

Thriving Movement Tuning Session Q4 FY20-21



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Thriving Movement



Overview:

The year for Thriving Movement saw a lot of change, with executive sponsor reassignment and a rather large overhaul for the FY 21-22 annual plan. Here we wrap up reporting on 20-21. A number of our key deliverables closed successfully (as indicated in color bars at the side), with several not hitting all targets but making significant progress and carrying on into next fiscal year. One program, IP Masking was put on hiatus as the team was reassigned to prepare SecurePoll for the Board election.

Progress/Challenges:

One of the significant challenges with the Thriving Movement program itself is the overall complexity of it, which makes determining collective impact difficult to assess. In next fiscal, we have simplified the program into five major objectives to which multiple teams are contributing and which we are working now with GD&I to determine how to adequately measure.

Year Over Year (YoY) for monthly active editors did not hit our target over FY 19-20, but this may be attributable to a COVID surge. As the metrics slides will demonstrate, we show healthy activity growth over 18-19. New editor retention is showing promise particularly in emerging regions, which were a major area of investment for 20-21. In terms of movement diversity, we tracked a mid-year decline in youth and non-western participation, but saw rises in women and non-binary contributors. At the same time, we tracked a rise in diversity in movement leadership across gender and non-western lines.

Key Deliverables

ARMDEB	Yellow
IP Masking	Red
Community Programs	Green
Community leadership development	Green
Grantmaking	Green
Address knowledge gaps	Yellow
Movement Communications	Green
Movement Consultations	Green
Safe and Secure Spaces	Yellow

Action:

- IP Masking; engage Anti-Harassment Tools team SecurePoll (voting tool) fixes for upcoming Board elections

MTP Priority Update



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Thriving Movement Metrics



MTP Outcomes

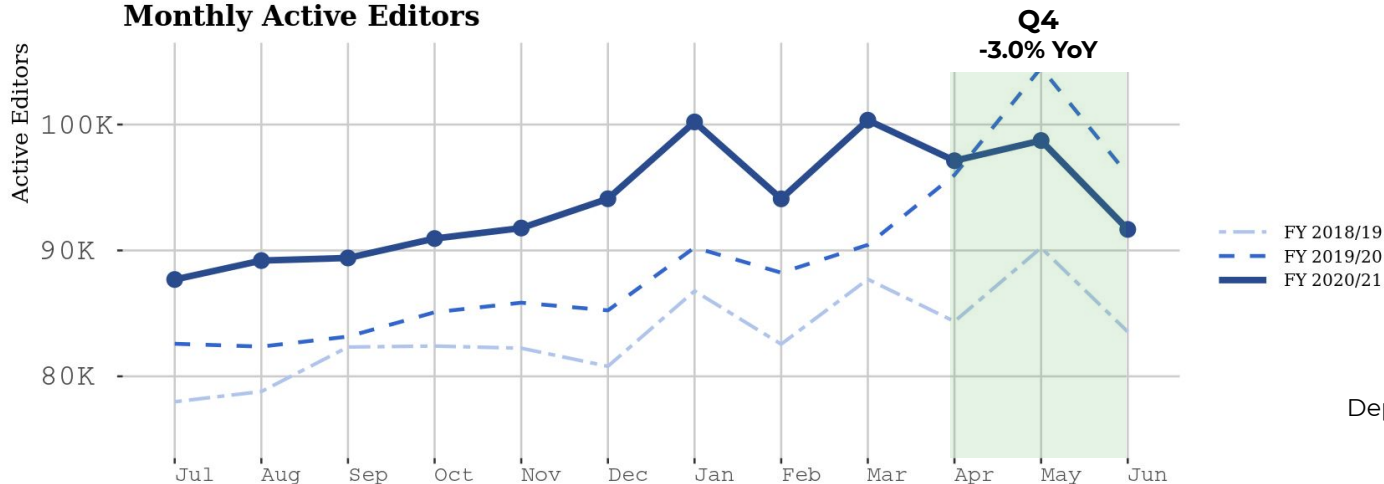
We will welcome and support newcomers.

