WIKIMEDIA
DEUTSCHLAND

Wikimedia Conference 2014

Results of the feedback survey

Methodology:

- Online feedback survey via Google Forms: <u>Survey Form</u>

Data collection:

- April 13th – May 5th, 2014 (after Wikimedia Conference 2014)
- Conference participants: 141
- Participants invited to the survey (via email): 141
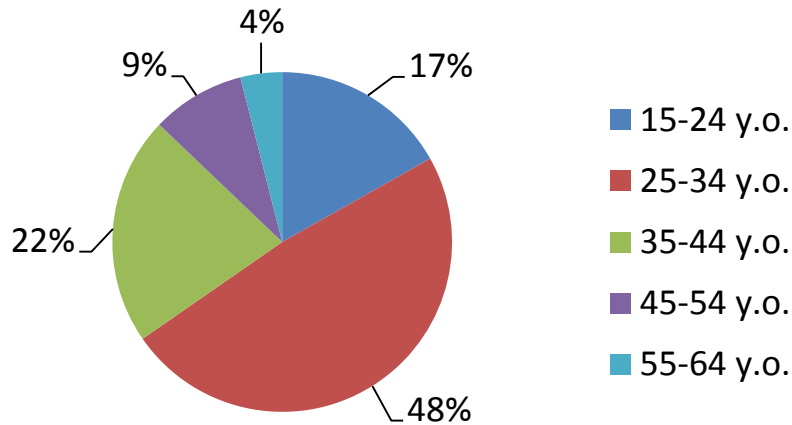- Completed questionnaires: n=78 (55 % of conference participants)

Wikimedia Conference 2014
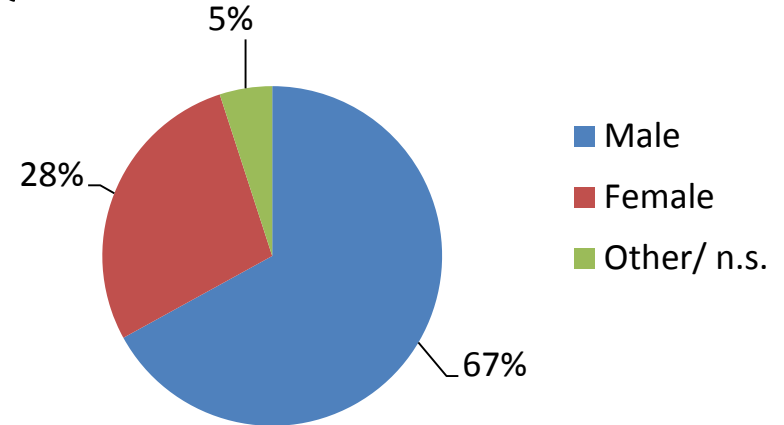## Background of respondents

WIKIMEDIA DEUTSCHLAND
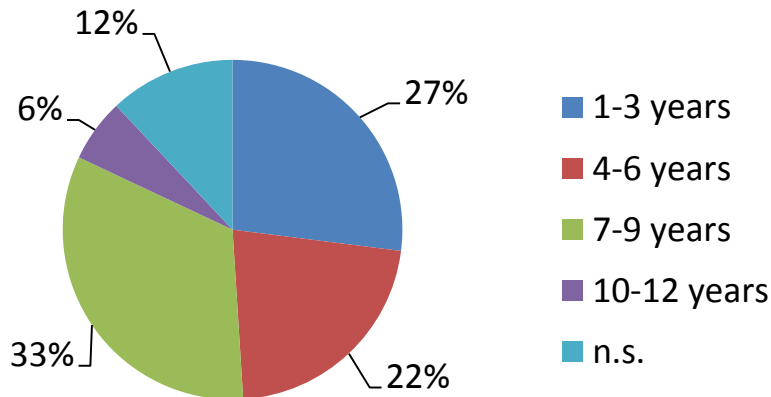
Q1: Age

- 15-24 y.o.
- 25-34 y.o.
- 35-44 y.o.
- 45-54 y.o.
- 55-64 y.o.

17%
4%
9%
22%
48%

Q1: What is your age?

Q2: Gender

- Male
- Female
- Other/ n.s.

5%
28%
67%

Q2: What is your gender?

Q3: Years of Involvement

- 1-3 years
- 4-6 years
- 7-9 years
- 10-12 years
- n.s.

12%
6%
27%
33%
22%

Q3: For how many years have you been involved in the Wikimedia movement?

