November 2017 Board Retreat

Day 2:
Wikimedia 2030
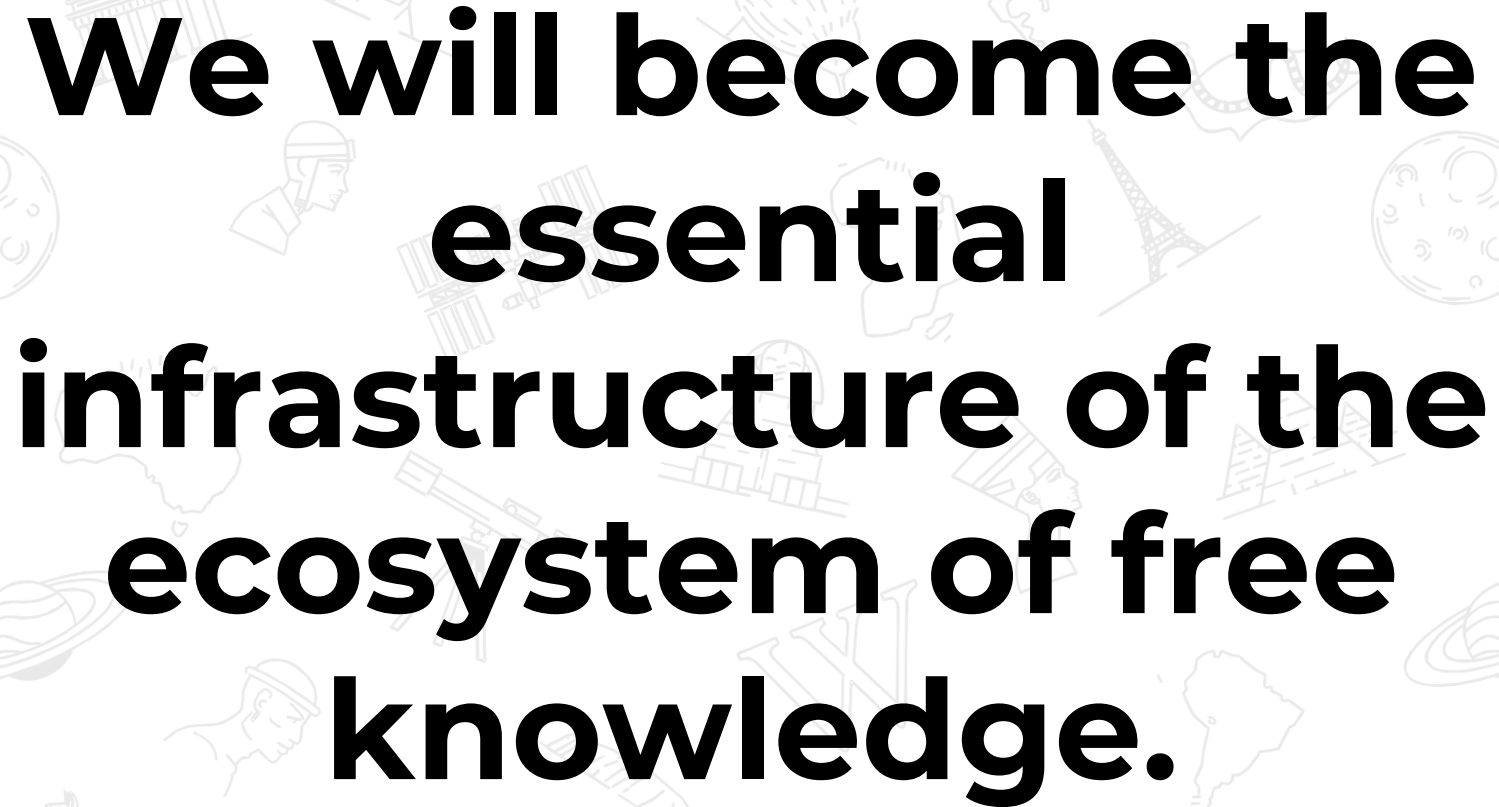# Strategic Direction

Understanding the Strategic Direction

By 2030, Wikimedia will become the essential infrastructure of the ecosystem of free knowledge, and anyone who shares our vision will be able to join us.