MTP Metrics

Monthly active editors increase YoY
Baseline: 99K active editors/month

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Monthly active editors increase YoY Baseline: 99K active editors/month	+5% YoY	+7.3% YoY (89K/mo*)	+8.1% YoY (92K/mo*)	+9.6% YoY (98K/mo*)	-3.0% YoY (96K/mo*)
Established markets ¹	+5% YoY	+6.0% YoY (71K/mo ⁺⁰)	+4.8% YoY (74K/mo ⁺⁰)	+7.9% YoY (79K/mo ⁺⁰)	-4.2% YoY (75K/mo ⁺⁰)
Emerging markets ¹	+5% YoY	+9.5% YoY (23K/mo ⁺)	+10.7% YoY (23K/mo ⁺)	+15.2% YoY (24K/mo ⁺)	-3.5% YoY (25K/mo ⁺)

Monthly Active Editors



Department:
Product

Thriving Movement Metrics



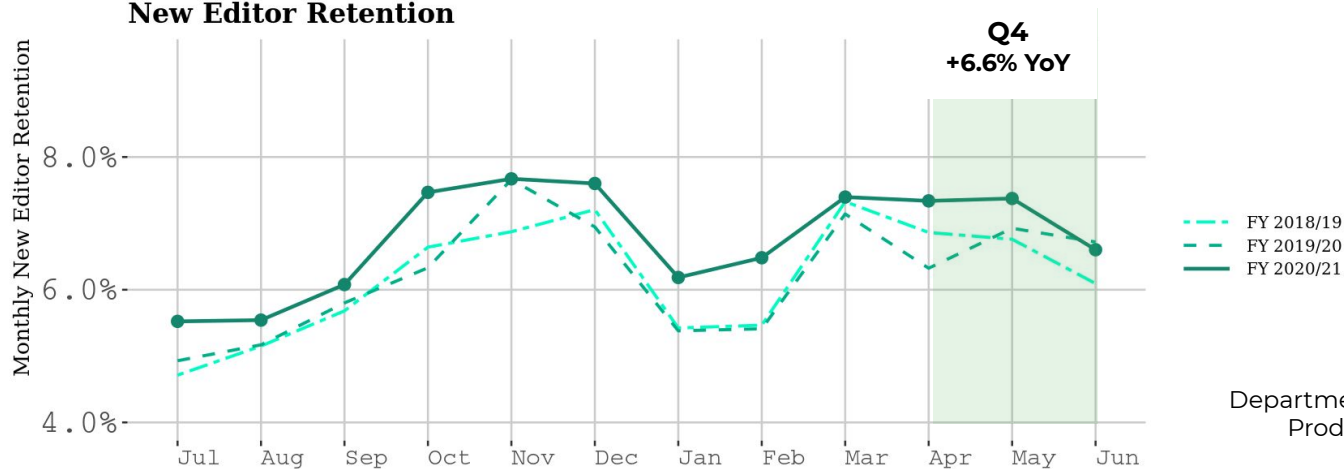
MTP Outcomes

We will welcome and support newcomers.

MTP Metrics

	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
New editor retention rate increases YoY Baseline: 6.7% editor retention/month	+5% YoY	+7.5% YoY (5.7%/mo*)	+8.6% YoY (7.6%/mo*)	+12.0% YoY (6.7%/mo*)	+6.6% YoY (7.1%/mo*)
Established markets ¹	+5% YoY	not available# (6.6%/mo ⁺)	not available# (9.3%/mo ⁺)	+3.0% YoY (7.6%/mo ⁺)	+5.0% YoY (8.2%/mo ⁺)
Emerging markets ¹	+5% YoY	+12.2% YoY (4.6%/mo ⁺)	+18.2% YoY (5.2%/mo ⁺)	+20.0% YoY (5.3%/mo ⁺)	+23.9% YoY (5.5%/mo ⁺)

New Editor Retention



Thriving Movement Metrics



MTP Outcomes	MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will welcome and support newcomers.	Improve newcomer empowerment Baseline: Newcomer empowerment index 3.63, scale of 1-5	Maintain baseline	Measured annually Q2	3.82 (↑)	Measured annually Q2	Measured annually Q2
We will have strong, diverse, and innovative communities that represent the world.	Increase participation of youth Baseline: 15.4%	Maintain baseline	Measured annually Q2	13.9% Youth (↓)	Measured annually Q2	Measured annually Q2
	Increase participation of diverse genders Baseline: Women (11.5%), Gender minorities (GM) (1.9%)	Maintain baseline	Measured annually Q2	15.0% Women (↑) 2.8% GM (↑)	Measured annually Q2	Measured annually Q2
	Increase participation of diverse geographies Baseline: Living outside NA/EU (27.5%)	Maintain baseline	Measured annually Q2	24.5% Outside NA/EU (↓)	Measured annually Q2	Measured annually Q2



Thriving Movement Metrics



MTP Outcomes

MTP Metrics

Y2
Goal

Q1
Status

Q2
Status

Q3
Status

Q4
Status

We will have strong and empowered movement leaders and affiliates.