Q4: Occupation

- Volunteer
- Staff
- Other

5%
32%
63%
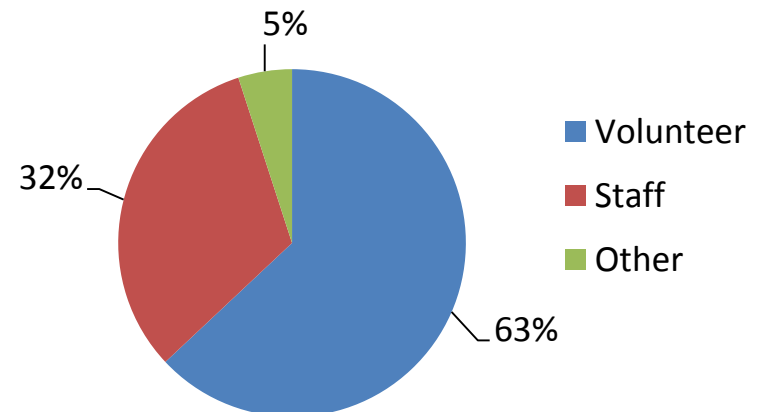
Q4: Are you ... [Volunteer – Staff – Other]?

n=78

Wikimedia Conference 2014
Background of respondents

Q5: Main Affiliation

Legend:
- Wikimedia Chapter
- Thematic Organization
- User Group
- Wikimedia Foundation
- FDC
- AffCom
- n.s.

Values: 71%, 1%, 5%, 12%, 1%, 4%, 6%
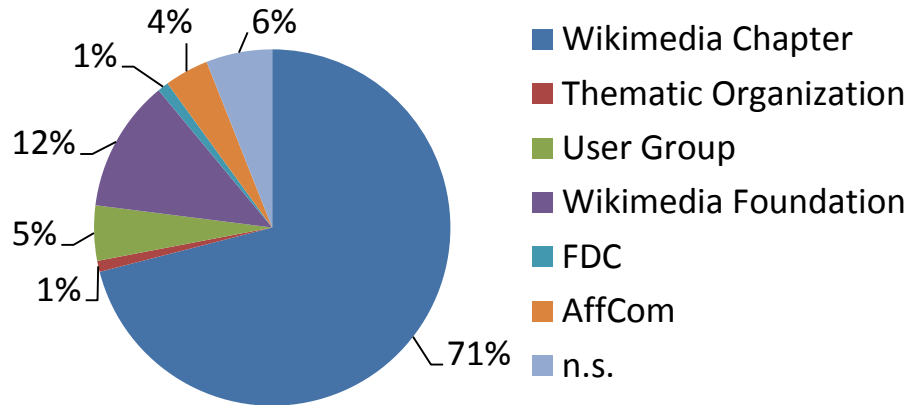
Q5: What is your main affiliation?

Q7: Travel Costs

Legend:
- Affiliation
- Wikimedia Foundation
- Other/ n.s.

Values: 40%, 56%, 4%
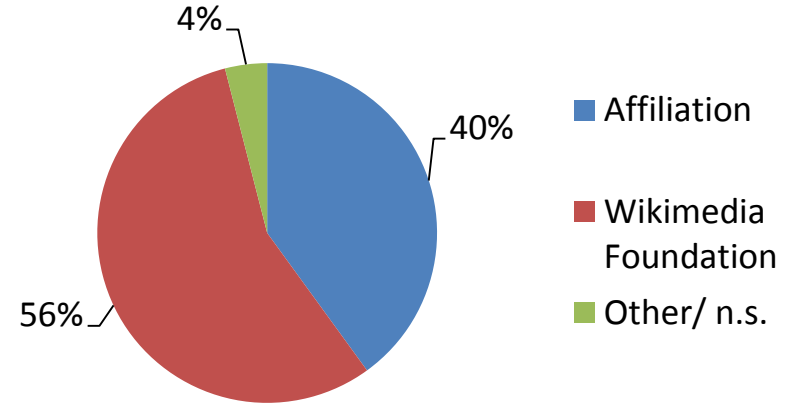
Q7: Your travel and accommodation costs were covered by … ?

Q6: Times of Conference Attendance

Legend:
- 1st time
- 2nd time
- 3rd time
- 4th time
- 5th time
- 6th time or more

Values: 49%, 27%, 8%, 5%, 4%, 7%
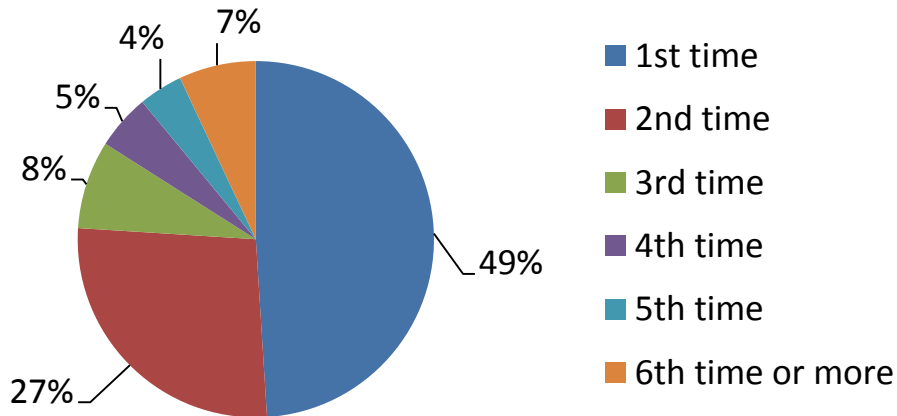
Q6: How many times (incl. this year) have you attended Wikimedia Conference (formerly known as „Chapter`s Meeting")?

n=78

Content & Program

Wikimedia Conference 2014
Content

Q8: The conference …

… gave me the opportunity to **exchange ideas** with others on movement issues.

