Welcome
Community update
Metrics
Feature
Research
Product demo
Q&A
Welcome!

Requisition hires:
- Alan Lau - F&A - SF
- Boryana Dineva - Talent & Culture - SF
- David Lynch - Engineering - MO
- Ed Erhart - Communications - SF (conversion)
- Ellie Young - Community Engagement - SF (conversion)
- Jeff Elder - Communications - SF
- Julien Girault - Engineering - SF
- Karen Brown - Community Engagement - NY

Contractors, interns & volunteers:
- Fredric Bolduc - Engineering - Canada
- Gaeten Goldberg - Legal - SF
- Hannah Hernandez - Advancement - GA
- Jennifer Grace - Legal - SF
- Jonathan Unikowski - Legal - SF
- Nancy Liao - Communications - SF
- Thalia Chan - Engineering - UK
Anniversaries

Ariel Glenn (7 yrs)  
Trevor Parscal (7 yrs)  
Guillaume Paumier (6 yrs)  
Amir Aharoni (4 yrs)  
Rachel Farrand (4 yrs)  
Heather Walls (4 yrs)  
Aaron Halfaker (4 yrs)  
Oliver Keyes (4 yrs)  
Antoine Musso (4 yrs)  
Gabriel Wicke (4 yrs)  

André Klapper (3 yrs)  
Željko Filipin (3 yrs)  
Brad Jorsch (3 yrs)  
Adele Vrana (3 yrs)  
Robert Miller (3 yrs)  
Gergő Tisza (2 yrs)  
Caitlin Virtue (2 yrs)  
Caitlin Cogdil (2 yrs)  
Rummana Yasmeen (2 yrs)  
Kunal Mehta (1 yr)  

Elena Tonkovidova (1 yr)  
Jon Katz (1 yr)  
Joaquin Hernandez (1 yr)  
Frances Hocutt (1 yr)
Community update
September 10 - 15 in Estonian countryside.

Share practices and learn from other experiences that are locally relevant. Important topics: advocacy and governance, programmatic activities.

~ 70 participants, 32 countries, 28 language communities.

Photos by Auli Kütt and wpedzich, under CC-BY-SA 4.0
The Wikipedia Education Program is an important gateway for other knowledge societies (outside the movement) to engage with Wikimedia projects in emerging communities.

There are education programs in 21 CEE countries, which represent 25% of education programs all over the world.

CEE education programs have created +82,001 articles, improved +525 articles, translated +770 articles, uploaded +2,270 files, and contributed +225M bytes of content to the Wikimedia projects.

2 new pilots of this program announced after CEE Meeting 2015.
WikiUNAM Editathon

● **12 hour editathon** with one of the largest public (as in free) universities in Latin America.

● Goal was to engage professors in editing Wikipedia, towards developing new WEPs.

● **139 participants**, 38% created at least 1 article.

● Diversity. **81 new articles** created:
  ○ 75 on es.wp
  ○ 3 on fr.wp
  ○ 2 wikidata entries
  ○ 1 page on Wikibooks.

Photos by Feramasa55 and PetrohsW, under CC-BY-SA 4.0
Wiki challenges!

- The power of daring editors takes many forms: education purposes, summoning communities, engaging existing editors.
- **WikiReto** (by WEP in Tech de Monterrey, México):
  - Engages students on Wikimedia projects, cross-media
  - Adds content: 5,000 files to Commons, including 10 videos; 30 articles in multiple languages
- **Translation challenge on es.wiki**:
  - Promotes the translation tool in the community
A partnership with The Swedish National Maritime Museums (SMM) that involves opening data, uploading images and editathons on SV. WP.

- **Link vocabulary and data first**, to support image upload and article creation through editathon.
- Online impact so far:
  - → 613 items have been enhanced with 2831 statements/sources
  - → 592 images uploaded.

Fartygsmodell photographed by Karolina Kristensson / Sjöhistoriska museet, under CC-BY-SA 3.0
Wikimedia projects milestones

- Swedish Wikipedia hits 2,000,000 articles
- Urdu Wikipedia hits 80,000 articles
- Swahili Wikipedia reached 30,000 articles
- Armenian Wiktionary hits 90,000 entries
Community resources consultation
August-September 2015
Problem

1. People with ideas don’t know how to get the support they need.
2. Processes are too complicated and rigid; many gaps, overlaps and exceptions.
3. Committees and staff are at maximum capacity, with single points of failure.

Photo of the Amazon Rainforest by Artur Warchavchik, under CC-BY-SA 3.0
Reimagining WMF Grants

Design principles:

1. Clear entry points and pathways for each grant type.
2. Level of simplicity for applying and reporting aligned with amount of money and risk.
3. Funding amount tied to demonstrated impact.

Photo of the Amazon Rainforest by lubasi, under CC-BY-SA 2.0
Why should you care?

Last year, WMF distributed over 6.3 million dollars from donors to communities in 72 countries via 258 grants.
Starting with an Idea...

