Thriving Movement Tuning Session Q1 FY20-21

WIKIMEDIA

FOUNDATION

MTP Priority Update

Thriving Movement

Overview:
The Thriving Movement task force enters its 2nd year of collaboration across all Foundation departments.

Progress/Challenges:
We've introduced a new theory of change for our **Grantmaking** practices based in equity and empowering the community in grantmaking allocations. **Movement Comms** also launched a team to strengthen the narrative about the Foundation's work to support and expand the movement and has designed a framework which aims to provide better information and greater trust.

In Q1 we saw a 7.3% increase in active **editors** overall, with 6.0% in established communities, 9.5% distributed across most of the emerging markets, with the largest YoY growth in India, Argentina, Vietnam, Iran and Brazil. It's also notable to mention that we've retained many of the editors who joined during the April/May **COVID-19** peak. **IP Masking** completed the prototype for the **IP Info** feature, making this is the first time a feature has been developed that exposes IP Information to people outside of our organization. The Reading Wikipedia toolkit is currently supporting 470+ teachers in Bolivia, Morocco, and the Philippines. The Education team is also designing a proof of concept for aligning Wikimedia content to national curricula with the Ghanaian National Association for Curriculum and Assessment as part of Wikimedia's participation in UNESCO's Global Education Coalition for COVID-19 response.

Safe Spaces completed 17.2M CSAM images scanned, with no material turning up. These results indicate that our platform does significantly better policing this emotionally highly taxing material than other large providers.

Key Deliverables

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

Action:
- Developer hiring for IP Masking Anti-Harassment Tools
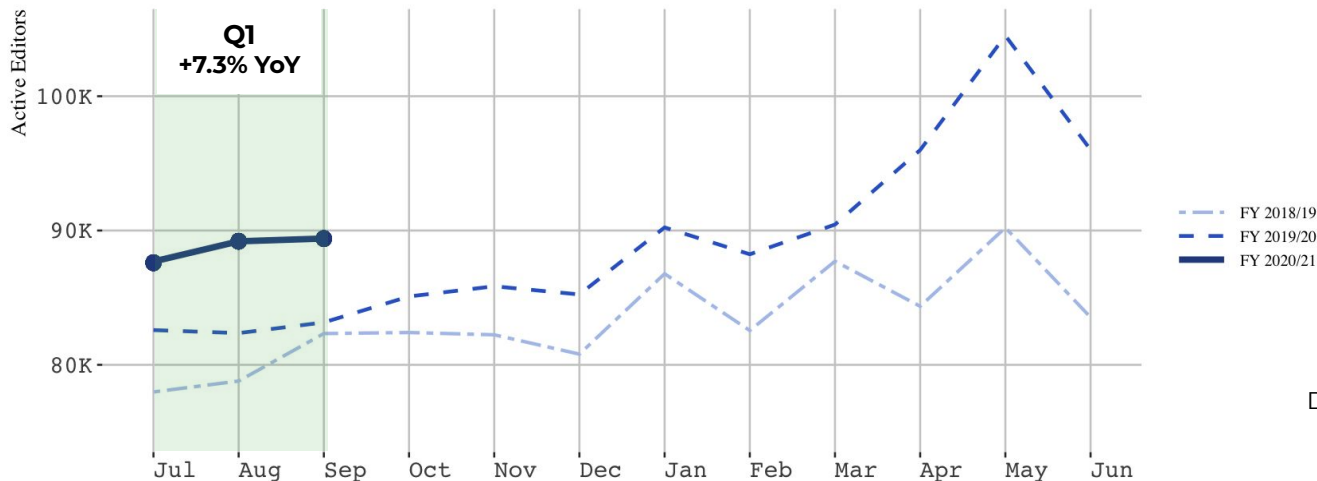- Grantmaking OKRs update, new equitable metrics

Thriving Movement Metrics

MTP Outcomes	MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will welcome and support newcomers.	Monthly active editors increase YoY **Baseline:** 99K active editors/month	+5% YoY	**+7.3% YoY** (89K/mo*)	-	-	-
	Established markets	+5% YoY	**+6.0% YoY** (71K/mo+o)	-	-	-
	Emerging markets	+5% YoY	**+9.5% YoY** (23K/mo+)	-	-	-