… was **suitable for my background** and experience.

… provided **useful information**.

… contributed to reaching a **shared understanding** of the future of our movement.

	Strongly agree	Agree	Disagree	Strongly disagree
exchange ideas	76%	24%		
suitable for my background	53%	44%		
useful information	45%	47%	8%	
shared understanding	31%	45%	23%	

Legend:
- Strongly agree
- Agree
- Disagree
- Strongly disagree
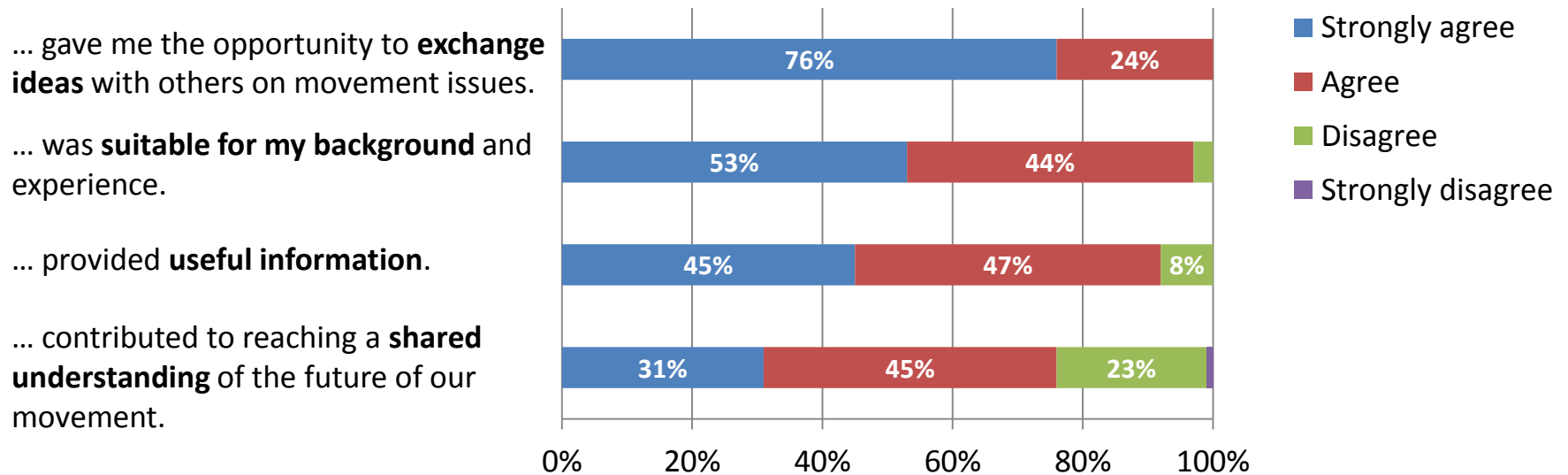
Wikimedia Conference 2014
Program

Q10: How satisfied were you with the following aspects of the conference?

Aspect	Very satisfied	Satisfied	Less satisfied	Unsatisfied
Overall flow and choreography of the conference	58%	40%		
Communication by the program team before the conference	58%	40%		
Program facilitation	53%	40%	7%	
Quality of contributions	33%	54%	12%	
Session formats	36%	50%	13%	
Selection of topics	35%	51%	14%	
Call to action, definition of next steps	21%	36%	37%	6%