Increase diversity of movement leaders
Organizer baselines: Women (25%), GM (2.9%), outside NA/EU (46%)
Admin baselines: Women (10.4%), GM (1.9%), outside NA/EU (30%)

Maintain baselines

Measured annually Q2

Organizers
29% Women (↑)
5.4% GM (↑)
29% outside NA/EU (↓)
Admins
12% Women (↑)
3.4% GM (↑)
23% outside NA/EU (↓)

Measured annually Q2

Measured annually Q2

Movement leaders feel supported
Baseline: Organizers (3.48), Admins (3.99)

Maintain baselines

Measured annually Q2

Organizers **3.69** (↑)
 Admins **4.07** (↑)

Measured annually Q2

Measured annually Q2

We will support diverse content creation.

Metric for GLAM and campaign content contributions

Establish baseline

no data yet

no data yet

no data yet

no data yet

Increased presence of underrepresented forms of knowledge

paused

-

-

-

-



Thriving Movement Metrics



MTP Outcomes

We will have safe and secure spaces and equitable, efficient processes for all participants.

MTP Metrics

Decrease in reported threats to safety
Baseline: 37% unsafe, 19% harassed

Documentation and announcements available in 10 most spoken languages
Baseline: English only

Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
35% unsafe, 18% harassed	Measured annually Q2	34% Unsafe (↓) 21% Harassed (↑)	Measured annually Q2	Measured annually Q2
paused	-	-	-	-



MTP Priority OKRs



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Attract and Retain a Larger and More Diverse Editor Base



Objective:

Build useful, delightful, and newcomer-friendly features, in order to attract and retain a larger and more diverse editor base.

- The suite of Discussion Tools continues to grow. The Reply and New Discussion Tool are now available to volunteers at all projects as a beta feature. Topic subscriptions were recently introduced at the first set of 7 wikis. To date, volunteers have posted 250,000+ comments with the Reply Tool and used the New Discussion Tool to start 30,000+ conversations.
- The Growth team deployed “add a link”, our first structured task for the web on mobile and desktop. Backed by a machine learning algorithm from the Research team, it makes it easy for newcomers to immediately start making productive edits with just one hand on their phone. It’s now available on 10 wikis. We’re seeing strong usage so far, with some users doing dozens or even hundreds of these edits. Importantly, the revert rate is markedly low — about 6% — suggesting that the algorithm is helping newcomers be successful right out of the gate.
- Community Tech has finished up its Wikisource-focused projects with an update to the OCR (optical character recognition) functionality that helps volunteers to scan and transcribe printed pages. The team is now moving on to projects from the 2021 Wishlist Survey.



Target quarter for completion: EOY

Department:
Product

Attract and Retain a Larger and More Diverse Editor Base



Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Monthly active editors increase 5% YoY Baseline: 99K active editors/month	+5% YoY	+7.3% YoY (89K/mo*)	+8.1% YoY (92K/mo*)	+9.6% YoY (98K/mo*)	-3.0% YoY (96K/mo*)
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IP Masking



Objective:

In order to protect our users from misuse of personally identifiable information and our communities and content from vandalism, spam, and harassment, make IP addresses accessible to as few people as possible while ensuring that admins, stewards, and checkusers remain able to effectively perform their duties.

-
- For Q4, the Anti-Harassment Tools team was asked to step up to provide some critical fixes for SecurePoll (voting tool) in order to get it ready for the upcoming Board elections. This has caused a delay in the timeline for delivering the IP Masking tools.

Target quarter for completion: EOY



Department:
Product

IP Masking



Key Results

Build and ship two tools to identify and block bad actors without exposing IP addresses, improving the ability to protect users and wiki content while shielding unregistered users from misuse of personally identifiable information

Baseline: Zero existing tools that allow patrollers to work without relying on IP addresses when dealing with vandalism from unregistered editors.

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
	Develop 2 tools towards IP Masking	Developed prototype for the first of the two tools (IP Info) and began user testing	IP Info non-prototype version in steady development phase.	-	-



Community Programs



Objective:

Make it easier for INGO, GLAM, and Education partners to work with the movement to address strategic knowledge gaps, share high impact content, and use Wikimedia projects in teaching and learning.

Despite the ongoing challenges of the pandemic, Community Programs exceeded its targets in FY20-21, thanks to ongoing collaboration with Partnerships, and with notable support from Community Resources, Communications, and the Structured Data, Community Tech, and Design Research teams in Product. This was also a year of deep collaboration with affiliates and communities across the movement.

Campaigns: Through a series of experiments, we continued to demonstrate the potential of content campaigns to coordinate the movement around high-impact topics, and to create welcoming on-ramps for newcomers. #1lib1ref achieved its target growth of 15% YoY with over 60K edits by nearly a 1K contributors in over 50 languages. We facilitated 2 regional expansions, in ESEAP and CEE, to better understand how local context impacts participation and campaign reach. We also supported significant campaign growth into Wikidata in partnership with IFLA*. #WikiForHumanRights also grew this year, expanding to 24 local events (200% increase, with a majority in emerging communities) and a global writing contest featuring 35 languages. Over 300 people (50% increase) created over 800 articles from the UN-designated list, and contributed to over 2000 articles in total (~280% increase). This year's work has prepared the ground for new product investments to support campaign organizers, to be tested in the upcoming pilots in emerging spaces.

