

COMMUNITY ENGAGEMENT

JANUARY 2017 quarterly check-in



WIKIMEDIA
FOUNDATION

Part 1



WIKIMEDIA
FOUNDATION

Cross-team Goals



WIKIMEDIA
FOUNDATION

Jan 2017

Community Engagement

GOAL: Clearly document progress on existing annual goals and develop solid, smart targets for 2017-2018.

What is objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Support annual planning needs of Community Engagement department and support WMF as a whole	LAST QUARTER	
	CR, L&E, CE lead, Finance	<ul style="list-style-type: none"> * Committed: Support org-wide rollout of 6-month progress report and facilitate conversations with FDC * Delivered: Prototype template for mid-year progress report. Rest awaitings Finance's needs next quarter.
	NEXT QUARTER	
	All Community Engagement, Finance	<ul style="list-style-type: none"> * Lend necessary support to Finance in coordination * On-time delivery of a high-quality, realistic annual plan narrative and budget based on our learning this year and opportunities for the future! * Communicate across teams about review and planning processes to ensure clear understanding and participation.

STATUS: OBJECTIVE IN PROGRESS

Jan 2017

Community Engagement

GOAL: Lead community-facing components of Wikimedia movement strategy in coordination with strategy core team

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Advise on movement strategy overall, lead community-facing component, facilitate communication on wiki	LAST QUARTER	
	L&E, CR, SuSa, TC, CE lead, & more	<ul style="list-style-type: none"> * Contributed as requested to input to the development of clear plan for strategy inputs and support needs for community engagement in the strategy process. * Advised on community process, supported communications to movement stakeholders
	NEXT QUARTER	
	L&E, CR, SuSa, TC, CE lead, & more	<ul style="list-style-type: none"> * Help create role clarity * Support strategy track development and implementation * Support community-facing component of process * Support org efforts on communication

STATUS: OBJECTIVE IN PROGRESS

Jan 2017

Community Engagement

GOAL: Support Community Engagement goals by meeting staffing needs

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Locate, hire and onboard appropriate personnel to meet our needs.	LAST QUARTER	
	Education Team; Technical Collaboration; Learning & Evaluation	Last quarter, we hired an Education Program Manager (Nichole Saad), a Developer Advocate (Srishti Sethi), and Survey & Analysis Data Intern (Emily Fisher Wood). This met our commitment.
	NEXT QUARTER	
	Learning & Evaluation; Support and Safety; Community Resources; Recruiting	Starting Conference Communications Intern and Technical Support Intern. Beginning process of hiring two Community Advocates to support antiharassment. Launching a Lead Programs Manager search and beginning work to bring on in Q4 a GLAM strategist and CL to support structured data.

STATUS: OBJECTIVE IN PROGRESS

GOAL: Grow capacity of the Education Collaborative to support more global community initiatives

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Support #EduWiki social media campaign	LAST QUARTER	
	Education Team, L&E Team Project leads María Cruz (1); Vahid Masrour (2)	* First global campaign co-hosted by education program leaders. * Standard set of lesson plans available on the education portal
	NEXT QUARTER	
	Project leads María Cruz & Nichole Saad; Education Team	Wrap up by documenting learnings from this experiment for Education Program leaders across the movement and disseminate in broad communications channels in order to better inform future Collab experiments.

STATUS (choose 1): OBJECTIVE IN PROGRESS

Jan 2017

Community Engagement

CE: 1 [[LINK](#)]

GOAL: Develop community leadership and mentorship to support peer-to-peer networks and shared learning for effective program and community development.

