An organization in evolution
From stewardship to mission impact
Increasing reach

Our approximation of people coming to our sites (unique devices) has been increasing over the 15 months.

Source: Superset
Moving to mobile

Long-term, mobile has been increasing (+18.9% yearly since 2013) as desktop has been declining (-13.3% yearly since 2013).
2016-2018
Readers
New experiences

Page Previews

The biggest change to our desktop experience since 2010

>20% growth in overall interactions

Leonardo was, and is, renowned primarily as a painter. Among his works, the Mona Lisa is the most famous and most parodied painting. The Mona Lisa is a half-length portrait painting by the Italian Renaissance artist Leonardo da Vinci. The Mona Lisa is also one of the most valuable paintings in the world. It holds the Guinness World Record for the highest known insurance valuation in history at one hundred million dollars.
New experiences

Related pages

Driving reader exploration and pageviews on mobile

~15% average click-through rate
Measurable outcomes

Page previews

There is now about one preview for every four pageviews on desktop.
Reader satisfaction

Sounds crazy until you compare desktop wikipedia with the mobile version. The mobile version is soooooooooo much better.

Switched to using Mobile View when browsing Wikipedia on a desktop. I don't think I'll browse Desktop mode again.

This link goes to the mobile version of Wikipedia... which is *beautiful* on desktop!

Why doesn't @Wikipedia just switch everyone over to the mobile style? It is so much better and more readable.

Why does the mobile version of wikipedia look and work so much better?
Delivering regularly

Features for readers released in 2017-18

**Web**
- Page previews
- Related Pages
- Accessibility improvements
- Wikipedia Branding in header
- First paragraph
- Download articles
- New print styles
- Improved infobox layout
- Improved hatnotes
- Redirect toasts

**Apps**
- “Places” feature on apps
- Better onboarding
- Accessibility improvements
- On this day
- In the news
- Trending articles
- Wikidata description editing
- Improved reading “feed”
- Synched Reading lists
- Improved connection management
- Reading themes
Contributors

Edits by platform, excluding data and file edits

- mobile edits
- desktop edits
Mobile editing

Device-specific interfaces

- Establish baseline level of mobile support
- Enable experienced editors to work on mobile devices
Emerging markets

Percentage of pageviews from the Global North

Ratio of total pageviews (definition)

“Seventy-five percent of the world’s online population is from the global South” (Whose Knowledge)
Local languages

Content drives readership

Our desktop Content Translation experience has contributed 300,000+ new articles in the last 3 years.
Machine learning

ORES

- Edit quality recommendations
- Article quality evaluations
- Recommended articles for additional contributions
Speedy access

Singapore caching center

- **Eqsin** online, joining **eqiad**, **codfw**, and **esams**
- Increasing delivery speed to our Asian readers
Foundational strength

MediaWiki Core
SRE (TechOps)
Code stewardship
PHP7 migration
Platform evolution
Community renewal

TechComm
Developer Summit
Wikimedia Cloud Services
Technical Engagement
Improved datasets
The next few years
We are prioritizing the global trends that impact our mission.
The 50/50 moment

Internet Penetration

- 2009: 24%
- 2017: 49%

Internet Penetration, Global
Mobile isn’t slowing
Video is growing
Machines are learning
Investing in new experiences

Like mobile, we are leveraging these trends in our experiences.

This slide approximates the pace of integration towards the point where these technologies will drive our core consumption and contribution functionality.
Robust infrastructure

Platform evolution
Moving from a just-in-time architecture to a service-oriented architecture
Gaining the flexibility for future devices and interfaces
Integrating codebases
Improved community relations
Growing our presence

We are 144 Affiliates and Growing with 37 Chapters, 1 Thematic Organization, and 96 different user groups throughout 84 countries in the world and covering and additional 27 international thematic or language spaces.
In the last two fiscal years 45 new user groups were created across 21 countries including:

Europe (11)
- Russia (2)
- Albania
- Macedonia
- Slovakia
- Romania & Moldova
- United Kingdom (Wales)
- Malta
- Luxembourg
- Spain

Africa (7)
- Botswana
- Cameroon
- Ghana
- Nigeria
- Tanzania
- Uganda
- Jenga Wikipedia ya Kiswahili

Asia (5)
- Malaysia
- India (2)
- West Bengal
- Karavali Wikimedians User Group (India)

International Thematic Groups (14)
- Art+Feminism
- Commons Photographers User Group
- Tremendous Wiktionary User Group
- Whose Knowledge?
- Wikibase Community User Group
- Wikimaps User Group
- Wikimedia and Libraries User Group
- Wikimedia Tool Developers Group
- Wikipedia & Education User Group
- WikiToLearn User Group
- Wikitongues
- WikiVoyage Association
- WikiWomen's User Group
- WikiDonne

Americas (8)
- U.S. User Groups (6)
- WikiConference North America
- Peru
Growing our presence

![Graph showing the growth of affiliates over time. The x-axis represents the year period from 2004 to 2018, and the y-axis represents the affiliates count. The graph displays four categories: Overall Affiliates, Net-Active Chapters, Net-Active WUGs, and Net-Active Therm-Orgs. The Overall Affiliates line shows a steady increase, while the Net-Active WUGs and Net-Active Therm-Orgs lines remain relatively flat.](image-url)
Growing our presence
Investing in our growth