**Project grants** to experiment with new ideas, and to sustain and scale ideas that work.

**Annual plan grants** to support organizations in developing and sustaining effective programs.

**Event grants** including funding, travel, and logistical support for events that enable community-building and learning.
...for the community to discuss and improve

Goals:

● Communicate proposed changes early
● Gather input widely from stakeholders
● Make improvements to the reimagined idea
Consultation setup

Inputs

1. **Survey**: private feedback from most active in grants namespace
2. **IdeaLab idea**: public feedback via meta-wiki discussion
3. **Small focus groups**: IRC and Hangouts for deeper Q&A discussion

Responses aggregated, anonymized, and shared back on-wiki
245 responses in total

(target=200 participants)

- 198 survey
- 34 on-wiki
- 13 small group or 1:1 conversations
Diversity of respondents

Representation from...
- all Wikimedia projects, 51% Wikipedia
- 34 language projects
- 101 countries
- 69% men, 21% women
Satisfaction with overall experience

**High:** Travel and Participation Support, 63% average or excellent.

**Low:** Annual Plan Grants, 38% average or excellent.
½ find overall grants process easy
⅛ finds it difficult

**Ease and difficulty of the grants process**

- **Easiest:**
  - Paperwork and getting the money

- **Most difficult:**
  - Applying,
  - Collecting global metrics for reporting.
Top priorities for **grants**: Easy/fast applications & achieving impact

<table>
<thead>
<tr>
<th>Ranked priorities for grants</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  simplicity in the application process</td>
</tr>
<tr>
<td>2  achieving impact on the Wikimedia projects through grants</td>
</tr>
<tr>
<td>3  speed of the application process</td>
</tr>
<tr>
<td>4  simplicity in the reporting process</td>
</tr>
<tr>
<td>5  cultivating innovation and new ideas, diversity of grantees</td>
</tr>
<tr>
<td>6  grantees can show the movement how they spent funds</td>
</tr>
<tr>
<td>7  community participation (e.g. committee review)</td>
</tr>
<tr>
<td>8  partnering with local leaders and groups to provide local resources</td>
</tr>
<tr>
<td>9  developing leaders in the movement</td>
</tr>
<tr>
<td>10 other</td>
</tr>
</tbody>
</table>
Top priorities for non-monetary resources: Connections, budget guidelines, online program resources

<table>
<thead>
<tr>
<th>Ranked importance of resources</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>1  Connections to others</td>
<td>3.3</td>
</tr>
<tr>
<td>2  Budget or financial guidelines</td>
<td>3.3</td>
</tr>
<tr>
<td>3  Online Program Resources</td>
<td>3.2</td>
</tr>
<tr>
<td>4  Specific Feedback or Coaching</td>
<td>3.5</td>
</tr>
<tr>
<td>5  Mentorship from WMF Staff</td>
<td>3.4</td>
</tr>
<tr>
<td>6  Logistical support for projects</td>
<td>3.4</td>
</tr>
<tr>
<td>7  Suggestions from grant committees</td>
<td>3.3</td>
</tr>
<tr>
<td>8  In-person training focused on developing skills</td>
<td>3.2</td>
</tr>
<tr>
<td>9  Online training</td>
<td>3.0</td>
</tr>
<tr>
<td>10 Collaborating on ideas in idealab</td>
<td>3.1</td>
</tr>
</tbody>
</table>
Overall endorsement of restructure idea, +many improvement suggestions

- **40** endorsements
- **6** rejections
- **142** identified strengths
- **139** identified concerns
- **>100** suggestions

- Much clearer for those that have great ideas or ambitions to have the opportunity to more easily apply for funding to fulfill those ambitions.
- How much time and resource would a user have to commit to get a grant filed and approved? As low as possible, ideally.
- Set the rules of engagement, give it a more professional feel. Make it a safe space for people to apply.
- The kinds of funding offered in each of these categories are not intuitive.
- Like that it now has an option for small level grants, rather than having to go through the full process for very small amounts of money.
- I think it would be great to provide access to WMF tech staff for grantees.
Reimagined grants structure: Coming in 2016

- **Rapid Grants**: quick support for low-risk opportunities
- **Project Grants**: experiment & grow successes
- **Annual Plan Grants**: simple process for program and operating expenses, full FDC process for general support funding
- **Conference & Travel Support**: scholarships and support for travelers, funds, kits and logistics for organizers
Priorities & modifications

1. **Conference & Travel Support** instead of the broader "Events" concept.
2. **Rapid Grants** to meet the need for speed, simplicity, and flexibility in low-risk/cost needs.
3. **Keep Project Grants simple**, with 1 application, easy renewals, and clearer guidelines for seed-to-growth.
5. **Prioritize upgrades to support** as follows:
   - **P1**: Applications, connections, budget guidance, online program guides
   - **P2**: Global metrics collection, reporting
1 October 2015: Simple-process Annual Plan Grants (APG) pilot begins

March 2016: Preliminary evaluation of Simple APG pilot

July 2016: Implement improvements for Full Process APG for round 1 applicants

July 2016: Transition Individual Engagement Grants + Project and Event Grants to Project Grants and Rapid Grants

March 2017: Evaluate and iterate based on grantee reports
Thanks to everyone that took part in the consultation!

