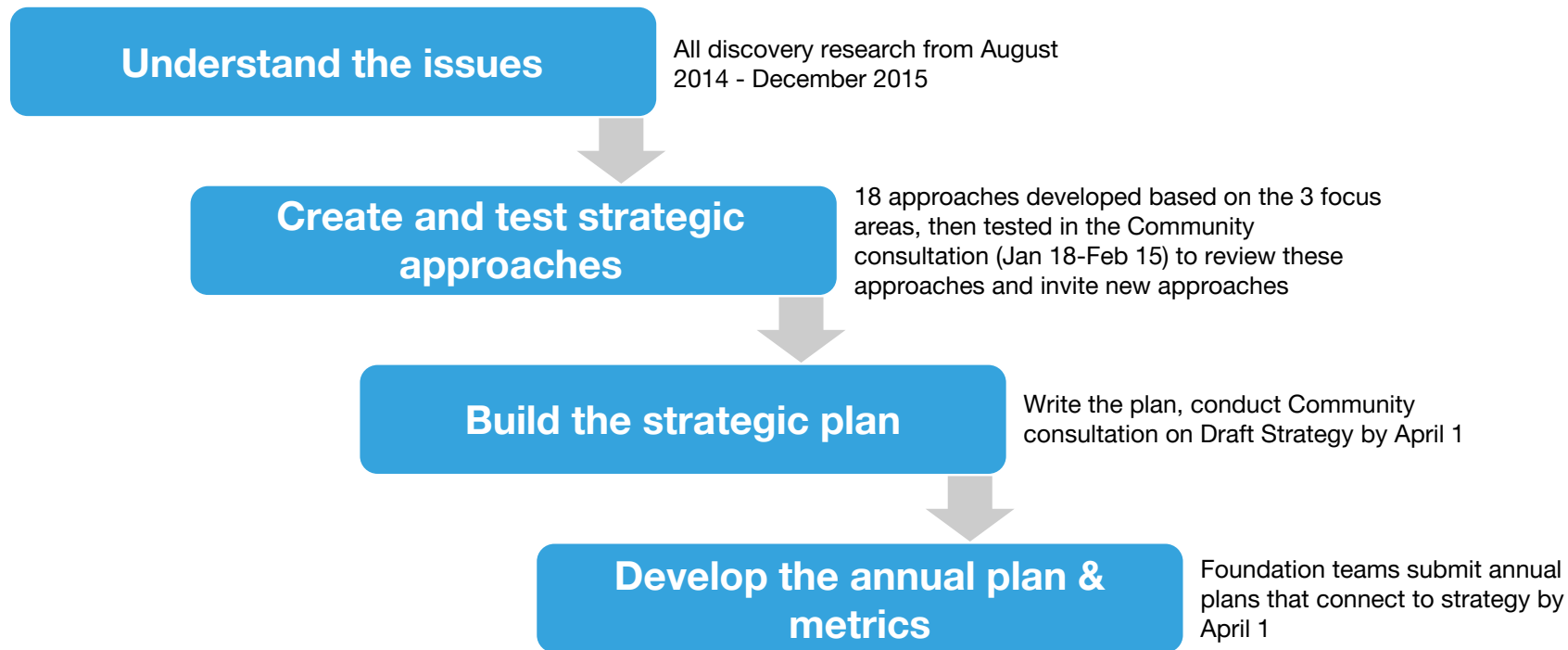
Wikimedistas de Colombia

Wikivacaciones Colombia

Wikimedia Foundation 2016-2018 strategy



The strategic planning process



Strategic priorities

Reach

We will better understand and respond to the needs of our global users so that more people can share in free knowledge.

Communities

We will increase volunteer retention and engagement through improved programs, experiences, and resources.

Knowledge

We will increase and diversify knowledge by developing high-priority curation and creation tools for user needs.

Strategy

- The 2016 [strategy](#) is our guiding direction for the next 18-24 months
- The [strategic priorities](#) anchor our FY16-17 annual plan
- The coming year presents an opportunity:
 - To envision the future of our movement
 - To consider our strategic challenges
 - To plan for the sustainability of the community and projects
 - To continue to explore funding, partnership, and distribution opportunities
 - To further investigate technology and information trends

Wikimedia Foundation 2016-17 Annual Plan



Invest in strategic programs

Improve our core infrastructure

Set the stage for long-term sustainability

Annual plan timeline

April 1 Posted on Meta (FY16-17 Annual Plan & revised Strategy)

April 1-30 Draft of Annual Plan / Strategy available for comments

May 13-15 FDC deliberations in Warsaw

May 26 Revised Annual Plan given to Audit Committee and WMF Board

by June 30 Board votes to approve annual plan

July 1 FY16-17 begins

Annual Plan budget: 43 million USD devoted to strategic initiatives



* Non-programs include operations (Advancement, Finance/Admin, Talent and Culture, Legal)

A few highlights of the Annual Plan by department



Community Engagement

- Improvements to the grants program
- Wikimedia resource center
- Peer Leadership Academy
- Governance and harassment training

Product

- Community Tech Team
- Consultation and cooperation
- Completing projects from the Community Wish List
- Improving tools and services
 - Mobile editing, content translation, improved search, maps, graphs, and more

Technology



- Improve tools that help us understand user needs
 - Analytics capacity, infrastructure, and display
- Expand research capabilities
 - Qualitative, quantitative and evaluative capabilities
- Improve site reliability
- Improve site performance
- Expand the way software is tested

Strategic partnerships

- Refine the Wikipedia Zero program
- Increase apps and preloads to increase access
- Identify new forms of global distribution partnerships

Legal



- Join with the Wikimedia communities in advocating for policy positions relevant to the work of the communities
- Maintain transparency in our defense of content and user privacy
- Support mission-based community use of trademarks
- Support community members who are facing unfair litigation

Communications

- Share expertise in communications with affiliates
- Identify and address critical public perception issues
- Tell human stories and connect with community
 - Build testimonials of volunteer efforts through video and other formats
 - Feature Wikimedia community members, efforts, events, and stories across digital media
- Increase awareness and product adoption among new people and audiences



What will this space look like?

Feedback & questions about
the Wikimedia Foundation
2016-17 Annual Plan

We want your feedback

- This year we published for open comments
- We are interested in your comments, questions, feedback
- We welcome here in discussion, via email, on wiki
- What are we looking for?
 - How should we prioritize?
 - What, or who, is missing?
 - Where can we coordinate with you?

1. Grab a microphone!
2. Add to the etherpad: https://etherpad.wikimedia.org/p/Wikimedia_Foundation_2016-17_Annual_Plan
3. Provide feedback directly on Meta, or
4. Share via an FDC member (Liam W, Lorenzo L, Michal B)