Active Editors

Q1 +7.3% YoY

100K
90K
80K

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

FY 2018/19
FY 2019/20
FY 2020/21

Department: Product

Thriving Movement Metrics →

MTP Outcomes	MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will welcome and support newcomers.	New editor retention rate increases YoY **Baseline**: 6.7% editor retention/month	+5% YoY	**+7.5% YoY** (5.7%/mo*)	-	-	-
	Established markets	+5% YoY	not available[#] (6.6%/mo[+])	-	-	-
	Emerging markets	+5% YoY	**+12.2% YoY** (4.6%/mo[+])	-	-	-

Q1 +7.5% YoY

Monthly New Editor Retention

7.0%

6.0%

5.0%

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

– – FY 2018/19
– – FY 2019/20
— FY 2020/21

Department: Product

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:** 72% of newcomers feel empowered to succeed.	Maintain baseline	Measured annually Q2	-	-	-
We will have strong, diverse, and innovative communities that represent the world.	Increase participation of youth, diverse genders, diverse sexual orientations, and diverse geographies **Baseline:** Youth (15%); Women (11.6%); Gender minorities (1.8%); Outside NA/EU (32%).	Maintain participation for all target groups.	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 **Baseline:** Women (26%), Gender minorities (2.9%), outside Eur/NA (45%)	Maintain baselines	Measured annually Q2	-	-	-
	Movement leaders feel supported **Baseline:** Organizers (64%), Admins (86%)	Maintain baselines	Measured annually Q2	-	-	-
We will support diverse content creation.	Metric for GLAM and campaign content contributions	Establish baseline	no data yet	-	-	-
	Increased presence of underrepresented forms of knowledge	paused	-	-	-	-
We will have safe and secure spaces and equitable, efficient processes for all participants.	Decrease in reported threats to safety **Baseline:** 35% unsafe, 14% harassed	33% unsafe, 13% harassed	Measured annually Q2	-	-	-
	Documentation and announcements available in 10 most spoken languages **Baseline:** English only	paused	-	-	-	-

MTP Priority OKRs

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.

ARMDEB teams are releasing features on lots of Wikipedia languages, scaling projects up as we build out the feature sets.

- Talk page reply tools are deployed as opt-out features on Arabic, Czech and Hungarian WP, and are on as a beta feature by request of 9 more Wikipedias. The team is currently investigating sending notifications for specific conversations.

- Growth's Newcomer tasks feature is deployed on 7 more Wikipedias this quarter — Russian, Persian, Hebrew, Polish, Portuguese, Swedish and Turkish — bringing the total to 17. A structured workflow to "add a link" has been tested, and will be added next quarter.

- Community Tech's Watchlist expiry feature has been deployed on Hebrew, Czech, French, German and Persian.

- The Android team introduced a very popular user contributions view that shows the contributions app users have made; users who interacted with the contribs page were 3x more likely to make more edits.

Department: Product

Target quarter for completion: EOY

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*)	-	-	-
Established markets	+5% YoY	**+6.0% YoY** (71K/mo+o)	-	-	-
Emerging markets	+5% YoY	**+9.5% YoY** (23K/mo+)	-	-	-
New editor retention rate increases 5% YoY **Baseline:** 6.7% editor retention/month	+5% YoY	**+7.5% YoY** (5.7%/mo*)	-	-	-
Established markets	+5% YoY	(6.6%/mo+#)	-	-	-
Emerging markets	+5% YoY	**+12.2% YoY** (4.6%/mo+)	-	-	-

Project: Talk pages

@Whatamidoing (WMF) The gadget works great. Congrats to the team. But is it possible to hook into that mini editor? It seems that my extension for autocorrect doesn't work in it (veAutocorrect). Is there some way to make it work now? Or should I file a request to the Phabricator? Nux (dyskusja) 02:14, 16 paź 2020 (CEST)

@Nux, I recommend filing a Phabricator request. The toolbar will probably be changing (in the next couple of months?). Whatamidoing (WMF) (dyskusja) 19:02, 16 paź 2020 (CEST) [reply]