Photo of the Community Resources team by María Cruz, under CC-BY-SA 4.0
Appendix
Rapid Grants
- up to $2000 for small needs
- applications year-round
- speedy staff-led review

Project Grants
- up to $100,000 for 12 months
- applications 4x year
- committee review by topic
  1 application, guidelines/support for seed vs growth

Annual Plan Grants
- simple process pilot in 2016
- up to $100,000 for 12 months
- applications year-round, good for user groups

Conference & Travel Support
- Keep TPS, Wikimania Scholarships as-is
- applications year-round

- Add Conference Support for event organisers, new application/reporting

Priorities
- Quick support
- Easy to apply/report
- Lower risk, less money

Priorities
- Deep community review
- Higher expectations for more money/risk
Structure

1. **Rapid Grants.** To provide quick support for opportunities throughout the year. Up to $2000 for low-risk experiments and standard needs (meetups, etc) that don't need broad review to get started.

2. **Project Grants.** To promote experiments and sustain ideas that work. Up to $100,000 for 12 months. There will be different guidelines and support systems for experiments (seed) and established projects (growth), but one application process.

3. **Annual Plan Grants.** To support organizations in developing and sustaining effective programs. Up to $100,000 for 12 months through a simple process, and full process for larger or unrestricted grants.

4. **Conference and Travel Support.** To support organizers and travelers attending conferences. Travel, kits and guidance, funds and merchandise, to foster community connections and learning.
Pageviews: 523 million / day

Desktop: 58.1%  
Mobile Web: 40.7%  
Apps: 1.2%
Global North ratio: 77.4% of pageviews
The problem with pageviews

We have multiple sources with different pageview definitions:

- Wikistats (legacy pageview definition)
- Custom reports (new pageview definition)
- comScore (external, panel based definition)
Upcoming changes

Pageviews are the core Reading metric and the fact we don’t have a consistent public source of data is problematic.

We will review the recommended definitions with key stakeholders and agree on an approved definition.

We propose to modify the most widely used source of data (Wikistats) with the approved definition and identify this publicly as the source of truth.
Quick Surveys

Do you remember WikiGrok?
Can we use the mechanic in a different way?
Quick Surveys

We had an idea, put together an experiment and looked at the data.

Do you want to try some new features? By joining the beta, you will get access to experimental features, at the risk of encountering bugs and issues.

Okay  No thanks
Quick Surveys

The results were encouraging

# of people who opt-in to Beta
Quick Surveys

Introducing Quick Surveys
Quick Surveys

Quick Surveys is a way to learn more about our Readers.
Quick Surveys

- We’re currently in the process of designing the first survey which we will run in Q2.
- We’ve updated the Reading page on Mediawiki about the feature and will let the Community know about our survey when we have more visibility into the schedule.
- We are currently focused on understanding our readers but we recognize this has the potential to be very valuable to teams across the Foundation and the movement.

For more information, please reach out to me, Jon Katz or Anne Gomez.
Research
Mobile contribution exploratory research
Our table at Wikimania

Design Research Team
Familiar workflows are disrupted

Finding and using talk pages
Finding the language switcher
Figuring out where to edit
Locating editing toolbars
“I would feel awkward editing without checking the talk page.”
Three mobile contexts

App

Desktop

Mobile Web

scroll

scroll
People will likely make more mistakes on mobile
Mobile first people might be at a loss for learning opportunities

No formatting toolbar (have to have wikitext in your head or copy paste on app and mobile web).

Complex infobox text fills first few screens

May not be aware that the visual editor is available

May not be aware of talk pages, history, or diffs.
One of the participants asked to have interim edits saved so when he gets disconnected from wireless, and then it comes back, he won’t lose the work he had completed and not saved before wireless went out.

For people with intermittent internet, saving interim work would be very useful.
One person we spoke with built a new language wikipedia, creates many articles, edits and translates UI on his Android phone.

However, not everyone will have the motivation to persevere through the challenges we observed to contribute to wiki projects on mobile devices.
Learning all this now is useful information for designing and building a better experience.

Also, we observed, or were told about some things working well:

- Playing the WikiData game
- Adding articles to collections
- Multiple tabs for browsing
- The “random” link
- The “nearby” feature
Let’s make mobile contribution a better experience!
Possible next steps for Design Research

Usability testing a first iteration of ve on mobile devices as soon as it is ready (We did a heuristic evaluation on ve on iOS and Android last week).

Dig into the strategy survey data since it was so focused on mobile needs.

Consider ways to make the cross platform experience less confusing.

Consider the benefits and drawbacks of using a responsive desktop to solve cross context and continuity issues?
Image attributions

Image page 4: J-mo Wikimania 2015 Community Village 03" by Antanana - Own work. Licensed under CC0 via Wikimedia Commons

All screenshots by Abbey Ripstra CC-BY-SA 3.0

video 1 https://www.youtube.com/watch?v=wJG6CYJQJ8E

video 2 https://www.youtube.com/watch?v=19cOnrem_oY

video 3 https://www.youtube.com/watch?v=NCPZtV_atlY

image page 15:

Splitting out Echo notifications and messages

https://www.mediawiki.org/wiki/MediaWiki