Community Programs



Objective:

Make it easier for INGO, GLAM, and Education partners to work with the movement to address strategic knowledge gaps, share high impact content, and use Wikimedia projects in teaching and learning.

GLAM and Culture: Due to remaining socio-technical barriers to Structured data (SD) adoption we worked with WMSE and digitally mature cultural partners in 2020-21 (The Metropolitan Museum of Art, Smithsonian, and DPLA). WMSE exceeded their KR by working with Wiki Loves Monuments content in Sweden, Poland, and Israel. Our selected partners are all active with SD and 400,000 image files were enhanced, exceeding the KR. The outlook for 2021-22 is good. We expect millions more files to be enhanced by our partners, and the mentored project by OpenRefine will make SD workflows accessible to hundreds of smaller cultural partners. Collaborations with product teams on Add An Image structured tasks and Wikistories will drive image reuse and new partnerships in emerging regions.

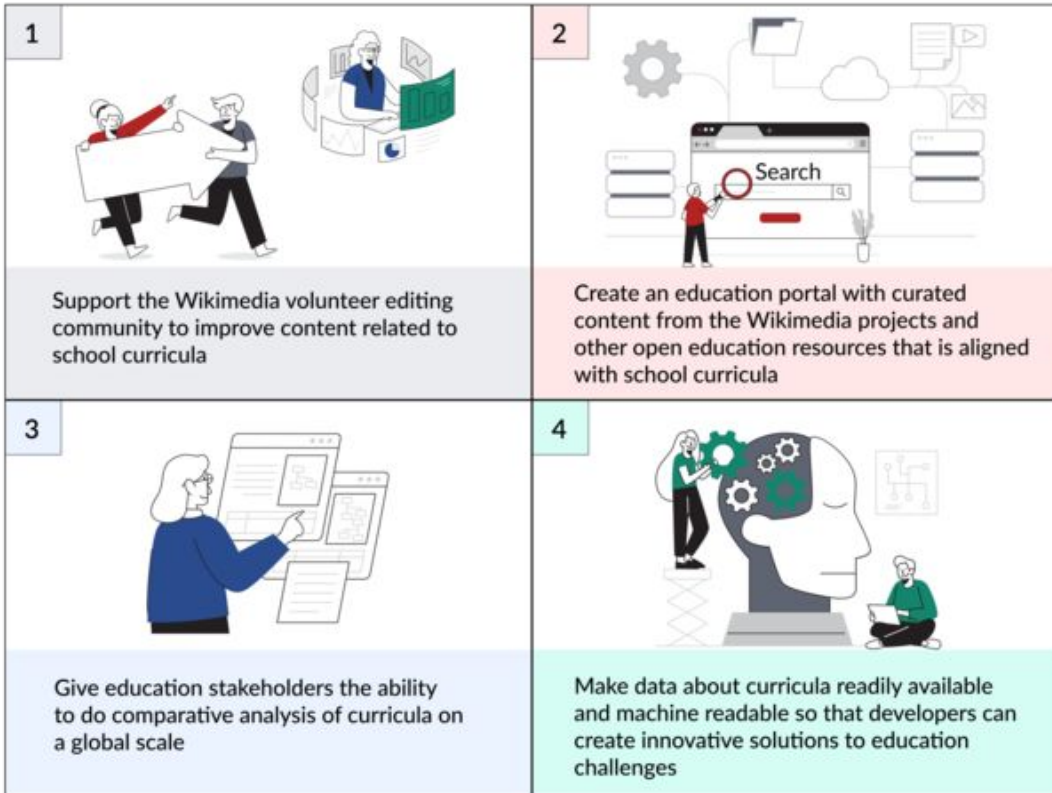
The **Education** team published a [final report](#) on the impact of Reading Wikipedia in the Classroom. Our evaluation found that teachers who participated in the training developed a positive perception of Wikipedia as a classroom tool, and were able to incorporate it into their teaching practice. The Education Team also supported the successful funding of three implementing partners in Ghana that will support a curriculum digitization project (Wikidata for Education) in collaboration with the Wikimedia Foundation, and UNESCO's Global Education Coalition.