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Facilitate trainings and convenings at Wikimedia Conference	LAST QUARTER	
	Kacie & Maria, CE Strategy leads, WMDE	* Worked with WMDE to develop registration paths and invitations and ensure plans in movement strategy align with WMCon goals (as per slide 4)
	NEXT QUARTER	
	All Community Engagement Project lead: Various leads	<ul style="list-style-type: none"> * Design & deliver high-quality Wikimedia Conference sessions * Support committee meetings and hold meetings with grantees * Support briefings & speech for ED at WMCon

STATUS: OBJECTIVE IN PROGRESS

Jan 2017

Community Engagement

CE: 3 [LINK]

GOAL: Improve access to information for Wikimedia programs and communities to connect people and resources efficiently

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Develop capacity-building tools and resources for core Wikimedia programs (page 1)	LAST QUARTER	
	All CE teams; Working group members: Comms (Heather Walls, Gregory Varnum), Engineering (Collaborations team - Matt Flaschen). Project lead: María Cruz	Collected feedback from working group; create documentation & workshop for template implementations on team portals. Shared results of Phase 1 research and resource design templates to internal working group and launched the alpha version of the hub.
	NEXT QUARTER	
	SuSa (Karen, Jake), Comms (Greg), Editing (James F., Matt F.). Project Lead: María Cruz.	Pilot & test the Wikimedia Resource Center , gather feedback. Explore implementing Guided Tours on the WRC.(02/05) Resource design templates for teams. (03/31)

STATUS: OBJECTIVE IN PROGRESS

GOAL: Improve the representation of Wikimedia communities beyond English Wikipedia in the 2016 Community Wishlist Survey to reflect a diverse, global movement (Page 1)

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Connect volunteer developer work with community technical needs (CE - Program 8:1)	LAST QUARTER	
	Technical Collaboration, Community Tech Project lead: Johan Jönsson.	The survey received 336 proposals, that after review became 265 for the voting phase (a 248% increase from last year). 1132 users voted (179% increase). The results reflect better the diversity of our movement, e.g. wishes #1 and #4 are about cross-wiki integration; #2 and #3 are about non-Latin scripts. (T144074 , 12/22)
	NEXT QUARTER	
		Goal completed successfully.

STATUS: OBJECTIVE COMPLETE

GOAL: Improve the representation of Wikimedia communities beyond English Wikipedia in the 2016 Community Wishlist Survey to reflect a diverse, global movement (page 2)

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Support prioritization and development of selected program tools (CE - Program 3:3)	LAST QUARTER	
	L&E, Program tools leads from Resources, Programs, Community Tech, Team Practices Group Project lead: Amanda Bittaker.	Promoted the wishlist to program leaders & supported Community Tech in polishing/scoping tool wishes related to programs for prioritization and support. Saw engagement and ideas, but less than hoped for; planning improved future strategies.
	NEXT QUARTER	
	Same as above Project lead: Amanda Bittaker.	Output: support Community Tech in analyzing and prioritizing tool wishes related to programs.

STATUS: OBJECTIVE IN PROGRESS

Learning & Evaluation



WIKIMEDIA
FOUNDATION

GOAL: Develop community leadership and mentorship to support peer-to-peer networks and shared learning for effective program and community development. (1)

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Share and apply results of leadership development dialogue	LAST QUARTER	
	Learning & Evaluation, Programs Project lead: Jaime Anstee	Leadership Development - Applied Leadership Development Dialogue results to post clear criteria and thresholds for participant eligibility for Learning Days 2017. We will review and revise based on the evaluations of the event. Reviewed and invited the majority of participants
	NEXT QUARTER	
	All WMF and community leaders participating in Learning Days Project lead: Jaime Anstee	Learning Days - Facilitate the co-creation Learning Days for 60-80 conference participants. Leadership Dialogue - Prepare for next steps in dialogue on developing a shared peer academy space for coordinating leadership development activities at Wikimedia Conference.

STATUS: OBJECTIVE IN PROGRESS

GOAL: Develop community leadership and mentorship to support peer-to-peer networks and shared learning for effective program and community development.

(2)

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Share and apply results of leadership development dialogue by initiating peer mentoring academy practices for providing learning support at events	LAST QUARTER	
	Learning & Evaluation, Programs Project lead: Jaime Anstee	Supported WikiCon North America with L&E content as well as AffCom availability. 10 rotation session topics. Foundation participants were led in debrief following the event to maximize learning internally and to coordinate feedback to organizers.
	NEXT QUARTER	
	All Community Engagement + Project lead: Jaime Anstee	Retain flexibility to provide responsive Learning & Evaluation support to regional and thematic conferences as requested.

