Agenda Day One

- Welcome
- Operations
- Movement strategy
- Look back/forward
- Chair’s year-in-review
- Future of the Board
- Executive session
Revenue & Fundraising
$104 million raised in FY 17-18

Note: The Advancement Department releases a detailed fundraising report every September. Stay tuned . . .
Revenue by Quarter FY17-18
$100.4m

Q1: $10.3m
Q2: $60.1m
Q3: $22.4m
Q4: $7.6m
## FY2018-19 Q1 revenue projections

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>TARGET</th>
<th>PROBABILITY</th>
<th>PROJECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country Campaigns in Spain, South Africa, Malaysia, and Japan</td>
<td>$5.3m</td>
<td>90%</td>
<td>$4.8m</td>
</tr>
<tr>
<td>Low-Level Multi-Country Campaigns</td>
<td>$1.7m</td>
<td>90%</td>
<td>$1.5m</td>
</tr>
<tr>
<td>English Testing</td>
<td>$2.5m</td>
<td>90%</td>
<td>$2.2m</td>
</tr>
<tr>
<td>Recurring Donations</td>
<td>$2.2m</td>
<td>95%</td>
<td>$2.1m</td>
</tr>
<tr>
<td>Major Gifts Pipeline (that may come by September 30)</td>
<td>$3m</td>
<td>25%</td>
<td>$750,000</td>
</tr>
</tbody>
</table>

**TOTAL:** $11.35 m
Year-end FY17-18 overview

*Please note that all FY17-18 amount in this deck are preliminary pending completion of the full financial closing process and audit.

+$23.4M (+30%) revenue over plan
$-0.4M (-1%) spending under budget

+$9.4M (+10%) YoY growth in revenue
+$10.6M (+16%) YoY growth in spending

Maintained programmatic ratio at 74%

- Repurposed over $2.7M in underspend to Wikidata, Grants, combatting Wikipedia block in Turkey, trademark filings in countries with key emerging communities, strategic partnerships, Singapore data center, and other programmatic investments

*Please note that all FY17-18 amount in this deck are preliminary pending completion of the full financial closing process and audit.
Revenue vs. Spending

Revenue exceeded spending by $22M
In FY16-17, Movement Strategy was $1.5M.

- Additional staffing, including CDPs: $5.4M (+16%)
- Increasing grants to communities: $2.3M (+37%)
- Funds available for a specific purpose (including Movement Strategy): $1.4M
- Building capacity in Technology and our data centers: $1.2M (+36%)
- Wikimania (which was not held in the prior fiscal year): $0.8M
- Donation processing fees related to increased revenue: $0.7M (+17%)
- Legal fees related to community defense, supporting privacy, & combating state censorship and surveillance: $0.2M (+17%)
Additional FY17-18 other financial investments

- Search Engine Optimization (SEO)
- Wikimedia Commons expansion
- Diversity and Inclusion
- Legal risk assessments
- Public policy and legal defense
- Trademark filings in priority countries
- Building capacity in Technology
- Wikidata Core and Wikidata Future
- Continuing grants to existing APG recipients and funding WP Offline Medical Pilot in Nigeria
- Movement Strategy Phase 2
Reduced budget variance

-0.5% var
$78.8M $78.4M
FY17-18

-3.8% var
$70.3M $67.6M
FY16-17

Reduced spending variance by 3.3% compared to the prior year

Material reduction in variances:
- Personnel spending variance reduced from -6% to -4% YoY
- Data center spending variance reduced from -26% to +6% YoY

*FY16-17 Budget includes $5M endowment donation for comparison purposes
Cash & investment balance

Primary drivers:
- Big English campaign
- Chapter fundraising over performed by +$2.6M
- Budget underspend $0.6M

+22% YoY increase

June 2017: $112.2M
June 2018: $137M

+$24.8M
Maintaining Program Investment

FY16-17 Actuals
- Programmatic: 74%
- General & Administrative: 14%
- Fundraising: 12%

FY17-18 Actuals
- Programmatic: 74%
- General & Administrative: 14%
- Fundraising: 12%

