

Strategic Plan

2022-2025



Mission Statement

Wikimedia NYC brings New York together to share in a richer and more representative free knowledge ecosystem.

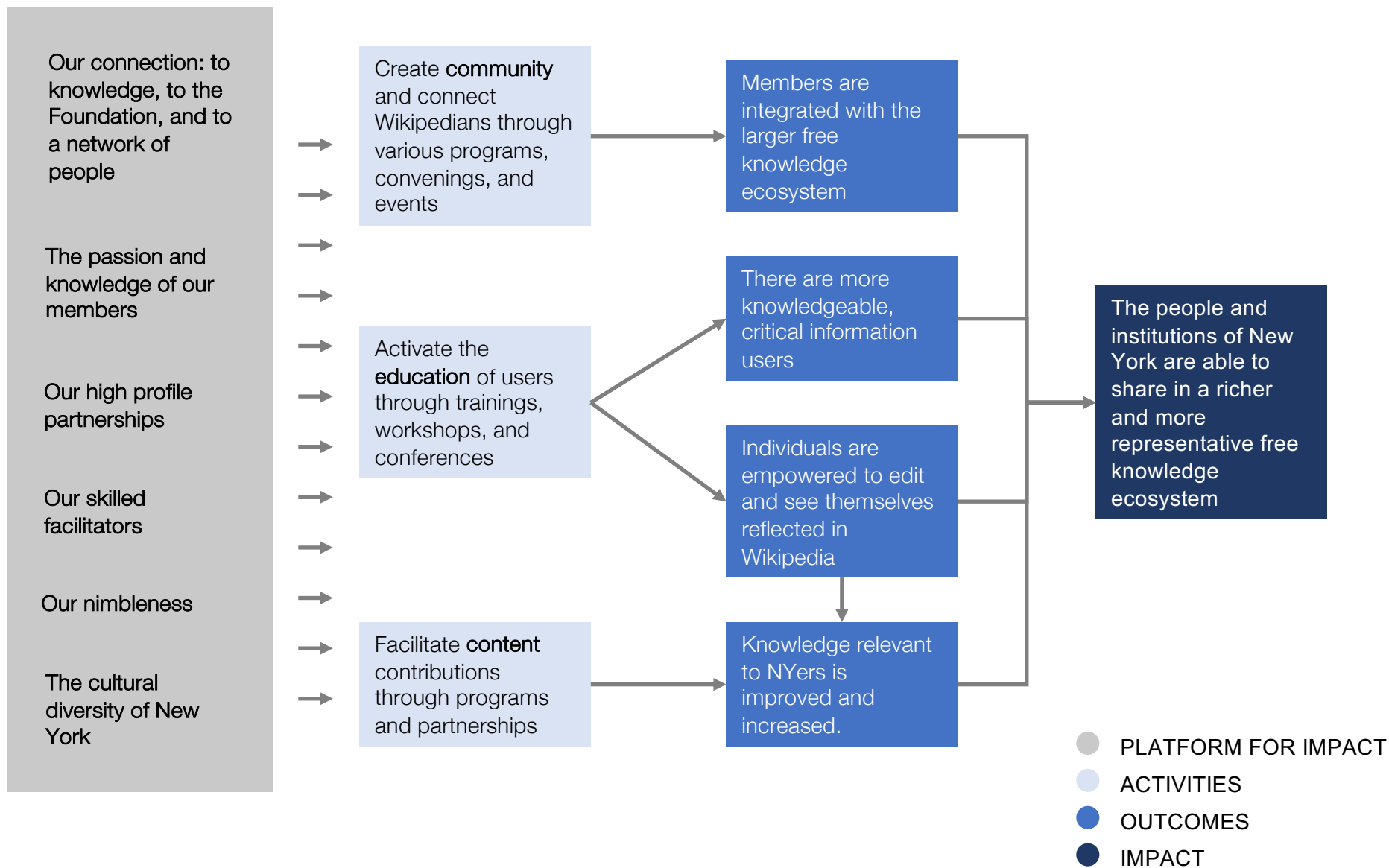
Wikimedia NYC's Theory of Change

Building on our distinctive capabilities...

...we conduct high-impact activities...

...to achieve...

...to create a world in which...