B *I* **A** ⌄ 🔗 +

Visual Source

@Nux we're thrilled to hear you're enjoying the Reply Tool! As @Whatamidoing (WMF) mentioned above, we are considering expanding the range of tools available in the tool's `Visual` mode...if at any point you think of new functionality, we hope you will let us know :)
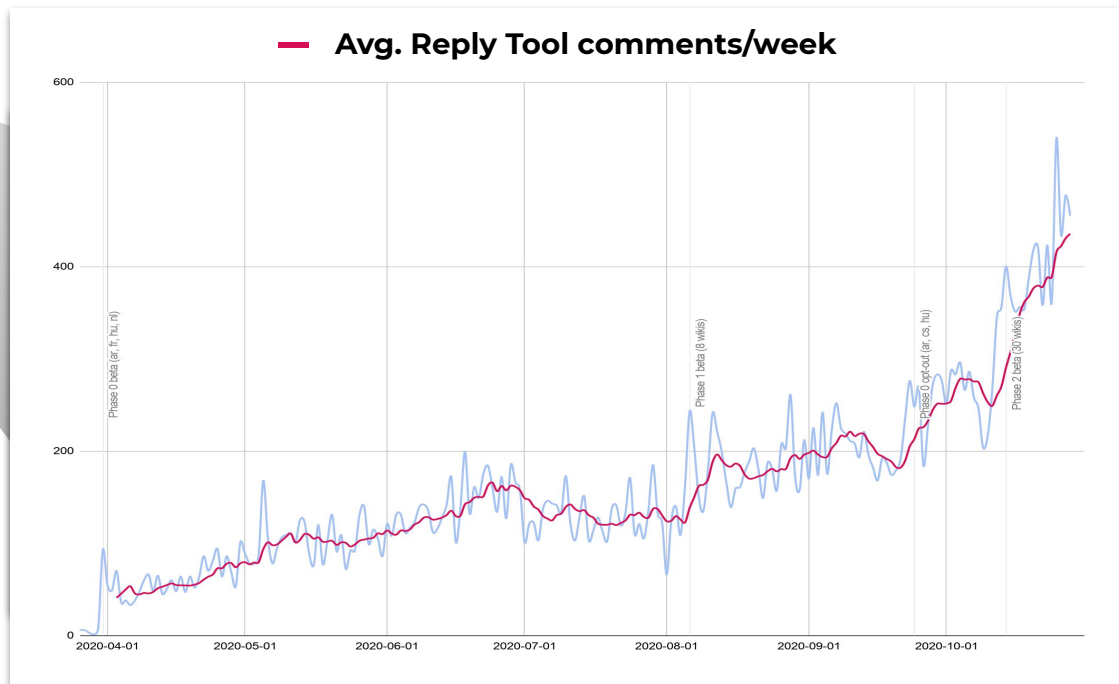
Advanced ⌄

By clicking "Reply", you agree to our Terms of Use and agree to irrevocably release your text under the CC BY-SA 3.0 License and GFDL.

Cancel   Reply

Share feedback about this feature

Reply Tool at sv.wiki

━ Avg. Reply Tool comments/week

600

400

200

0

Phase 0 beta (ar, fr, hu, nl)
Phase 1 beta (8 wikis)
Phase 0 opt-out (ar, cs, hu)
Phase 2 beta (30 wikis)

2020-04-01 2020-05-01 2020-06-01 2020-07-01 2020-08-01 2020-09-01 2020-10-01

Department:
Product

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.

- In Q1 we completed our target for deploying the new Checkuser tool (Special:Investigate) to all projects. The tool is steadily gaining usage as expected and we're getting an influx of feedback.
- We also completed a research study into patrolling workflows of editors. We had initially planned for this research to be conducted on 5 target wikis but we could only get participants from 2 projects. The insights from this research study will inform our design decisions on the IP Info tool, which is a critical project for IP Masking. The report from the research is published on the wiki.
- We also built a prototype for the IP Info feature and began development work on the extension in Q1. This is the first time a feature has been developed that exposes IP users' non-personally identifiable information to people outside of our organization. Given that, it's been a challenge to work out all the contracts, vet the terms of use for vendors and figure out the technical wirings before we can build this feature.

