Agenda

- Strategic direction – 20 min
- 990 update – 10 min
- US immigration – 15 min
- Board recruiting – 10 min
Strategic direction
Process planning | Strategy development | Strategic planning | Strategy execution | New strategic Annual Plan

Foundation annual planning | Movement annual planning | Foundation annual planning

WIKIMANIA 2017
Project goals

1. **Identify as a movement one cohesive direction** that aligns and inspires us all over the next 15 years.

2. **Build trust, goodwill, and alignment** within our movement. Participate in a legitimate, transparent, open process based on shared power, not hierarchy.

3. **Better understand the people and institutions** that form our movement, those we are not yet reaching, and how their needs may change over the next 15 years.

4. **Build a shared understanding** of what it means to be a movement, how others outside of us can take part, and what it will take to increase our movement’s impact. Unite around how to grow to achieve our vision.

5. **Build relationships** to expand and enrich our movement and prospective partners.
Where we are today

- Nov  Approve budget (Board)
- Dec  Recruit core team, strategy architect
- Jan-Feb  Define tracks, design processes with committee
- Mar-April  Cycle 1 discussions, initial research & interviews
- May  Cycle 2 discussions, ongoing research & interviews
- June  Cycle 3 discussions, finish research
- July-Aug  Finalize the direction
- Sept-Dec  Discuss roles and responsibilities
Project firm: williamsworks

- Works with philanthropists, corporations, and social innovators on global challenges
- Experience with global sectors such as microfinance, girls’ empowerment, poverty reduction, global health, and environmental conservation
- Engage global network to create the right relationships to help achieve goals

Core responsibilities:

- Strategic thinking to design and implement community consultations that are both broad and deep
- Strategic partner to synthesize community input and drive toward consensus on a coherent, impactful direction
- Identify key opportunities, challenges and needed resources for the movement’s evolution
Talented team assembled

Strategy experts, WMF staff, and community members

- Core team (williamsworks + staff)
- Community steering committee for designing the community processes (tracks A&B)
  - Community advisory committee (track A)
- Staff leads for designing the research tracks (tracks C&D)
- 20 community language liaisons
Four audience tracks

“In-movement” community discussions

**TRACK A**
Organized groups
- Affiliates
- Regional groups
- Functionaries
- Committees
- Subject matter groups
- Wikimedia project communities
- Foundation staff & leadership

**TRACK B**
Individual contributors
- Editors (very active, active, all others)
- Volunteer developers
- Curators

**TRACK C**
New & existing readers
- New & existing partners & experts
  (Academics, institutions, donors, movements, technology, knowledge, etc.)

**TRACK D**
New & existing readers
- New & existing partners & experts
  (Academics, institutions, donors, movements, technology, knowledge, etc.)

Current high-reach markets

Current low-reach markets

Market research

Consult & convene
Design considerations

- Provide many ways to engage: on Meta and local language projects, in person and virtual conversations, via anonymous survey, off-wiki via social platforms
  - Focus on reaching many “quiet voices” who normally aren’t on Meta
  - Heavy emphasis on in-person and virtual discussions to build relationships and understanding
  - High level of language support (17 language liaisons)
- Ensure multiple cycles to allow divergence, refinement and consensus, and a shared understanding of the implications
- Integrate new and existing reader/user/market perspective via market research, data, consultations, and more
Prototype for Strategy Process

**PHASE 1: Strategy development (discussions)**

- **Jan 1**
- **Mar 1**
- **Mar 15**
- **Mar 31**
- **Apr 2**
- **Apr 15**
- **May 1**
- **May 15**
- **Jun 1**
- **Jun 15**
- **Jul 1**
- **Jul 15**
- **Aug 1**
- **Aug 11**

**Cycle 1**
- **Goal:** To discuss the future of the movement and generate themes
- **Options to participate:** Track A only, Track B only, or Track A and B joint
  - On-wiki (Meta-Wiki or your project)
  - Facilitated discussions (in person or video chat)
  - Online but off-Wiki (through Facebook, What's App, etc.
  - Anonymous Survey

**Cycle 2**
- **Goal:** To identify the top 5 thematic clusters and understand their meaning
- **Options to participate:**
  - On-wiki (Meta-Wiki or your project)
  - Facilitated discussions (in person or video chat)
  - Online but off-Wiki (through Facebook, What's App, etc.
  - Anonymous Survey

**Cycle 3**
- **Goal:** To refine the top 3-5 thematic clusters into a cohesive direction and understand their implications
- **Options to participate:**
  - On-wiki (Meta-Wiki or your project)
  - Facilitated discussions (in person or video chat)
  - Online but off-Wiki (through Facebook, What's App, etc.
  - Anonymous Survey

**FINALIZE**
- **the strategic direction and priorities**
- **Track A Discussions about Roles & Responsibilities**
- **Posting of discussions on Meta-Wiki**