n=78
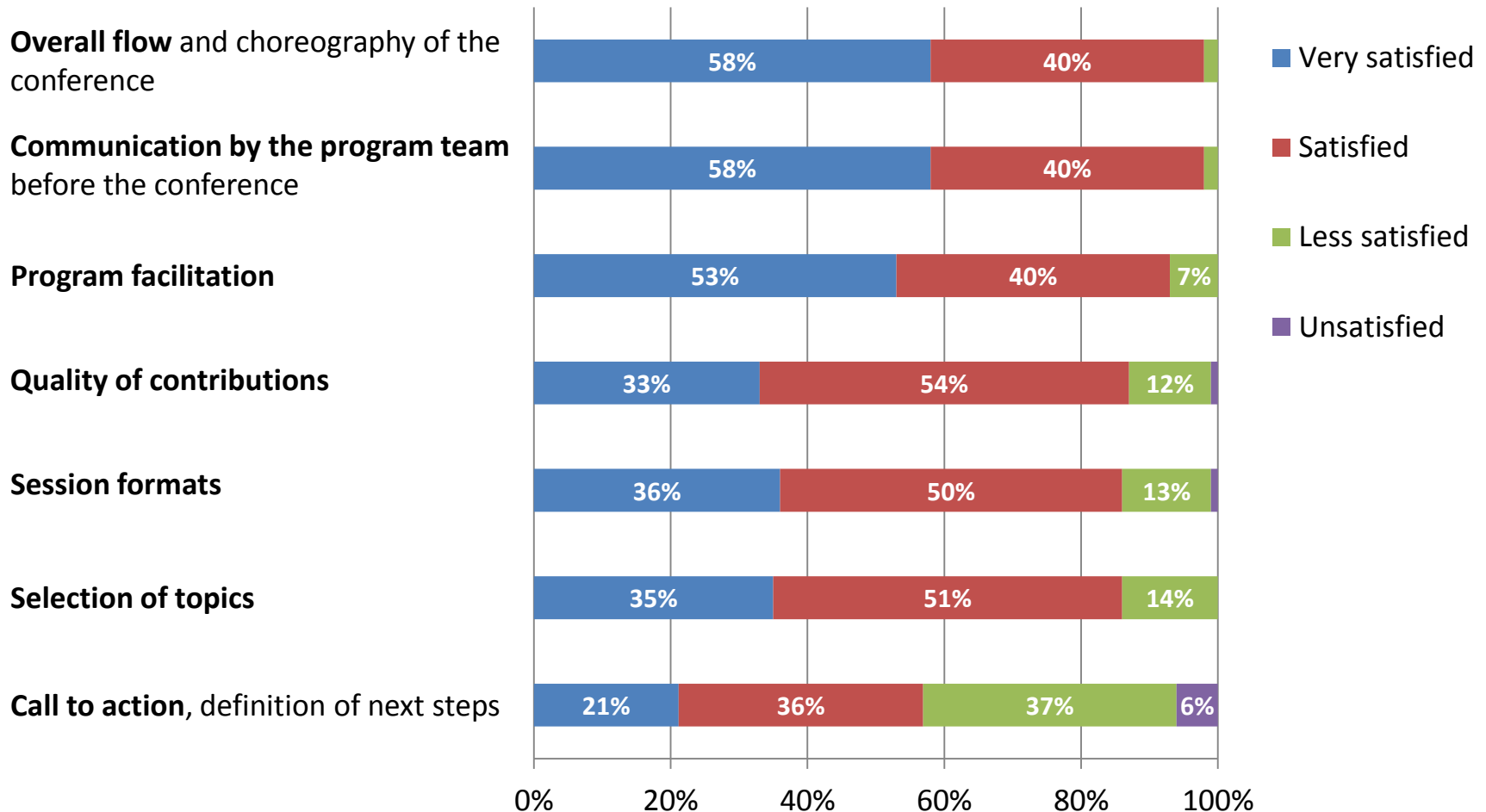
Wikimedia Conference 2014
Program - Most favored sessions

Q11: Which three sessions were your favorites? [Multiple answers, n=58, TOP 11]

Favored Sessions

Session	Percentage
Chapters Dialogue	50%
Meet the WMF Board of Trustees	29%
Let's make better mistakes tomorrow	24%
Conflict of interest	17%
Re-imagine Wikimedia movement	16%
Your organisation and hiring staff	14%
Moving from Ideas to Experiments	12%
Program evaluation: How to measure blood, sweat and tears?	12%
State of the movement	12%
Strategy processes in Wikimedia organisations	9%
Sharing is caring / best practice	9%

Wikimedia Conference 2014
Content/ Program

Q9 + Q12: Remarks on the content and program. [open questions]

Positive Remarks

General

- Many exchange and networking opportunities
- Invitation of almost all affiliates
- Opening up the program design → helped finding right format and speakers
- Good planning & flexible program
- FDC & evaluation sessions important to understand how it works

Negative Remarks

General

- Huge differences between more experienced and fresh participants
- Lacking focus on goals and next steps
- Several sessions were too theoretical → lack of concrete tips for action
- Important sessions were at the same time

Suggestions for improvement

- Tracks for different formats (talks/workshops)
- Shorter and more focused sessions

- Tracks for different levels of experience
- Information about sessions being available earlier → opportunity to get prepared

Networking & Learning

Wikimedia Conference 2014
Networking

Q14: How many **new working contacts** did you make at the conference?

- 1-10
- 11-20
- 21-40
- 41-60

40%
37%
18%
3%

Q15: Meeting all the Wikimedia people at the conference...
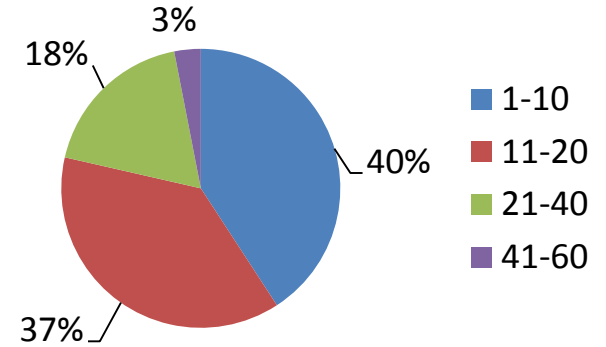
	Strongly agree	Agree	Disagree	Strongly disagree