Target quarter for completion: EOY

Department:
Product

IP Masking

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
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.	Develop 2 tools towards IP Masking	Developed prototype for the first of the two tools (IP Info) and began user testing	-	-	-

Department: Product

IP Masking

The situation

During this quarter, the Board asked the Product department to build more anti-harassment tools that were focused on the people experiencing harassment, as opposed to admins and functionaries.

Product worked with Trust & Safety to generate and prioritize a list of "victim-focused" projects to add to the Anti-Harassment Tools team's roadmap for this year.

The impact

The Anti-Harassment Tools team has been working primarily on the IP Masking MTP goal; the team will now expand its mandate.

When the new staff is onboarded, the team will begin to work on projects from the shared Product/Trust & Safety backlog.

Our work on IP Masking will go slower over the next couple quarters while the team adjusts to this expanded role.

The recommendation

The team's first Trust & Safety project will be a secure polling feature to make the upcoming board elections safer.

Later, the team will work on the Incident Reporting System, which will provide easier access to support for users who feel attacked or threatened.
This system will be based on the governance and enforcement conclusions in the Universal Code of Conduct consultations.

Department: Product

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.

The Campaigns team launched advisory services for community campaigns, starting with Wikipedia Pages Wanting Photos, and worked closely with the Partnerships team to support WHO and to devise a regional outreach strategy for #1lib1ref. We are developing a broader campaigns strategy based in the Rose Jackson report (more in WWR).

The GLAM team engaged a wider network of GLAM institutions and the volunteer community in the development and adoption of standards and workflows, with the first office hours session attracting >60 people.

The Education Team produced and launched the training program for Reading Wikipedia in the Classroom in 3 countries and 3 languages (Arabic, Spanish, Tagalog) with 470 teachers currently working toward a certificate. They identified the Ghanian National Association for Curriculum and Assessment as a partner for a curriculum-to-wiki mapping pilot being explored as part of the UNESCO Global Education Coalition for COVID-19 Response.

**Target quarter for completion:** Q4 FY20-21

Department: Product

Community Programs

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
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 #1lib1ref campaign (Jan & May) with increased participation in 1 underrepresented region. **Baseline: 1 pilot | 0 consultations | 51,289 edits on 84 wikis**	1 UN pilot 4 mentored campaigns 1lib1ref: 15% YoY growth, 1 new region engaged	WHO & UN Human Rights partnerships in development 1 campaign mentored	-	-	-
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. **Baseline: 0 uploads**	350K uploads with captions and copyright statements	0	-	-	-
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. **Baseline: 0 teachers**	75 teachers, 3 countries/lang UNESCO PoC	470 teachers in 3 countries/lang Pilot partner selected	-	-	-