Community Programs



Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>A support model for community content campaigns is developed and tested through at least 1 pilot with a UN partner and 4 consultations on community-led campaigns; 15% YoY total edit increase in the #lib1ref campaign (Jan & May) with increased participation in 1 underrepresented region.</p> <p>Baseline: 1 pilot 0 consultations 51,289 edits on 84 wikis</p>	<p>1 UN pilot</p> <p>4 mentored campaigns</p> <p>lib1ref: 15% YoY growth, 1 new region engaged</p>	<p>WHO & UN Human Rights partnerships in development</p> <p>1 campaign mentored</p>	<p>3 campaigns mentored</p> <p>Initial WHO content upload complete; prep for #lib1ref and UN Human Rights CTAs</p>	<p>5 campaigns mentored</p> <p>#lib1ref Jan. implemented: 30,970 edits by over 500 contributors across 31 Wikis</p>	<p>2 UN pilots, 6 Campaigns mentored</p> <p>1Lib1Ref May Implemented: 28,181 edits by 451 contributors across 21 Wikis</p>
<p>GLAM best practices are developed for Structured Data on Commons and demonstrated by a cohort of mentored institutions uploading 350,000 images with captions and copyright statements.</p> <p>Baseline: 0 uploads</p>	<p>350K uploads with captions and copyright statements</p>	<p>0</p>	<p>1 million files (DPLA)</p> <p>0 w/statements</p> <p>SD statements defined for DPLA/W MSE</p>	<p>2 million files (DPLA)</p> <p>10,000 w/statements (The Met)</p>	<p>>400,000 files w/ statements, primarily depicts and source information</p>
<p>Reading Wikipedia toolkit is piloted with 75 teachers in 3 countries and 3 languages; a proof of concept aligning national curricula and Wikimedia content initiated w/ UNESCO.</p> <p>Baseline: 0 teachers</p>	<p>75 teachers, 3 countries/lang</p> <p>UNESCO PoC</p>	<p>470 teachers in 3 countries/lang</p> <p>Pilot partner selected</p>	<p>540 teachers in 3 countries/lang</p> <p>Community consultation complete</p>	<p>Evaluation completed, guides published</p> <p>Proposal in review</p>	<p>Report published</p> <p>UNESCO pilot funded and ready for takeoff</p>

Wikidata For Education



Wikidata for Education is an initiative in the framework of the **Global Education Coalition for COVID-19 Response** that will test a proof of concept for structuring curricular data on Wikidata in order to make that information more widely accessible and to support the alignment of curriculums with content on the Wiki projects. The initiative will strengthen education systems and enhance their ability to provide quality distance learning.



Community Leadership Development

Objective:

Deliver online programming and publish learning resources to support and increase community-led capacity-building and leadership development opportunities.

This quarter, we completed the evaluation of the WikiLearn pilot which indicated that 97% of respondents would take another online capacity building course =, signaling a strong interest in online learning from volunteers. In the “ Building Partnerships” course, respondents (n=18) to the final survey overwhelmingly found the class helpful to their Wikimedia work with a 100% overall satisfaction rate. In the “Identifying and Addressing Harassment” course, respondents (n=14) felt that they could now address harassment comfortably and reduce harm experienced by “targets” of harassment, with an overall satisfaction rate of 93% with the course.

Key Outcomes:

- In the **Identifying and Addressing Harassment** course, twenty-one volunteers completed all 8 sessions in the course, with 18 action plans developed in full. These action plans represent several projects ranging from providing unconscious bias training to local project administrators to building online tools to address microaggressions on the projects.
- In the **Building Partnerships** course, twenty-two volunteers completed a partnership portfolio, a resource that would support volunteers in building a partnership with a local organization. This portfolio included a mission and value statement and formal pitch.

Target quarter for completion: Q4 FY20-21



Department:
Legal

Community Leadership Development



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>Pilot an online learning experience that will engage 2 movement partners/groups to support critical capacity building in diverse contexts to address the decentralization of learning and capacity building in the movement as outlined by the movement strategy</p> <p>Baseline: 0 groups</p>	2 groups (40 volunteers per cohort)	✓ (2 groups Confirmed and curriculum scoped)	✓ (Applications Open)	✓ (Pilot Ends)	✓ (Evaluation)
<p>Provide an intensive trainer development program to support the growth of 10+ movement volunteers who will be empowered as trainers of capacity-building efforts in the movement over time.</p> <p>Baseline: 0 volunteers</p>	10+ volunteers	✓ (curriculum scoped and recruitment launched)	-	-	-



Grantmaking



Objective:

To transform grantmaking at the Foundation to be in line with the movement strategic direction and better serve equity and the objectives of building a thriving movement.

Grants Team: All regional Program Officers Hired with ESEAP PO accepting offer. Team transitioned to regional and thematic focus. Learning and evaluation PO focused on creation of L&E plan with consultants. All planned hiring completed to support new Wikimedia Funds Strategy.