... helped me to **gain knowledge** from other Wikimedians. — 72% / 27%

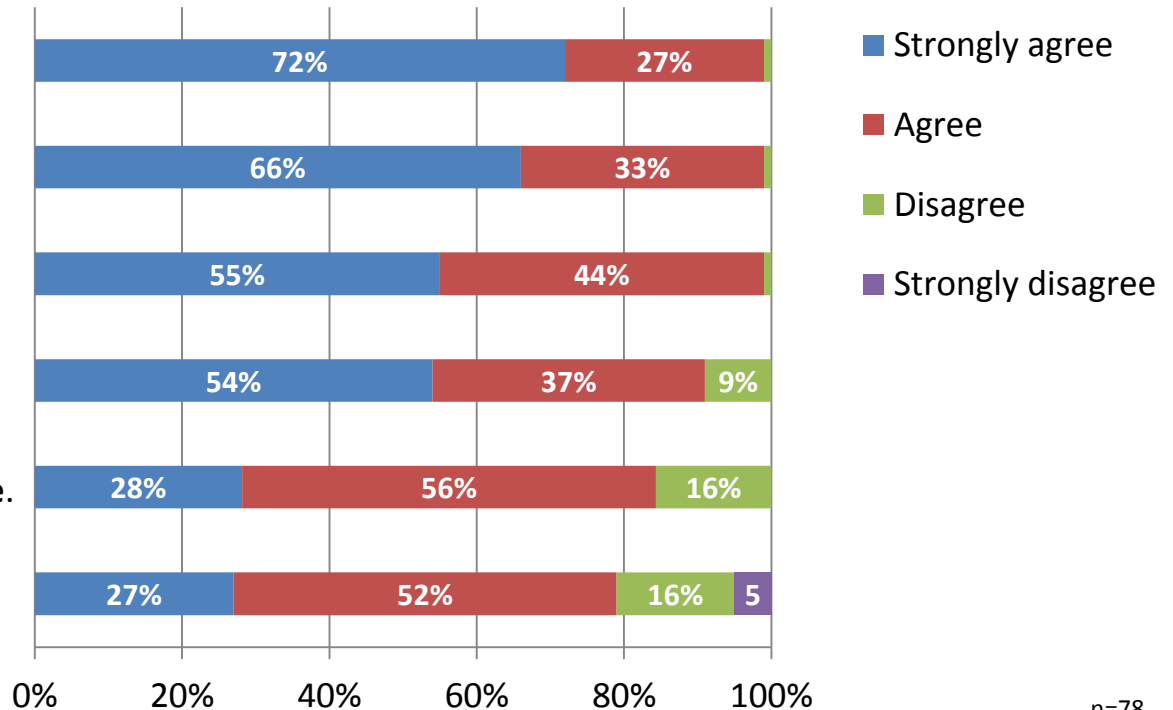... helped me **share my knowledge** with other Wikimedians. — 66% / 33%

... helped me get a **better understanding of each others views**. — 55% / 44%

... helped me **make new friends**. — 54% / 37% / 9%

... helped me **join or start an initiative**. — 28% / 56% / 16%

... helped me **release tensions**. — 27% / 52% / 16% / 5

- Strongly agree
- Agree
- Disagree
- Strongly disagree

0%   20%   40%   60%   80%   100%

n=78

Wikimedia Conference 2014
Learning - Knowledge

Q17: As a result of your participation, in which areas have you enriched your knowledge? [open question]

General topics

- **Understanding of different perspectives of movement entities**
    - WMF/ Board of Trustees/ FDC/ Affcom/ chapters/ user groups
- **Structure and strategy of the movement**
    - Grantmaking and recognition processes
    - Potential for networking/ to know 'who does what'

- **Governance and strategy processes of different chapters/ affiliates**
- **Exchange: Activities & programmes of other chapters/ affiliates**
    - Best practices & common challenges
- **Perspectives about the future of Wikimedia movement**

Specific program topics

- Program evaluation: general goals and specific metrics
- Grantmaking and fundraising
- GLAM programs
- Software development
- Staff development
- Conflict of interest
- EU advocacy
- *and many, many more …*

Q18: What is the biggest learning experience that you will bring back home to your affiliation? [open question]

Examples

- **Better understanding of shared needs, specific perspectives and activities** *of different chapters to inspire mutual learning and collaboration.*

- **New perspectives about the own chapter's state and role in the Wikimedia movement** *and its potential to share its experiences and cooperate with other chapters.*

- **Inspiration for governance and strategic planning for chapters** *in terms of setting strategic goals, shaping the role of its board, hiring staff etc.*

- **Identifying the need for intensified communication** *(e.g. established communication channels, new meeting opportunities) between movement stakeholders to strengthen the Wikimedia movement as a whole.*

- **Learning about the general importance of program evaluation activities** *(and about ideas how to do it).*