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F O U N D A T I O N

What will we accomplish?

We will carry on our mission of developing content as we have done in the past, and we will go further.

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We will become the essential infrastructure of the ecosystem of free knowledge.

Anyone who shares our vision will be able to join us.

We will advance the world ...

by collecting knowledge that fully represents human diversity.

and by building the services and structures that enable others to do the same.

Knowledge as a service

To serve our users, we will become a platform that serves open knowledge to the world across interfaces and communities. We will build tools for allies and partners to organize and exchange free knowledge beyond Wikimedia. Our infrastructure will enable us and others to collect and use different forms of free, trusted knowledge.

Knowledge equity

As a social movement, we will focus our efforts on the knowledge and communities that have been left out by structures of power and privilege. We will welcome people from every background to build strong and diverse communities. We will break down the social, political, and technical barriers preventing people from accessing and contributing to free knowledge.

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Service

Knowledge as a service

- Evolve underlying infrastructure
- Become a platform to serve open knowledge
- Build tools for ourselves, our allies and partners
- Enable use of new forms of knowledge

Equity

Knowledge equity

- Focus on knowledge and communities left out by structures of power and privilege
- Welcome people from every background
- Break down barriers to accessing/sharing knowledge

What does the strategic direction give us?

A path forward

A way to invite others to join

A shared future

Closer to our vision.

From the draft to the final direction

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Initial reactions: Individual thoughts (with sticky notes!)

What are the implications you see for the future of Wikimedia:
How do you see this affecting or changing Wikimedia in the future?
What are the opportunities that you see?
What are the challenges that you see?

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Initial reactions: Group share-out

Initial reactions: Clustering exercise

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Wrap-up

Guiding Questions:

How do our current platforms and products support the vision of equity and service? What about our current structure is in tension or challenges that vision? What are the implications of the direction for our platforms and products?

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Community Structures

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Guiding Questions:

How do our current communities and structures support the vision of equity and service? What about our current structure is in tension or challenges that vision? What are the implications of the direction for our global communities? How does the movement embody the strategic direction?

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Please answer:

What is the one thing to you that needs to be improved so that the movement structures better embody the strategic direction?

Initial reactions: Individual thoughts (with sticky notes!)