Department: Product

Reading Wikipedia in the Classroom:
Engaging educators in the age of COVID
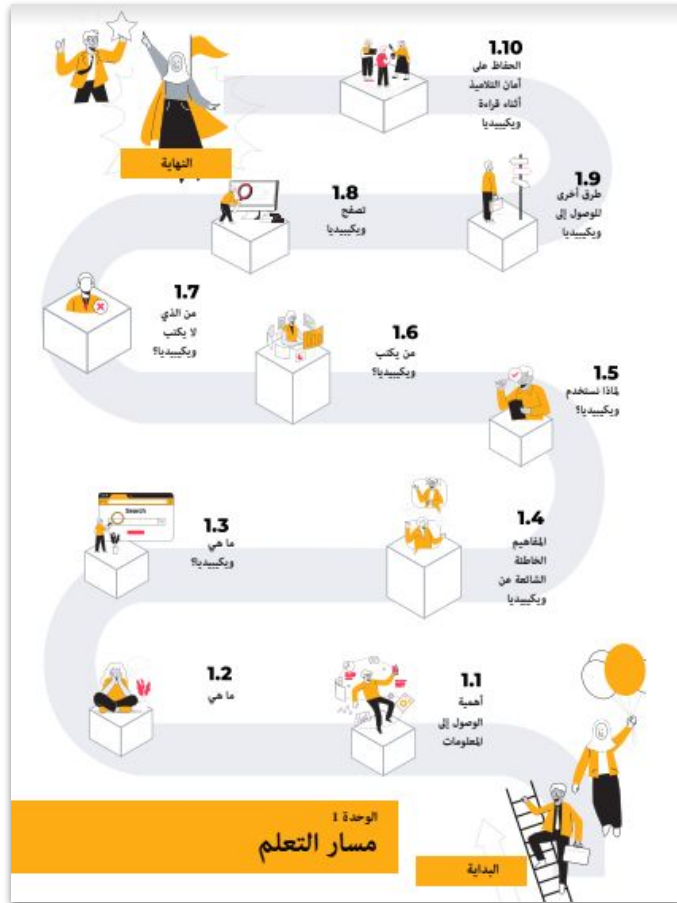
Reading WP Toolkit (Arabic version) - Module 1 Learning Pathway
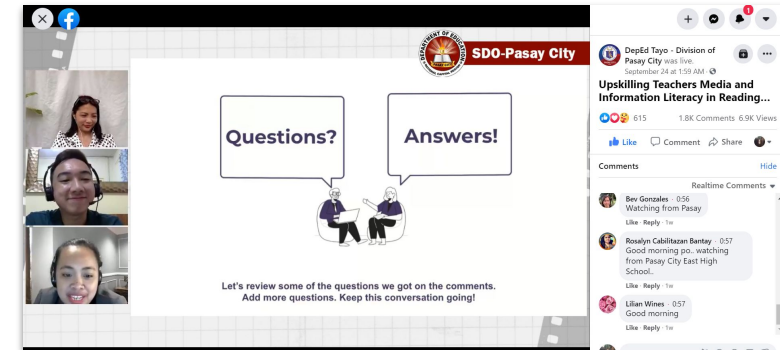
Images: FB Live screenshots of 1) MOU signing and 2) Module 1 teacher training with Pasay School District (Philippines)

Department: Product

Community Leadership Development ↗

Objective:

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

The goal of the online learning pilot and trainer incubator project is to support community learning with an experience tailored to specific objectives, and measure our ability to deliver trainings that builds movement growth capacities online. To support the development of core curriculums for both projects, we are recruiting an Instructional Designer, but the departure of an existing staff member may lead to adjustments for the pilot. We are still on track to launch in Q3 as planned.

In preparing for the Q3 launch of the online learning pilot, we have engaged 3 teams to support movement engagement and participant outreach : 1) Anti-Harassment (Trust and Safety), 2) Campaigns (Product) and 3) Digital Security (Technology)

The training incubator project is developing an intensive online "lab model" for the movement that will address a specific problem with a capacity-building and an action-planning opportunity.

Target quarter for completion: Q4 FY20-21

Department: Legal

Community Leadership Development ↗

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
Pilot an online learning experience that will engage 3-5 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 **Baseline: 0 groups**	3-5 groups (30 volunteers per cohort)	✔ (3 groups) confirmed	-	-	-
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. **Baseline: 0 volunteers**	10+ volunteers	✔ (curriculum scoped and recruitment launched)	-	-	-

Department: Legal

Grantmaking

Objective:

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

A new grantmaking strategy that is based in equity and empowers the community in grantmaking allocations. The plan is to pilot and learn new models in line with recommendations while the Global Council is being established.

Grants Team: Created a proposed vision for its role to support the development of a thriving movement, to be validated.

Grant Processes:
The new strategy includes reviewing our processes and piloting new applications, reporting and metrics- equity focus
The need to use information to inform and drive decision making is central to how we will move forward.
- Finalized our internal data clean up and beginning Q2 will launch new data collection process in Fluxx.
- Designed a new survey for grantees to understand Diversity and Inclusion in programming and demographics.

Grant Programs: A proposal for a new grants portfolio
Participatory process developed to review the current grant programs and also to identify needs from the movement that are not currently being met.

Target quarter for completion: Q4 FY20-21

OKR Change: Grantmaking

Original

KR1: An accessible grant making process which supports the wikimedia community to achieve TM goals by increasing the X% numbers of strong leadership, the growth of community and diverse content.

KR2: Ensure 65% of all new grantees are from emerging communities so that grantmaking becomes a key mechanism to empower and welcome newcomers and increase diversity of content.