- **Increased knowledge** *about GLAM, fundraising, grantmaking processes, conflict of interest, how to organize events, strengthening outreach/ active memberships, helpful allies inside the movement … and many, many more.*

Q19: What was the greatest benefit of attending the conference? [open question]
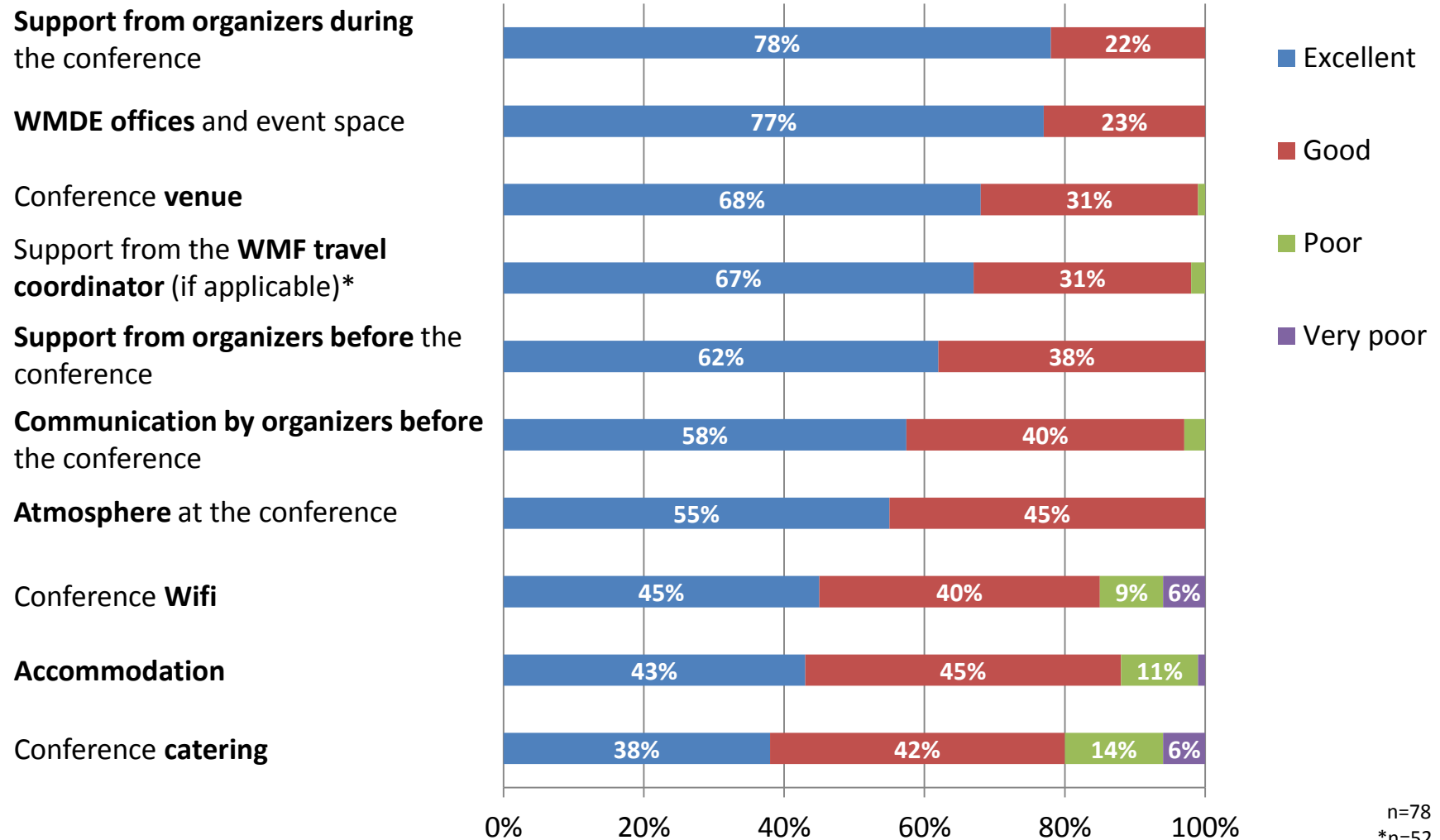
Organizational Aspects

Wikimedia Conference 2014
Organizational Aspects

WIKIMEDIA DEUTSCHLAND

Q20: How would you rate the following organizational aspects of the conference?