Grants Process:

- Significant increase in **Rapid Grants** (184 in total): accounts for 90% of grants in emerging communities, but only 15% of funding in emerging communities in this period. 94% increase from the same period last year.
- Increase and greater distribution of **Project Grants**: tested two distinct rounds. Increase in 50% of Projects compared to previous year, increase from 28% of grants in emerging communities to 75%. 60% of all project grants are new grantees.
- Final APG round with Tides -4 approved grants \$1,278,008. Increased flexibility for Covid response i.e. CIS2K in India
- SAPG

Grants Program: Wikimedia Funds Strategy Approved Launched to Community on July 15, 2021

- Phased implementation and communication strategy for new grants program completed. Worked with brand studio for naming and support for communications.
- Regional Committees launched 98 candidates (25% women) from all regions. Start of the first learning and orientation program in July.
- Evaluation and learning plan in place - need to increase investment in analytics instrumentation to achieve analysis needed to show impact.
- Kicked off the implementation of the grantee portal with new applications and support resources to be complete in Sept 2021

Target quarter for completion: Q4 FY 20-21

Department:
Advancement

Grantmaking



Key Results

Year Goal	Q1	Q2	Q3	Q4	
<p>KR1: Ensure 65% of all grants are from communities that are not well established* so that grantmaking becomes a key mechanism to empower and welcome newcomers and increase diversity of content. Baseline: 64% of grants</p>	66%	Measured Semi-Annually Q2-Q4	82%	Measured Semi-Annually Q2-Q4	84%
<p>KR2: 70% of movement organizers from emerging communities are satisfied with the resources (financial and otherwise) they have to reach the goals. Baseline: 67.2% of movement organizers</p>	70%	Measured Annually	69.0%, 77.1% for known grantees	Measured Annually	Measured Annually-
<p>KR3: Develop model in collaboration with community/staff following milestones of: Define grantmaking priorities in support of movement recommendations and in consultation with staff/communities, create new grantmaking strategy, develop ongoing evaluation plan, and pilot new grantmaking structures. Baseline: Strategy Non Existent</p>	Grants Strategy Completed	<ul style="list-style-type: none"> -Developed Strategy Review Values & Process -Created Vision for Role of CR -Reviewed grantmaking insights/needs with 9 teams in WMF -Historical metrics review and clean up -Creation of D&I grantee survey 	<ul style="list-style-type: none"> -Synthesis of needs and insights from Community -Brainstormed with Community Representatives -Validated CR role -Developed proposal and Theory of Change for executive review -Created communication plan and change management plan 	<ul style="list-style-type: none"> -Community Feedback launched and successful -FSG Contracted to create evaluation system -Pilot of two different project grant rounds -Equity Fund Index for proactive strategy -DEI survey results 	<ul style="list-style-type: none"> -New funds strategy completed -Design of a learning and evaluation framework -Call for Regional Committee members

Drill Down: Grantmaking



The situation

The impact of grants towards the Thriving Movement goals had not been articulated.

The impact

Leadership understood the distribution of funds and questioned how to measure the impact of grant programs towards broader goals.

The recommendation

Review current data available and align metrics with Thriving Movement goals to establish baselines and identify new metrics for the future.

	FY19/20	FY20/21
We will have strong, diverse, and innovative communities that represent the world.		
KR1: Ensure 65% of all grantees are from communities that are not well established * so that grantmaking becomes a key mechanism to empower and welcome newcomers and increase diversity of content.	64%	83%
% of grantees who are new/ who are new and from not well established community*	43% / 51%	54% / 84%
% of all funds for all grants in emerging and least developed communities	37%	38%
We will have strong and empowered movement leaders and affiliates.		
KR2: 70% of movementment organizers from emerging communities are satisfied with the resources (financial and otherwise) they have to reach the goals.	67.7%	70%
% of rapid grant grantees that received a rapid grant in the prior year	55%	61%
% of rapid grantees that had more than 1 rapid grant in the reporting year	24%	46%

Address Knowledge Gaps



Objective:

Decision makers have access to sufficient (directional) data about the state of knowledge gaps to be able to make informed decisions about which areas of the gaps to prioritize work towards.

Identify: We defined metrics for 75% of the gaps in the [Knowledge Gaps Taxonomy](#).