FY16-17 Actuals
- Total: $57.8M
- Programmatic: $11.0M
- General & Administrative: $9.6M
- Fundraising: $5.6M
Spending by Department

Technology: $18.1M
Community Engagement: $14.8M
Audiences: $14.2M
Advancement: $14.0M
Finance & Administration: $6.4M
Legal: $4.1M
Talent & Culture: $2.4M
Communications: $2.0M
Governance: $1.0M

*1.4M of Funds available for a specific purpose are excluded from all figures above
As of June, we have increased CDP participation from 53 to 82 (increase of 55% over beginning of the FY17-18)
Audience metrics
## Key Audiences Metrics: June 2018

The net new content metrics are modifications of total content metrics introduced in May which measure the net change in content between the end of the previous month and the end of the current month. Previously, we measured the total content, which obviously always grew. These metrics are quite volatile, with one factor likely being content creation by bots on projects like Wikidata and various Wikipedias. Despite the across-the-board negative trends this month, there does not seem to be any long-term downward trend.

Global revert rate is the proportion of non-bot edits which are later entirely reverted; partial reverts are not counted. Interpreting this metric poses particular problems; for example, an increase could reflect better detection of damaging contribution, an increase in vandalism, or greater rejection of good-faith contributions. The trend over the past several years is downwards; the rate in 2015 was about 10%. Currently, we don’t know the reason for this decline.

Otherwise, the long-term trends remain consistent: downward for new active editors, and slightly upward for existing active editors and new editor retention. Our product efforts are aligned with these trends.

Public copy and further details: [https://www.mediawiki.org/wiki/Wikimedia_Audiences#Contributors](https://www.mediawiki.org/wiki/Wikimedia_Audiences#Contributors)
## Key Audiences Metrics: June 2018

### Readers
User flows including Community Tech, Apps, Desktop & Mobile Web content

<table>
<thead>
<tr>
<th></th>
<th>MoM</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Interactions</strong></td>
<td>16.8 B</td>
<td>-4%</td>
</tr>
<tr>
<td><strong>Pageviews</strong></td>
<td>15.0 B</td>
<td>-4%</td>
</tr>
<tr>
<td>— Desktop</td>
<td>6.6 B</td>
<td>-6%</td>
</tr>
<tr>
<td>— Mobile web</td>
<td>8.2 B</td>
<td>-2%</td>
</tr>
<tr>
<td>— Desktop previews</td>
<td>1.78 B</td>
<td>-13%</td>
</tr>
<tr>
<td><strong>Unique devices</strong></td>
<td>1.48 B</td>
<td>-5%</td>
</tr>
</tbody>
</table>

Pageviews and previews normalized to 30 days/month

Sources and further details, also on mobile apps usage: [https://www.mediawiki.org/wiki/Wikimedia_Audience#Readers](https://www.mediawiki.org/wiki/Wikimedia_Audience#Readers)

Traffic usually drops from May to June every year (cf. next slide), so these numbers are not a concern. On the contrary, year-over-year there is a notable rise in pageviews. (Small caveat: On May 21, we updated our user agent parsing definitions for the first time in two years, which affected bot detection - but it appears that this led to more views being classified as non-human, meaning that the real increase might be even larger than 3%).

As before, keep in mind that the decrease in desktop pageviews is partly due to the deployment of the page previews feature over the course of the 2017/18 fiscal year.

Unique devices also increased year-over-year like in previous months, but this metric might be more susceptible to artifacts that decrease the accuracy of such longer-term trend assessments.
In support of knowledge equity, we are committed tracking our status in this area, measuring our impact, and responding to trends we’re seeing. We would like to measure this in terms of content coverage and more precise user demographics, but this is very complex, challenging space.

In the meantime, we created two indexes that measure consumption and contribution based on contributor location and on project, based on mobile usage. More details are on the following slide.
(beta) Diversity metrics

Mobile-heavy wikis.
Definition: The 20 wikis with the highest % of pageviews on a mobile device with at least 10 active editors a month. (- Italian, Japanese wikis).