Aspect	Excellent	Good	Poor	Very poor
Support from organizers during the conference	78%	22%		
WMDE offices and event space	77%	23%		
Conference **venue**	68%	31%		
Support from the **WMF travel coordinator** (if applicable)*	67%	31%		
Support from organizers before the conference	62%	38%		
Communication by organizers before the conference	58%	40%		
Atmosphere at the conference	55%	45%		
Conference **Wifi**	45%	40%	9%	6%
Accommodation	43%	45%	11%	
Conference **catering**	38%	42%	14%	6%

Legend:
- Excellent
- Good
- Poor
- Very poor

n=78
*n=52

Wikimedia Conference 2014
Organizational Aspects

Q21: Remarks on the organizational aspects. [open question]

Positive Remarks

Support

- Great organizational capabilities of WMDE
- Helpful and supportive staff from WMDE
- Helpful and supportive staff from the conference venue

Information

- Conference guide very useful

Accommodation

- Accommodation of all participants together in one hotel much appreciated
- Affordable price of accommodation

Negative Remarks

Wifi

- Wifi at conference venue okay but not sufficient

Catering

- Catering only partly appreciated
  - More choice needed according to religious or dietary preferences

Accommodation

- Hotel staff not very friendly
- Hotel service not satisfactory
- Neighborhood of hotel questionable

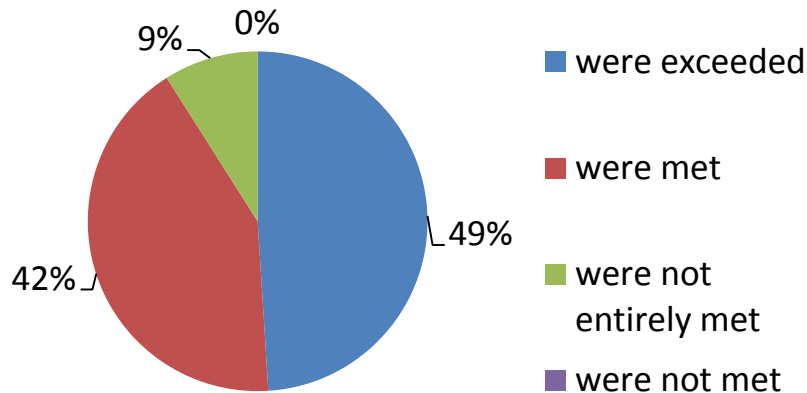# Overall Evaluation & Outlook
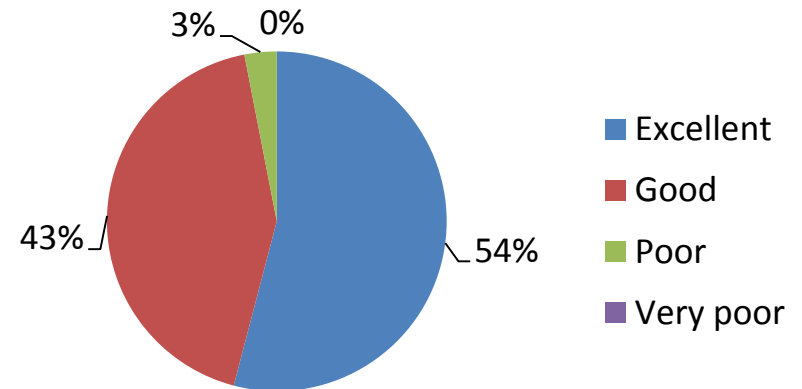
Wikimedia Conference 2014
Overall Evaluation

Q22: My expectations towards the conference were… [exceeded – met – not entirely met – not met]
Q23: What is your overall rating of the conference? [excellent – good – poor – very poor]

Q22: Expectations

- were exceeded — 49%
- were met — 42%
- were not entirely met — 9%
- were not met — 0%

Q23: Overall Rating

- Excellent — 54%
- Good — 43%
- Poor — 3%
- Very poor — 0%

n=78

Wikimedia Conference 2014
Outlook – Wikimedia Conference

Q25: What is your wish for the future of the Wikimedia Conference? [open question]

Wishes for the future of the Wikimedia Conference

Please keep…

- Wikimedia Conference in general
- Bidding process
- Program development process
- Good networking opportunities
- Good welcoming atmosphere
- Professional organizing
- Focused, disciplined program approach
- Productive, cooperative work
- Reasonable costs
- Quality and spirit of the conference as it was…

Potentially increase/ add …

- Range of potential participants
- Involvement in program development
- Clear, precise session descriptions
- Orientation on results/ next steps
- Less presentation, more constructive discussion
- Practical work in workshops and panel sessions
- Exchange of experience about local cooperation, best practices
- Interaction between WMF and chapters (on practical level)
- Use of conference for working on long-term movement strategy processes
- Even more fun and socializing…

Wikimedia Conference 2014
Outlook – Wikimedia Movement

Q24: In your opinion, what are the most important issues concerning the goals, organization, and structure of the Wikimedia movement that should be tackled in the future? [open question]

Understanding
- Improved understanding of movement roles, mutual expectations, specific needs of movement partners
- Build trust and better relationships between chapters and WMF/ FDC

Strategy
- Finding joint strategies, taking into account the goals/ needs of WMF, Chapters and Affiliates
- Develop further outcome/ impact orientation

Communication
- Improve communication channels in terms of efficient, clear, motivating movement communication
- Expand knowledge transfer: increased exchange of experience, skills, learnings

Structures
- Improve grantmaking and decision making processes: non-bureaucratic, open, transparent, shared
- Support chapters and affiliates in governance/ strategy/ growth processes

Cooperation
- Expand cooperation of chapters/ affiliates: joint projects, co-development of activities and tools
- Ensure volunteer/ community involvement and support

Content/ Program:

- A broad majority of the respondents judged the conference as a good opportunity to **exchange ideas about movement issues** (100%), as being **suitable for their background** (97%) or providing **useful information** (92%). Slightly falling behind: **reaching a shared understanding** (76%).