A Strategic Framework to Maximize Its Impact

Wikimedia NYC has identified the following strategic priorities to help achieve its vision:

- 1 Stabilize the organization**
- 2 Refine our operational model to emphasize agility, learning, and impact**
- 3 Increase awareness of our brand and impact**
- 4 Revitalize our members and volunteers**
- 5 Build the capacity of our partners**

1 **Stabilize the organization**

1.1 Increase our staffing capacity

1.2 Create succession plans

1.3 Explore long-term options for alliances

2

Refine our operational model to emphasize agility, learning, and impact

2.1 Establish annual visioning meeting to review results, determine two to three priorities, and outline annual activities that will achieve them

2.2. Develop dashboard identifying and monitoring key metrics that will define our success

3 Increase awareness of our brand and impact

3.1 Establish an ad hoc pro bono marketing and PR committee

3.2 Develop our branding and messaging

3.3 Create and implement a marketing plan and event protocols

4 Revitalize our members and volunteers

4.1 Clarify our terminology around the various categories (and sub-categories) of individual engagement with WMNYC (e.g., member, volunteer, etc.)

4.2 Define membership structure, including levels, communications, and benefits

4.3 Develop a comprehensive volunteer engagement program, including recruitment, communications, benefits, and supervision, among others

5 **Build the capacity of our partners**

5.1 Define partnerships and establish process for identifying partners and engaging them

5.2 Develop and implement process to identify capacity priorities proactively

5.3 Develop resources and trainings to address current priorities

Wikimedia NYC: Strategic Plan 2022-2025

Strategic Priorities				
1. Stabilize the organization	2. Refine our operational model to emphasize agility, learning, and impact	3. Increase awareness of our brand and impact	4. Revitalize our members and volunteers	5. Build the capacity of our partners
Initiatives				
<p><i>1.1 Increase our staffing capacity</i></p> <p><i>1.2 Create succession plans</i></p> <p><i>1.3 Explore long-term options for alliances</i></p>	<p><i>2.1 Establish annual visioning meeting to review results, determine two to three priorities, and outline annual activities that will achieve them</i></p> <p><i>2.2. Develop dashboard identifying and monitoring key metrics that will define our success</i></p>	<p><i>3.1 Establish an ad hoc pro bono marketing and PR committee</i></p> <p><i>3.2 Develop our branding and messaging</i></p> <p><i>3.3 Create and implement a marketing plan and event protocols</i></p>	<p><i>4.1 Clarify our terminology around the various categories (and sub-categories) of individual engagement with WMNYC (e.g., member, volunteer, etc.)</i></p> <p><i>4.2 Define membership structure, including levels, communications, and benefits</i></p> <p><i>4.3 Develop a comprehensive volunteer engagement program, including recruitment, communications, benefits, and supervision, among others</i></p>	<p><i>5.1 Define partnerships and establish process for identifying partners and engaging them</i></p> <p><i>5.2 Develop and implement process to identify capacity priorities proactively</i></p> <p><i>5.3 Develop resources and trainings to address current priorities</i></p>

1. Stabilize the organization

<i>Wikimedia NYC is committing to the following accomplishments for the next three years:</i>			
Initiatives	Year 1 [06/30/2023]	Year 2 [06/30/2024]	Year 3 [06/30/2025]
1.1 Increase our staffing capacity	<ul style="list-style-type: none"> • Hire an executive director (P/T or F/T) 	<ul style="list-style-type: none"> • Re-assess staffing capacity and needs 	<ul style="list-style-type: none"> • Make staffing adjustments as necessary
1.2 Create succession plans	<ul style="list-style-type: none"> • Restructure the Board • Hold elections 	<ul style="list-style-type: none"> • Assess new board structure • Develop succession plans 	<ul style="list-style-type: none"> • Update succession plans
1.3 Explore long-term options for alliances	<ul style="list-style-type: none"> • Participate in the movement strategy process 	<ul style="list-style-type: none"> • Clarify our relationship with the Foundation and other groups in the movement 	<ul style="list-style-type: none"> • Reassess relationships and make adjustments as necessary

2. Refine our operational model

Wikimedia NYC is committing to the following accomplishments for the next three years:

Initiatives	Year 1 [06/30/2023]	Year 2 [06/30/2024]	Year 3 [06/30/2025]
2.1 Establish annual visioning meeting to review results, determine two to three priorities, and outline annual activities that will achieve them	<ul style="list-style-type: none"> • Incorporate visioning into annual planning meeting 	<ul style="list-style-type: none"> • Hold annual meeting and create annual plan with priorities 	<ul style="list-style-type: none"> • Hold annual meeting and create annual plan with priorities
2.2. Develop dashboard identifying and monitoring key metrics that will define our success	<ul style="list-style-type: none"> • Identify key metrics and create annual dashboard 	<ul style="list-style-type: none"> • Identify key metrics and create annual dashboard 	<ul style="list-style-type: none"> • Identify key metrics and create annual dashboard

3. Increase awareness of our brand and impact

Wikimedia NYC is committing to the following accomplishments for the next three years:

Initiatives	Year 1 [06/30/2023]	Year 2 [06/30/2024]	Year 3 [06/30/2025]
3.1 Establish an ad hoc pro bono marketing and PR committee	<ul style="list-style-type: none"> • Create description; recruit up to 3-6 individuals • Launch committee 	<ul style="list-style-type: none"> • Reconvene committee to review and update plan and protocols 	<ul style="list-style-type: none"> • Reconvene committee to review and update plan and protocols
3.2 Develop our branding and messaging	<ul style="list-style-type: none"> • Undertake branding and messaging project 	<ul style="list-style-type: none"> • Launch new branding and messaging 	<ul style="list-style-type: none"> • Update branding and messaging as necessary
3.3 Create and implement a marketing plan and event protocols	<ul style="list-style-type: none"> • Create marketing plan and protocols to be used for all events 	<ul style="list-style-type: none"> • Make updates as necessary 	<ul style="list-style-type: none"> • Make updates as necessary

4. Revitalize our members and volunteers

Wikimedia NYC is committing to the following accomplishments for the next three years:

Initiatives	Year 1 [06/30/2023]	Year 2 [06/30/2024]	Year 3 [06/30/2025]
4.1 Clarify our terminology around the various categories (and sub-categories) of individual engagement with WMNYC (e.g., member, volunteer, etc.)	<ul style="list-style-type: none"> Establish a working group to define shared terminology/glossary around categories of individual engagement (member, volunteer) 	<ul style="list-style-type: none"> Continue to assess defined categories and levels of individual engagement 	<ul style="list-style-type: none"> Make updates as necessary
4.2 Define membership structure, including levels, communications, and benefits	<ul style="list-style-type: none"> Research membership structures 	<ul style="list-style-type: none"> Develop and launch membership structure 	<ul style="list-style-type: none"> Refine membership structure
4.3 Develop a comprehensive volunteer engagement program, including recruitment, communications, benefits, and supervision, among others	<ul style="list-style-type: none"> Liaise with 4.1 working group to solidify action plan to define scope of volunteer development initiative no later than beginning of Year 2 	<ul style="list-style-type: none"> Develop volunteer engagement program 	<ul style="list-style-type: none"> Launch volunteer engagement program

5. Build the capacity of our partners

Wikimedia NYC is committing to the following accomplishments for the next three years:

Initiatives	Year 1 [06/30/2023]	Year 2 [06/30/2024]	Year 3 [06/30/2025]
5.1 Define partnerships and establish process for identifying partners and engaging them	<ul style="list-style-type: none"> • Research and assess existing partnerships • Develop a shared terminology for partnerships and affiliated entities 	<ul style="list-style-type: none"> • Identify and solicit new partnerships in alignment with annual plan 	<ul style="list-style-type: none"> • Continue to identify and solicit new partnerships in alignment with annual plan • Continue assessment
5.2 Develop and implement process to identify capacity priorities proactively	<ul style="list-style-type: none"> • Develop an event proposal / intake form 	<ul style="list-style-type: none"> • Continue to track and assess partner capacity through developed procedures 	<ul style="list-style-type: none"> • Continue to track and assess partner capacity through developed procedures
5.3 Develop resources and trainings to address current priorities	<ul style="list-style-type: none"> • Identify roles and responsibilities for co-sponsored events (e.g. via a template) 	<ul style="list-style-type: none"> • Work with volunteer engagement program lead (4.3) to develop trainings for volunteers at and/or in support partners 	<ul style="list-style-type: none"> • Refine based on partner feedback