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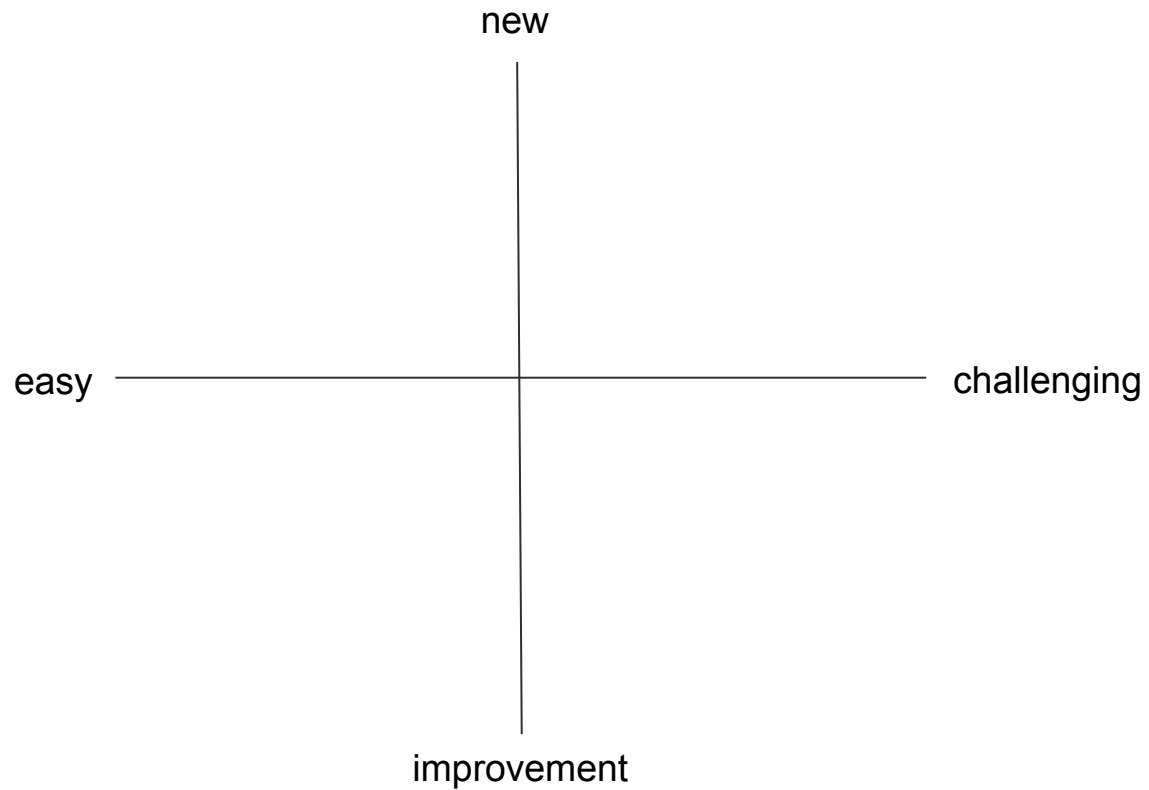
Initial reactions: Scaling exercise

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new

easy ———————————————————— challenging

improvement

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Responsibilities

How do we share global, local and thematic responsibilities within and beyond our movement?

Who is doing what?

How do we get those involved who are not part of the movement, yet?

How do we define and expand partnerships?

Roles

What structures, governance models and decision making processes do we need?

How can we live up to our value of equity in our global structures and decision making processes?

How can the leadership role in the movement be defined?

What needs to change that keeps us from moving forward in our new direction?

Resources

What does the movement need in order to move in the new direction?

How can we rethink capacity building, learning, events, revenue models and funds dissemination in the movement so that they reflect our values of service and equity?

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Change

How do we facilitate and support growth and the cultural change that come with the shift to service and equity?

What do we need to stop doing?

How do we remain flexible enough for the always changing world around us and yet stay true to our values and ethics?

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Movement Resources

Guiding Questions:

How does our current revenue model support our current organization? What will we need to be successful in the strategic direction? What are the implications of the direction for our budget and revenue diversification?

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Phase 2 overview

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Phases of the process

Phase 1: Where do we want to go?

Phase 2: How do we get there?

Phase 3: Let's do it and transform! *(Is this working?)*

Intentions for Phase 2

- Build a shared understanding of the direction
- Understand who and where we are today
- Build a plan for executing the direction
- Build a plan for answering the big questions

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F O U N D A T I O N

The "Big Questions"

Responsibilities

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Next steps

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Working teams

For each of these areas, we will create small teams of expertised people from within and outside of the movement. The teams will plan for and work on answering the questions and involve the respective stakeholders. They will constantly share the findings and ensure iteration to make the strategic direction real.

WMCON 20-22 April 2018 Berlin

- Map capacities, identify gaps
- Map types of orgs and groups
- Convene working teams
- Prepare for change
- Agree upon next steps

Wikimania 18-22 July 2018 Cape Town

- Convene working teams

- Present the plans for implementation and first results

- Start of phase 3*

note that phases are no longer sequential

Day 2: Wikimedia 2030 Wrap Up

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Backup

Organizational models and functioning

Programs and partners

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Governance, leadership, and processes