- Overall satisfaction with different program facets was very high, ranging from 98% ['very satisfied' or 'satisfied'] for the **overall flow of the conference** to 86% for **session formats** and **selection of topics**. Only in terms of **call to action/ definition of next steps** there appear to be some major weaknesses (57%, 'very satisfied' or 'satisfied').

- The most favored sessions were **"Chapters Dialogue"** (50% of mentions), followed by **"Meet the WMF Board of Trustees"** (29%) and **"Let's make better mistakes tomorrow"** (24%).

- The **facilitation** of the conference by external facilitators was appreciated by 93% of the respondents and regarded as useful especially for big/ plenum sessions. Regarding smaller sessions, some more dynamic facilitation methods to engage the audience were demanded occasionally.

- Overall, the **programming process was appreciated**, as it led to adequate speakers and session formats. Observed differences between certain participants in terms of expectation, experience or background led to suggestions to create formal tracks or special conferences for specific groups.

- Some respondents emphasized the need for shorter and more focused sessions. Some regrets about important sessions being staged at the same time.

Networking:

- In terms of networking, 40% of the respondents reported making up to ten new working contacts, 37% reported 11-20 new working contacts and 21% made even more than 20 (21-60) new working contacts.

- Meeting all the Wikimedia people at the conference mainly helped to **gain knowledge** (99%, strongly agree or agree), **share knowledge** (99%) and to achieve a **better understanding of each others views** (99%). At least 84% felt supported to **join or start an initiative.** 79% of the respondents judge the conference as helpful to **release tensions**.

Learning (open comments only):

- General knowledge transfer mainly referred to a better **understanding of each others perspectives**, **structure and strategy of the global movement** and **governance/ strategy issues on chapter/ affiliate level**.

- Many respondents emphasized the learning effect due to the exchange with other chapters about **activities and programs** conducted, **best practices** and **shared challenges** of chapters/ affiliates.

- Single learning topics mentioned more frequently: program evaluation, grantmaking and fundraising, GLAM programs, software development, hiring staff, Conflict of Interest and EU advocacy.

- The main benefits for each respondent emphasize **Understanding, Meeting People Face2Face, Networking, Sharing of Experiences** and **Learning**.

Organizational aspects:

- The ratings for the organizational aspects of the conference were generally very positive. Especially the **support by organizers during the conference** (100% 'excellent' or 'good'), the **WMDE space** (100%) and the **conference venue** (99%) were highlighted here. In the open comments, positive remarks mostly concern the **organization and support by WMDE** and the **supportive staff at the venue.**

Some limitations applied to the WiFi, accommodation and catering aspects:

- 85% of the respondents rated the conference **WiFi** as 'excellent' or 'good', but some open comments described it as 'OK but not totally sufficient'.

- Regarding the **accommodation** (88% 'excellent' or 'good') it was appreciated to have all conference participants together in one (affordable) hotel. However, friendliness of the hotel staff, support at the hotel and the hotel's neighbourhood aroused some criticism.

- The **catering** at the conference was only partly appreciated. Whereas 80% of the respondents rated it as 'excellent' or 'good', some open comments referred to the need for more choice according to religious or dietary preferences.

Wikimedia Conference 2014
Summary - 4

Overall Evaluation:

- The **overall rating of the conference was very good.** The broad majority of the respondents rated the conference as being 'excellent' (54%) or 'good' (43%).

- Up to 49% of the respondents stated that their **expectations** regarding the conference were even exceeded. For 42% of the respondents their expectations were completely met, whereas only 9% stated that their expectations were not entirely met.

Outlook (open comments only):

- For **future Wikimedia conferences** respondents emphasize keeping e.g. the bidding and program development process, but recommend a higher involvement in the program process. Many aspects of the conference are described as good e.g. networking opportunities, atmosphere, organizing, disciplined program or the productive way of working together. Wishes for changes focus on a broader range of participants, clearer session descriptions, a stronger orientation on results, more discussion/ practical work, best practices from chapters and an increased interaction with the WMF. Furthermore, the need to define clearer goals and outcomes of the Conference was expressed.

- From the respondents point of view, important **movement issues to be tackled in the future** focus on deepened **mutual understanding** of movement partners, working on **truly joint strategies**, **broadened communication** in the movement, **improved structures** and processes (e.g. for grantmaking, decision-making, support of smaller chapters/ affiliates on their way etc.) and **expanded cooperation** esp. between different chapters/ affiliates.

Wikimedia Conference 2014

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Thank you all for your support!

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