350% increase in grants to emerging communities after Rapid and Simple APG launched

10% overall growth in total funds granted to community
Grants around the world
With meaningful outcomes

<table>
<thead>
<tr>
<th>Short-term results</th>
<th>Long-term outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,139,085</td>
<td>Enabling Cultural Heritage</td>
</tr>
<tr>
<td>Pages of content created or edited on wiki</td>
<td>Building Community</td>
</tr>
<tr>
<td>371,490</td>
<td>Improving Diversity &amp; Inclusion</td>
</tr>
<tr>
<td>Participants</td>
<td>Expanding the Free Knowledge Ecosystem</td>
</tr>
<tr>
<td>84,490</td>
<td></td>
</tr>
<tr>
<td>New Editors</td>
<td></td>
</tr>
</tbody>
</table>

Understanding outcomes is on-going work. Find out more at [m:Grants:Impact]
Bringing people together

- Regional coordination
- Knowledge sharing
- Capacity building
- Inspiration & community
With new partners
In safer environments

Conduct warnings, Suspended global bans and Global bans
With greater insight

4 audiences
Editors, affiliate organizers, program organizers, developers

16 participating groups
16 teams, department leads, or groups engaged in the first two years (13 in 2017 and 11 in 2018).

328 questions
Total questions asked across the four audiences either year. Total question was reduced from 260 in 2017 to 170 in 2018 (60% repeated from 2017)

13 languages
Translated into 13 languages

The CE Insights system gathers community feedback on important topics for planning and decision-making:
- Community Demographics
- Community health
- Diversity & Inclusion
- Paid editing & Foundation efforts
- Wikimedia commons features
- Wikidata links to other projects
- Partnerships for gender gap work
- Social behavior issues on the projects
- Software satisfaction

This information is gathered across contributors representing 9 regions of the world
Supported by the right staff
Investing in our people

- New leadership team (General Counsel, CTO, CPO, CCO; VPs of Communications, Legal, Fundraising)
- Values (shared understanding of how we work, cultural orientations)
- Wikilead (leadership development)
- Diversity & Inclusion (training, targeted recruiting, + trending)
- Leadership framework (shared understanding of accountabilities)
With an eye to the future

- Scaling and building a successful workforce
  - Including budget and time resources
- More sophisticated hiring and pipelines
- Diversity & inclusion efforts fully in place and expanded
- Full succession planning and individual staff development at 100%
- Titling, leveling, and compensation reviews
With effective operations
Structural improvements

A more effective organization

- Improved suite of HRIS, budgeting, and accounting tools
- Move us toward more robust programmatic planning and budgeting
- Increase our investment in programmatic outcomes
- Paving the road for multi-year planning
- Reshape our investment portfolio for the future
High performing processes

**Disruptor**
- Digitally enabled service experience on a continuous basis
- Continuous improvement of digital and functional processes
- Ecosystem awareness and feedback continuously pushes innovation
- Finance organization supports primarily analytical activities to drive business activities

**Transformer**
- Automated and dynamic
- End to end integration
- Fully informed decision making
- Synergetic with other departments
- Full alignment of Finance digital roadmap
- Internal collaboration leveraged to enhance programmatic outcomes

**Explorer**
- Automation of key transactional areas
- Integration of critical apps
- End to end viability to drive performance
- Synergetic with other departments
- Full alignment of Finance digital roadmap
- Internal collaboration leveraged to enhance programmatic outcomes

**Managed**
- Digitally enabled service experience on a continuous basis
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**Repeatabe**
- Automated and dynamic
- End to end integration
- Fully informed decision making
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- Full alignment of Finance digital roadmap
- Internal collaboration leveraged to enhance programmatic outcomes

**Structured**
- Automated basic business needs
- Integration of critical apps
- End to end viability to drive performance
- Synergetic with other departments
- Full alignment of Finance digital roadmap
- Internal collaboration leveraged to enhance programmatic outcomes

**Unplanned**
- Disjointed processes
- Legacy apps
- Transitionally overburdened
- Non existent digital initiatives

**Opportunistic**
- Disjointed processes
- Legacy apps
- Transitionally overburdened
- Non existent digital initiatives

**Repeatable**
- Automated basic business needs
- Continuous assessment of process and pains
- Inconsistent and poorly integrated apps
- Digital initiatives executed on a project basis
- Automated basic business needs
- Continuous assessment of process and pains
- Inconsistent and poorly integrated apps
- Digital initiatives executed on a project basis
Moving the organization toward high performing processes.

- Integration with other departments
  - Financial review process
  - Process assessment and development
  - Programmatic budgeting

- Integration of critical apps
  - Adaptive and Intacct

- Dynamic / Aligned with finance goals
  - Investment policy
  - Programmatic Outcomes

- Informed financial decision making

- Managed
- Transformer
- Explorer
- Opportunistic
- Unplanned
- Structured
- Transactional

- Optimized
- Disruptor

Optimized Integration with other departments - Financial review process
Process assessment and development - Programmatic budgeting
And resources we need
Revenue Growth

Wikimedia Endowment:

$26.5 million
(as of the end of FY17-18)

Note: 2017-18 is an unreconciled estimate.
Thank you