



ANNUAL PLAN 2023-24

DRAFT April 13, 2023

*(Slide summary version;
[see full narrative version here](#))*

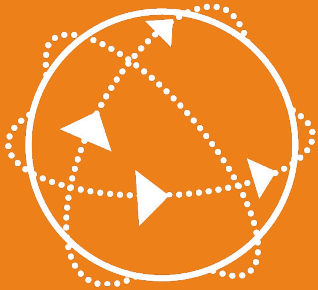


1.0 History

How did we get here? What multi-year planning and Movement Strategy work are we building on?



Approach



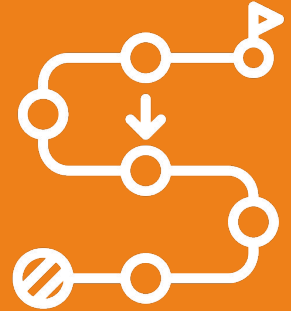
Start with: what's happening in the world around us? Look outward. Identify the key External Trends impacting our work.



Anchor in Movement Strategy. Tie to Knowledge Equity and Knowledge as a Service. Align more closely with the Movement Strategy recommendations.



Focus on Product + Tech. Re-center support for communities and volunteers through our unique role in enabling product and technology at scale.



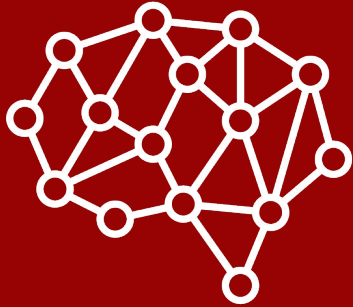
Take a longer view. Ground our annual plan in multi-year planning. Consider longer-term trends for our revenue model, tech strategy, and movement roles / responsibilities.



2.0 External Trends

How are the internet and knowledge ecosystem changing? How should we adapt?

External Trends



Search and Content

Personality-driven social platforms (*TikTok*, *Instagram*) continue to draw younger audiences away from traditional search engines.

The explosion of sophisticated AI could benefit knowledge creation + consumption – but creates uncertainty for our role in the knowledge ecosystem.



Disinformation

Information warfare is intensifying. Wikimedia has become a target, with dedicated attacks against the movement + individual volunteers.



Regulation

Our legal environment is shifting. More is demanded of hosting providers than ever before – and lawmakers aren't considering the impact on Wikipedia.



3.0 Goals

*What will we prioritize in the coming year?
How can we tell a clear story about our work?*



GOALS

EQUITY



**Support
Knowledge
Equity**

INFRASTRUCTURE



**Advance
Knowledge
as a Service**

SAFETY & INCLUSION



**Protect our
people and
projects**

EFFECTIVENESS



**Strengthen
performance +
effectiveness**



GOALS

EQUITY



Support Knowledge Equity.

Strengthen **Equity in Decision-Making** via movement governance + Movement Charter. Empower and engage the movement, support regional strategies, and help close knowledge gaps.

INFRASTRUCTURE



Advance Knowledge as a Service. **Improve User Experience** on the wikis, especially for established editors. Strengthen metrics and reporting.

SAFETY & INCLUSION



Protect our people and projects. Defend against disinformation and harmful regulation. **Provide for the Safety** of volunteers from government interference.

EFFECTIVENESS



Strengthen our overall performance. **Evaluate, Iterate, and Adapt** our processes for maximum impact with limited resources.

GOALS

INFRASTRUCTURE



**Advance
Knowledge
as a Service**



WIKI EXPERIENCES



DATA SERVICES



FUTURE AUDIENCES

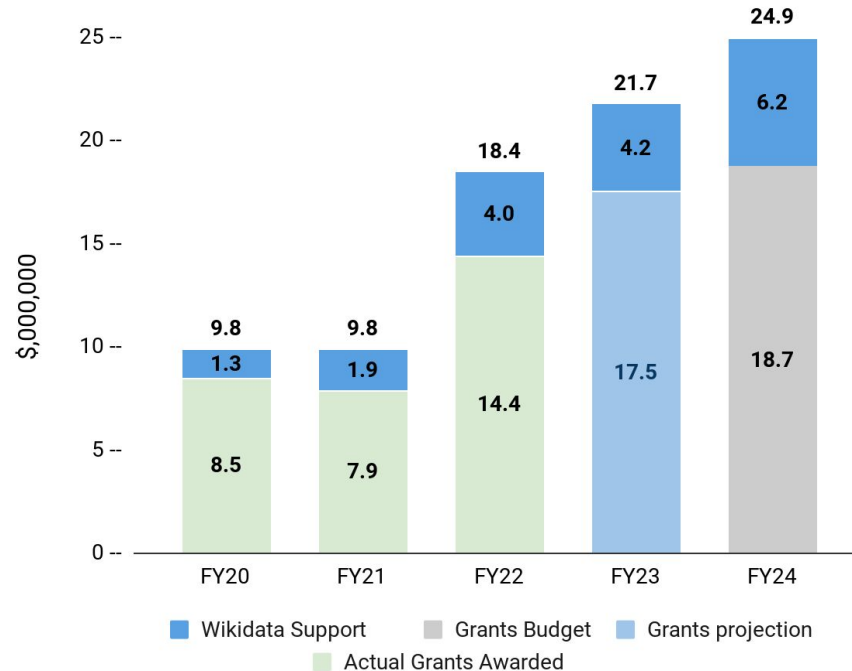


4.0 Financial Model

How are we responding to global financial instability? How are we reducing expenses?

Movement support will still increase as Foundation growth slows next fiscal year

Amount Granted Over Time



Product & Revenue “dance partners”

Product



Revenue

Trade Offs

We need more page views on OUR website ...

We need more focused initiatives and programs ...

We need to consider charging more to large-scale reusers ...

... to raise more (unrestricted) online/banner fundraising ...

... to raise more major gifts ...

... to build a sustainable revenue channel beyond charity...

... but this is not where search and other internet trends are heading.

... but this is generally less flexible funding and can bring more risks.

... but this has tradeoffs in how some people understand our mission.



5.0 Foundation Details

*How can I learn more about the
Wikimedia Foundation and how it works?*

6.0 Collaboration

How can we improve? How will we continuously evaluate, iterate and adapt?