We believe this is a good proxy for wikis whose members don’t have alternative access to knowledge (“A2K”)
# Key Audiences Metrics: June 2018

## Diversity (beta)

How we’re doing in historically underserved markets

<table>
<thead>
<tr>
<th></th>
<th>MoM</th>
<th>YoY</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Global South countries</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reader interactions</td>
<td>4.05B</td>
<td>−5%</td>
</tr>
<tr>
<td>—Active editors</td>
<td>21.5K</td>
<td>−3.0%</td>
</tr>
<tr>
<td>—New editor retention</td>
<td>4.4%</td>
<td></td>
</tr>
<tr>
<td>—Edits</td>
<td>8.51M</td>
<td>−7.7%</td>
</tr>
<tr>
<td>—Non-bot edits</td>
<td>8.51M</td>
<td>−7.7%</td>
</tr>
<tr>
<td><strong>Mobile-heavy wikis</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reader interactions</td>
<td>578M</td>
<td>−2%</td>
</tr>
<tr>
<td>—Active editors</td>
<td>3.45K</td>
<td>−6.9%</td>
</tr>
<tr>
<td>—New editor retention</td>
<td>4.1%</td>
<td>−11.5%</td>
</tr>
<tr>
<td>—Edits</td>
<td>852K</td>
<td>−19.1%</td>
</tr>
<tr>
<td>—Non-bot edits</td>
<td>432K</td>
<td>−7.7%</td>
</tr>
</tbody>
</table>

In these calculations, Global South readers and editors are those not geolocated to a Global North country (see [meta:list of countries by regional classification](meta:list of countries by regional classification)), meaning they include some whose location is unknown.

Notably, new editor retention in both these segments is lower than the global average of 5.7%.

Extremely few bots edits coming from Global South countries were detected, so the total and non-bot edit metrics are essentially identical. However, from the mobile-heavy wikis you can see that bots do significant work on wikis that serve those countries.

## Notes

[1]: Editor and reader location data is deleted after 90 days, so it is not possible to calculate trends from before the metric was established. Trends will accumulate starting this month.
[2]: Pageviews (all platforms) + seen previews (desktop).
[3]: The page previews feature was rolled out less than a year ago.
Pageviews year-over-year comparison

Wikimedia pageviews year-over-year comparison, May 2013-June 2018
Long-term pageviews trend
Pageviews by access type until June

Wikimedia monthly pageviews (desktop+mobile), 2013-2018

- Desktop
- Mobile
Executive searches

- Chief of Community Engagement (agency: Perrett Laver)
- Chief of Talent & Culture (agency: TBD)
Agenda Day Two

- Welcome
- Officer & committee elections
- Board FY18-19 priorities
- Public policy update
- Board terms & appointments
- Talent & culture
- Board business
- Executive session
Recruiting & sourcing

Objective: Recruit and onboard timely, diverse, skilled hires

- Increased capacity in FY17-18 Q4:
  - Two new contract recruiters and one new sourcer
  - Team now at 5 recruiters, one sourcer, one coordinator and one manager
  - Creating agency pool for additional support for leadership and board searches

- Developed hiring dashboard for increased transparency and accountability

Output:

- Reports on output / acceptances
- Anticipated additional impact:
  - On time hires for projects/programs
  - Maintaining positive diversity trends in recruiting
Career paths & development

Objective: clear and consistent career paths and development

- Individual development planners now mandatory for all staff
  - Managers’ training completed in through a multi-month program
- Developed job title progressions for individual departments
  - Conducted senior leadership workshop on job leveling and compensation
  - Holding on further leveling, engaging outside consultant
  - Anticipate completion at the end of FQ2 for alignment with the next annual plan process
Diversity & inclusion

Organization-wide DEI plan

● C-team members undergoing racial equity trainings with racial justice organization Race Forward
● People managers undergoing training with training organization Racy Conversations
● C-team committed to developing a racial equity plan for the organization, available in Q3/4
  ○ Develop an REIA (racial equity and inclusion assessment).
  ○ Investigate policy, trainings, and data analysis
  ○ Allocate budget for implementation
  ○ Work together with T&C, staff, and by engaging external experts