Proposed

KR1: 70% of movementment organizers from emerging communities are satisfied with the resources (financial and otherwise) they have to reach the goals.

KR2: Ensure 66% 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.

Department: Advancement

Grantmaking

Key Results	Year Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
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	66%	Measured Annually	-	-	-
KR2:7 0% of movement organizers from emerging communities are satisfied with the resources (financial and otherwise) they have to reach the goals. **Baseline:** 67.7% of movement organizers	70%	Measured Annually	-	-	-
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	Grants Strategy Completed	-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	-	-	-

Department: Advancement

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.

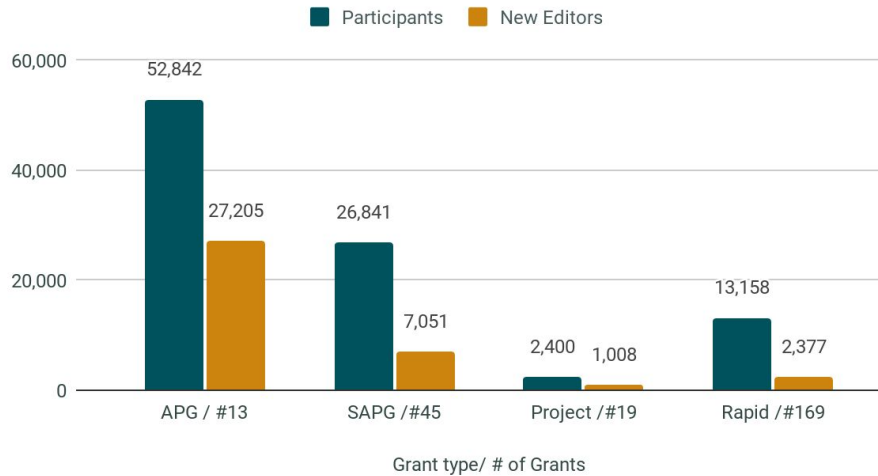|	FY19/20	FY20/21
We will have strong, diverse, and innovative communities that represent the world.		
KR1: Ensure 65% of all grantees are from communities that are not well established * so that grantmaking becomes a key mechanism to empower and welcome newcomers and increase diversity of content.	64%	66 %
% of grantees who are new/ from not well established community*	43% / 51%	45% / 53%
% of all funds for all grants in emerging and least developed communities	37%	39%
% of gender focused grants/ % of funds	26% / 8.7%	26% / 9%
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%	57%
% of rapid grantees that had more than 1 rapid grant in the reporting year	24%	26%

Drill Down: Grantmaking
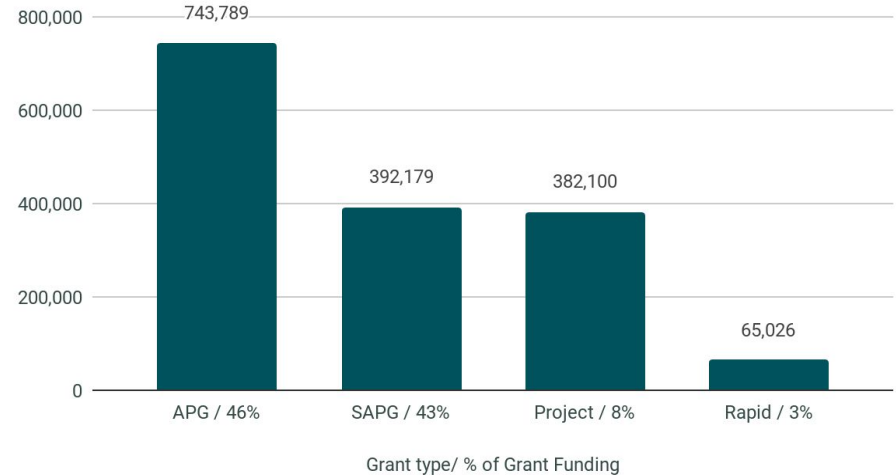## Target Impact for Global Metrics FY19-20

Global metrics are one element of current evaluation. We plan to develop a holistic approach for measuring impact that is connected to a theory of change for a new grants portfolio.