**Track A**
- **Organized Groups**
  - Process design for Tracks A & B
  - (Steering Committee)

**Track B**
- **Individual Contributors**
  - WMCON (representatives invited from Track A organized groups)

**Research to inform the discussions**

**Track C**
- **High-Reach Markets**
  - Consult and convene with new and existing experts, partners (Academics, Institutions, Donors, Movements, Technology, Knowledge, etc.)
  - Interviews
  - Salons (small groups)
  - Market research to better understand the evolving needs and expectations of new and existing readers
  - "Desk" research, demographic research, brand awareness / usage research

**Track D**
- **Low-Reach Markets**
  - Consult and convene with new and existing experts, partners (Academics, Institutions, Donors, Movements, Technology, Knowledge, etc.)
  - Interviews
  - Salons (small groups)
  - Market research to better understand the evolving needs and expectations of new and existing readers
  - Design research (Brazil, Egypt, and Indonesia) to supplement 2016 research findings (Nigeria, India, and Mexico)
WMCON
31 March to 2 April

- Board workshop
- 200 people for “strategy” track
- Organized groups, individual contributors, partners
- 12 hours of programmed discussions
- Focus on relationship-building and how to build our future, together
What is the future we want to build together as a movement? In early 2017, a movement-wide discussion will begin to define Wikimedia's future role in the world and develop a collaborative strategy to fulfill that role. This page includes information on the process and how to participate. You are warmly invited to join the conversation.

The opportunity

For 15 years, Wikimedians have worked together to build the largest free knowledge resource in human history. During this time, we've grown from a small group of editors to a diverse network of editors, developers, affiliates, readers, donors, and partners. Today, we are more than a group of websites. We are a movement rooted in values and a powerful vision: all knowledge for all people.
Questions?
Form 990 update
One duty of a nonprofit board is to be informed and understand the organization's key documents, such as the Form 990.
What is the Form 990

- We publish the Form 990 annually, in April - June, covering the activity in the previous year.
- Before filing, it's approved by the Audit Committee and shared with the Board of Trustees.
- As a 501(c)(3), we are required to provide this open disclosure to the public, and it covers important details on financials, risks, and operations.
- It's informational, not a tax return:
  - Requires us to tell a story
  - Requires many disclosures not required in other tax returns
What is in the Form 990

Two important areas:

- **Governance**: It covers governance and management policies, and how the organization promotes transparency and accountability. This includes:
  - Financial details
  - Board structure, decision making, independence, and delegation
  - Key written policies (Conflict of Interest, Whistleblower, Document Retention, Compensation)
  - Documentation of meetings

- **Compensation**: It includes the process and compensation amounts for current officers, directors, trustees, key employees, highest compensated employees and independent contractors. In some instances, it includes past compensation (for prior 5 years), or compensation to family members of key employees.
What is in the Form 990

Other important areas:

- Political and lobbying activities
- Endowment information, foreign activities, and special types of fundraising
- Grants and contributions received
- Grants and contributions made to other organizations
- Tax exempt bonds
- Transactions with disqualified persons, and related-party transactions
- Non-cash contributions dissolution and transfers of significant assets
Who reads the Form 990

The public
It's an opportunity for the organization to “tell its story.” It is also an opportunity for the public to scrutinize our financial governance. The Form 990 is the window for everyone, including potential donors and Wikimedia communities, to understand and evaluate the organization. *The 990 is reported by Charity Navigator, Guidestar, and other organizations, and its data is the basis of our charitable rankings and ratings.*

Tax authorities
It can be used by tax authorities to determine non-compliance with rules.

Other non-profits
It is used by other organizations to see how we work (compensation, policies, investment strategy, etc). *We look at other similar non-profits' Form 990s when making executive compensation decisions.*
Questions?
Board recruiting
Who has shared the recruiting materials with their networks?

Any leads so far?
The talent we need
Two vacant appointed seats, three talent profiles

Growing a Global Movement
- Help us build a distributed, decentralized infrastructure and inspired culture
- Someone who can solve complex problems with simple solutions

Engaging New Communities
- Help us identify and enter new, developing markets—not just one, but many
- Someone who has local knowledge and understands younger audiences

Social Sector Governance
- Someone who has social sector experience and knows governance
- Someone who has led an organization through inflection points
<table>
<thead>
<tr>
<th>Date Range</th>
<th>Event Description</th>
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<tbody>
<tr>
<td>23 Jan - 06 Mar</td>
<td>Submission period</td>
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<tr>
<td>30 Jan - 05 Apr</td>
<td>Application review, proactive recruitment, &amp; interview</td>
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<tr>
<td>07 Apr - 14 Apr</td>
<td>BGC &amp; ED Recommendations &amp; Board discussion</td>
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<tr>
<td>14 Apr - 05 May</td>
<td>Background checks &amp; announcement prep</td>
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<td>08-12 May</td>
<td>Board vote</td>
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<td>15 May</td>
<td>New members announced</td>
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Questions?