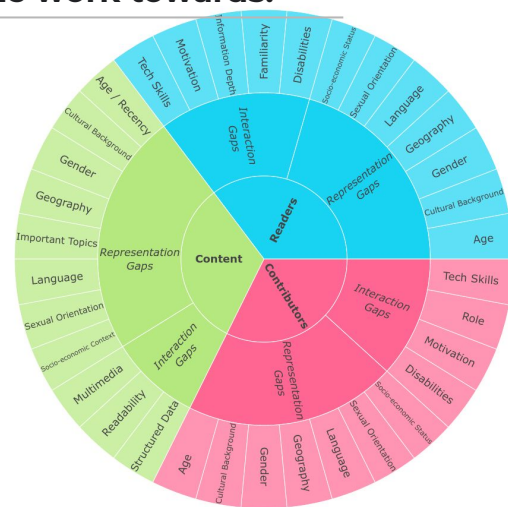
Survey based: we mapped (adapted) questions from our [Readership Research](#), the "[Why the World reads Wikipedia](#)" research, the [Affiliate surveys](#) and the [Community Insights](#) survey to the corresponding Readers and Contributors gaps, so that survey tools could be used to measure knowledge gaps. (Thanks to Jaime from Global Data and Insights!)

Observation based: We developed a general observation-based framework to build metrics for 5 knowledge gaps related to the content-gaps (gender, geography, cultural context, time, sexual orientation). Check the [Metrics deliverable](#)

Prioritize: We developed a **metric for article importance**, based on the misalignment between pageviews and article quality, aggregated it by article topic and geography, and developed tools to explore important content. We received feedback from Product Analytics and Campaigns, and we are working on improvements. Check the [demo!](#)

Address: We [tested](#) our *list building* models - i.e. models generating lists of articles from a specific topic, in 3 languages, and found similar accuracy and complementarity to the [MoreLike](#) API. Applications include list building for Campaigns. [Check the demo!](#)

Target quarter for completion: Q4 FY20-21



Address Knowledge Gaps



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>Knowledge Gap Index</p> <p>Q1: Communicate and gather feedback on the taxonomy of knowledge gaps from 4 communities</p> <p>Q2: Iterate and improve the taxonomy based on feedback and bring external collaborators for co-developing the metrics</p> <p>Q2-Q4: Define the first set of metrics for 60% of gaps</p> <p>Q4: Prototype metrics and the knowledge gap index</p> <p>Baseline: 0%</p>	Define or finalize metrics for 60% of the gaps	0	0	10%	75%
<p>Prioritization</p> <p>Q4: Develop a validated algorithm and test API to prioritize (missing) articles for contributors and readers.</p> <p>Baseline: 0 milestones</p>	4 milestones	1	2	3	4
<p>Language agnostic topic models</p> <p>Q2: Develop a validated algorithm for list building for content creation, and</p> <p>Q4: Recommending what articles to read.</p> <p>Baseline: 0 milestones</p>	4 milestones	1	2	3	4

Movement Communications



Objective:

Strengthen the narrative about the Foundation's work to support and expand the movement.

We completed our [Needs Assessment](#) by synthesizing key insights from the Movement Communications focus groups. There were 10 focus groups in total with 113 participants representing a cross-section of the movement. The Needs Assessment is available in five languages and contains **six key recommendations** that have been foundational to the early iterations of our Agile Movement Communications Strategy, as well as to our contributions to the Annual Plan.


The six key recommendations from participants were:

- **Build a better front door.** Create a single point of entry for information, support and resources from the Foundation.
- **Use humans.** Take a human-centered approach to communications -- as opposed to a tech-centric or channel-centric approach. Hire regional communications specialists that can localize, listen, represent, support and amplify.
- **Speak human.** Use language that is simple, relatable and translatable. Showcase the humans behind the communications.
- **Balance “broadcast” with “on-demand.”** Invest more in centralizing and storing movement information so that people can access what they need, when they need it.
- **Coordinate, then communicate.** Coordinate within the Foundation first, and then communicate with the larger movement. Avoid causing confusion by failing to align internally first.
- **Clarify, connect and reflect.** Use the Foundation's platforms to tell the movement's story centered on these three communications goals.

Movement Communications



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
<p>KR1: Design a communication strategy across our movement; report results by mapping current and future communities and their communications needs in stages by quarter.</p> <p>Baseline: No mapping plan existed previously.</p>	Design a communications strategy	Needs Assessment plan has been crafted	Focus group strategy and design. Outreach completed. 10 groups scheduled: 3 for staff, 7 for community	10 Focus Groups completed. Work begun on synthesising the results around key themes	Needs Assessment completed
<p>KR2: Increase representational equity by identifying and addressing communication gaps among underrepresented and less vocal groups in the movement and consistently showing how those gaps are closing each quarter.</p> <p>Baseline: Current work will establish baseline.</p>	Increase representational equity by identifying gaps	Needs Assessment plan includes audience segmentation necessary for representational equity	Aimed for equity in focus group participation: 33% women and non-binary, 74% from emerging regions*, 18% non-English speakers	Equity in participation achieved - 37% women & non-binary, 69% from emerging regions; 16% were non-English speakers;	Needs Assessment review period conducted and completed.
<p>KR3: Ensure that key comms materials are available in (7) languages: Arabic, Chinese, French, German, Russian, and Spanish and support and grow existing community communications vehicles (community blog, CommComm, MoveCom) ensuring one substantial update or inquiry per month.</p> <p>Baseline: Website available in 5 languages.</p>	Ensure communications materials are available in 7 languages	Website language capabilities upgraded. Now available in 5 languages.  Website launched with multilingual features	Focus group outreach in 7 languages. Simultaneous interpretation during focus groups. Website available in 7 languages	Report will be translated back into the 7 languages of the participants as part of sharing back their feedback.	Socialising across teams the need to translate key materials into 7 languages where possible. Website available in 7 languages