Target Numbers for Participants and New Editors

Legend: Participants (teal), New Editors (orange)

Grant type / # of Grants	Participants	New Editors
APG / #13	52,842	27,205
SAPG /#45	26,841	7,051
Project /#19	2,400	1,008
Rapid /#169	13,158	2,377

Target Number of Content Pages Created or Improved

Grant type / % of Grant Funding	Content Pages
APG / 46%	743,789
SAPG / 43%	392,179
Project / 8%	382,100
Rapid / 3%	65,026

Department:
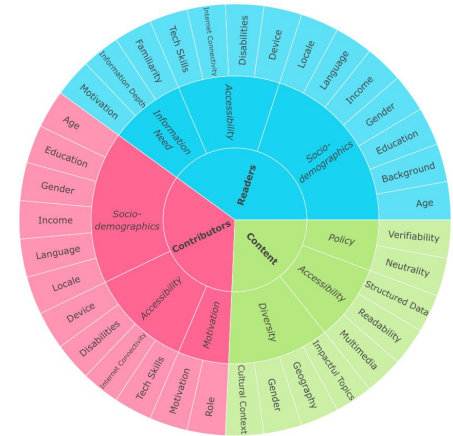Advancement

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.

Defining and measuring knowledge gaps: Last quarter, we created the first taxonomy of knowledge gap. In Q1, we presented and gathered feedback from various communities on the taxonomy, and we will incorporate it in Q2.

Prioritize knowledge gaps: To be able to prioritize content gaps, we started working on quantifying *article importance*. This would help us mitigate biases when addressing knowledge gaps.

Bridging knowledge gaps: We built language agnostic topic-classification models and deployed them through APIs.

Target quarter for completion: Q4 FY20-21

Address Knowledge Gaps

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

Department: Technology

Movement Consultation

⬈

Objective:

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

Defined a "consultation" as a **focused, time-bound engagement** with Wikimedia community members **to help Foundation staff make a decision** based directly on the feedback received.

Typically **large in scale**, they often address **potentially controversial or high-visibility issues**. Consultations focus directly on a decision that the Foundation is looking to advance.

Target quarter for completion: Q4 FY20-21

OKR Change: Movement Consultation

Original

KR1: Create consistency by maintaining the Consultation plan framework quarterly, making sure it's accessible and updated and used in every Foundation consultation

KR2: Support Foundation teams by coaching at least one consultation per quarter including a retrospective intended to iterate on the framework/guidelines

KR3: Make improvements to the guidelines that will increase trust by developing a "consultation satisfaction" matrix to poll user satisfaction, polling at least twice per year

Proposed

KR1: Lead and coordinate consultations & other large community-facing activities across 6 departments. Reshape and manage weekly meetings and shared calendar.

KR2: Build, share, and/or update 3 consultation tools on a quarterly basis.

KR3: Support at least 5 potential or ongoing consultation efforts.

Department: Communications

Movement Consultation

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.	X	✔	-	-	-
Build, share, and/or update 3 consultation tools on a quarterly basis. **Baseline:** 90% completed v1 Consultation Guidebook, not widely shared.	X	✔	-	-	-
Support at least 5 potential or ongoing consultation efforts. **Baseline**: No support.	X	✔	-	-	-

Appendix

Acronyms

Have any acronyms you're using in your deck? Please add and define here so that all staff can understand and interpret content.

Example:

APP: Annual Planning Process

CSAM: Child Sex Abuse Material

INGO: International non-Governmental Organization

Thriving Movement Metrics

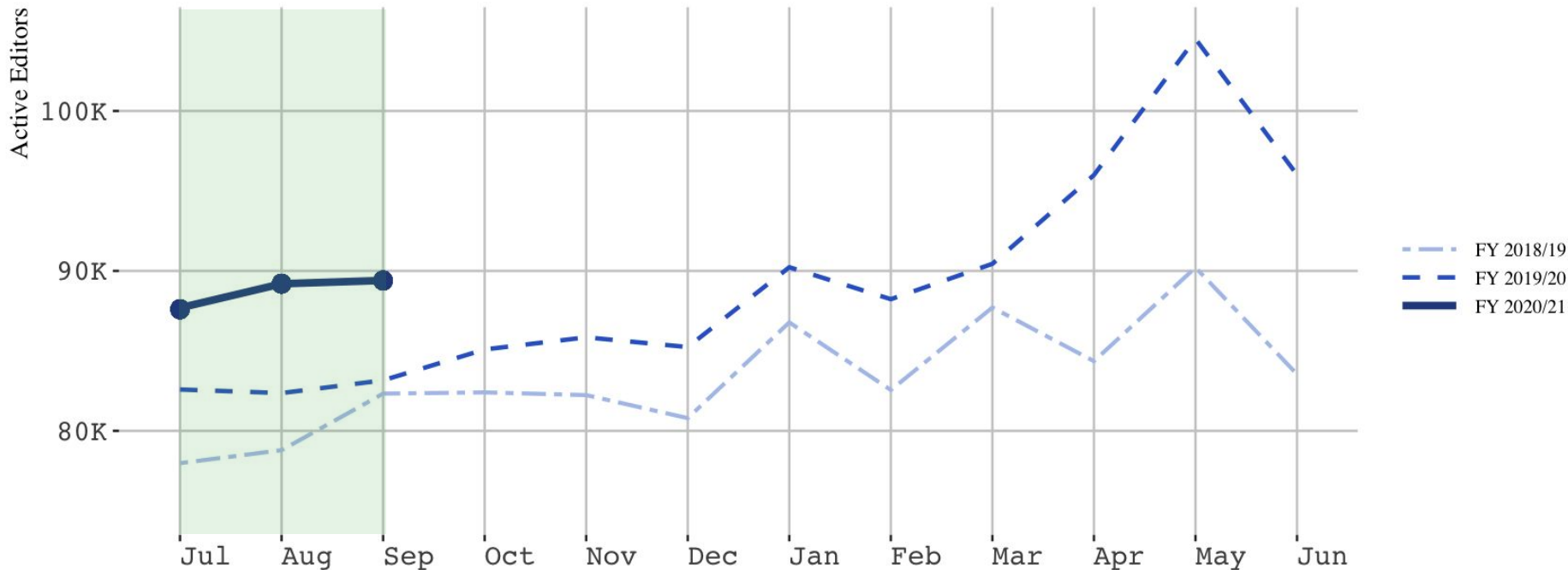| MTP Outcomes	MTP Metrics	Y2 Goal	Q1 Status	Q2 Status	Q3 Status	Q4 Status
We will welcome and support newcomers.	**Monthly active editors increase YoY** **Baseline**: 99K/month	+5% YoY	**+7.3% YoY** (89K/mo*)	-	-	-
	Established markets	+5% YoY	**+6.0% YoY** (71K/mo+o)			
	Emerging markets	+5% YoY	**+9.5% YoY** (23K/mo+)			
	New editor retention rate increases YoY **Baseline**: 6.7%/month	+5% YoY	**+7.5% YoY** (5.7%/mo*)	-	-	-
	Established markets	+5% YoY	(6.6%/mo+#)			
	Emerging markets	+5% YoY	**+12.2% YoY** (4.6%/mo+)			
	Improve newcomer empowerment **Baseline:** 72% of newcomers feel empowered to succeed.	75% (+5% YoY)	Measured annually Q2	-	-	-
We will have strong, diverse, and innovative communities that represent the world.	**Increase participation of youth, diverse genders, diverse sexual orientations, and diverse geographies** **Baseline:** Youth (15%); Women (11.6%); Gender minorities (1.8%); Outside NA/EU (32%).	Maintain participation for all target groups.	Measured annually Q2	-	-	-

Department:

Wikimedia Active Editors year-over-year comparison
July 2018 - September 2020

Q1
+7.3% YoY
(Goal: +5% YoY)

Active Editors

100K
90K
80K

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

FY 2018/19
FY 2019/20
FY 2020/21

New Editors Retention year-over-year comparison
July 2017 - June 2020

Q1
+7.5% YoY
(Goal: +5% YoY)

Monthly New Editor Retention

7.0%

6.0%

5.0%

Jul Aug Sep Oct Nov Dec Jan Feb Mar Apr May Jun

FY 2018/19
FY 2019/20
FY 2020/21