Movement Consultations



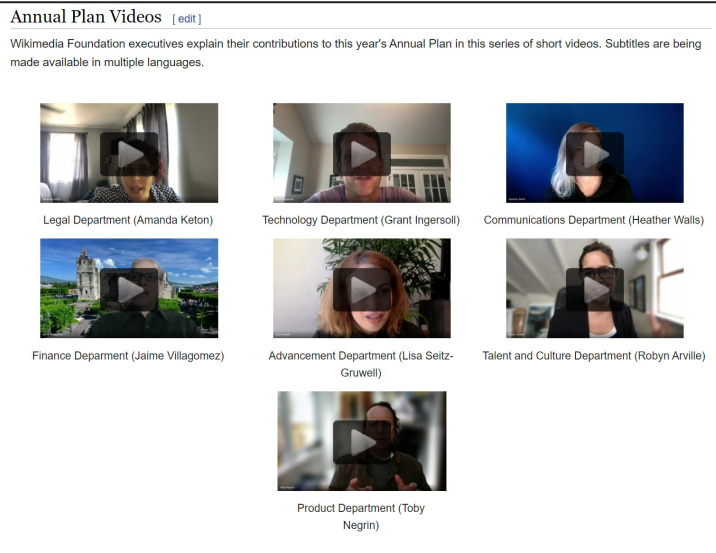
Objective:

Develop and iterate on a framework that increases clarity and effectiveness of Foundation/community consultations, resulting in better information and greater trust.

We have improved and expanded the Foundation's internal and external communication efforts for the FY 21-22 Annual Plan. We have focussed on creating materials across different languages and communicating to a diverse range of audiences.

This has included producing Annual Plan videos with translations, a blog post summarising the information, summary slide decks, live community discussion sessions, a Meta-Wiki page, and supporting staff to respond to questions from the movement.

WIKIMEDIA
FOUNDATION
Department:
Communications



Movement Consultations



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Lead and coordinate consultations & other large community-facing activities across 6 departments. Reshape and manage weekly meetings and shared calendar. Baseline: Temporary cross-dept weekly sync and calendar managed by Product.	Improve coordination of community facing activities	✓	✓	✓	✓
Build, share, and/or update 3 consultation tools on a quarterly basis. Baseline: 90% completed v1 Consultation Guidebook, not widely shared.	Define and share consultation best practices	3 tools completed	2 tools in progress	4 tools completed	1 tool updated 2 new tools created
Support at least 5 potential or ongoing consultation efforts. Baseline: No support.	Increase adoption of consultation best practices	✓	✓	✓	✓



Safe and Secure Spaces



Objective:

We will have safe, secure spaces and equitable, efficient processes for all participants.

The UCoC project has continued, with much success, its Phase 2 workflows alongside the Board's adapted timeline from the February 2021 resolution. Q4 saw a focus on two main areas: starting the drafting of the enforcement outline itself through a volunteer-led joint committee, and second continued deep community engagement to sustain and enhance community support for the initiative as the draft goes through community consultations with a wide range of volunteer stakeholders on its journey towards Board review for ratification in Q3 21/22.

CSAM scanning delivered its annual plan OKR a quarter ahead of schedule by the end of Q3 and since continues on a quarterly basis as part of regular operations, keeping our service clear of CSAM material. The process is now owned by the new Trust & Safety Tools team and is fully integrated with Trust & Safety's Zendesk installation in Legal.



Safe and Secure Spaces



Key Results

	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Q2 KR 1: Phase 2 launched, with a timeline adjustment for completion to the mid Q3 21/22. Baseline: No UCoC EOFY 19/20	UCoC text and enforcement outline	✓	✓	✓	✓
KR 2: The target of 60 million images scanned for potential Child Sexual Abuse Material was met in the defined period Baseline: 0 CSAM-vetted files EOFY 19/20	60m	✓	✓	✓	✓