STATUS: OBJECTIVE COMPLETE

GOAL: Improve access to information for Wikimedia programs and communities to connect people and resources efficiently (page 1)

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Finalize scope and resourcing for application of lessons learned for redesign of the evaluation portal (CE - Program 3:2)	LAST QUARTER	
	Learning and Evaluation. Project lead: María Cruz	* Released scope of work for project intern; and hired to assist w/redesign plan for the Evaluation Portal and other L&E resources. Shout out to Asaf Bartov for assisting with the interview screening for our technical design intern.
	NEXT QUARTER	
	Learning and Evaluation. Project lead: María Cruz	* Initiate restructure to redesign space for the L&E including initiating a living archival system for the L&E portal.

STATUS (choose 1): **OBJECTIVE IN PROGRESS**

GOAL: Improve access to information for Wikimedia programs and communities to connect people and resources efficiently (page 2)

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Release minimum viable product for the Programs and Events Dashboard	LAST QUARTER	
	L&E, Programs, Comm. Tech, Team Practices Group. Project lead: Amanda Bittaker.	* Launched Program and Events Dashboard with announcements on social media, virtual trainings, live video trainings, and beta user check in meetings. * 190 programs used the Dashboard for 2,885 articles edited in December, lots of happy program leaders.
	NEXT QUARTER	
	L&E, Community Tech, Community Resources. Project lead: Amanda Bittaker.	* Release Campaign feature , support Art + Fem in using Dashboard * 3 organizers use Campaign feature, run 100 programs with a combined 2,000 participants, 4,000 articles created or improved in over 20 languages.

STATUS: OBJECTIVE IN PROGRESS

GOAL: Support Affiliations Committee and core supports to affiliate collaborations (page 1)

What is your objective?	Who working with?	What impact / deliverables are you expecting?
Support affiliate partnerships through strategic consultation and development for affiliate collaborations and coordination.	LAST QUARTER	
	Learning & Evaluation, Community Resources Lead: Jaime Anstee	<p>Completed proposal analysis for FDC Round I applicants in order to lent clear visibility of evaluation targets and metrics outlined in proposals to the staff assessment.</p> <p>Initiated the design for CRM needs and basic pilot of for cross-team tracking of affiliate supports.</p> <p>Completed eligibility review for the Wikimedia Conference 2017 and connected AffCom support to WMCon Boards Training</p>
	NEXT QUARTER	
	Learning & Evaluation, Community Resources Lead: Jaime Anstee	<p>Implement basic CRM pilot for tracking of community support.</p> <p>Support AffCom with preparation for WMCon and annual meeting.</p>

STATUS: OBJECTIVE IN PROGRESS

GOAL: Support Affiliations Committee and core supports to affiliate partnerships (page 2)

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Maintain core L&E workflows for community leader support and affiliate review.	LAST QUARTER	
	Learning & Evaluation, Community Resources Lead: Jaime Anstee	Maintained consistency and responsiveness on all regular workflows for staff support to Affiliations Committee and Affiliates eligibility monitoring.
	NEXT QUARTER	
	Learning & Evaluation, Community Resources Lead: Jaime Anstee	Maintain consistency and responsiveness on all regular workflows for staff support to Affiliations Committee and Affiliates monitoring including the advancement of open cases of chapter suspensions working toward resolving compliance issues or winding down their organizations.

STATUS: OBJECTIVE IN PROGRESS

GOAL: Develop surveys & complete survey collection for CE Insights to improve understanding of community needs.

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Support Foundation efforts to understand community needs by preparing for CE Insights survey (CE - Program 10:2)	LAST QUARTER	
	Learning & Evaluation, CE-Insights Working Groups from across 16 WMF teams, Audience groups Project lead: Edward Galvez	<ul style="list-style-type: none"> * Finalize, translate, and prepare to distribute CE Insights for collection of data from five engagement audiences. * Develop analysis plan for CE Insights (potentially including data release plan).
	NEXT QUARTER	
	Survey design working group (~15 hours per person), plus Emily Wood (intern) Project lead: Edward Galvez	<ul style="list-style-type: none"> * Distribute CE Insights for collection * Publish summary report for CE Insights for organizational decision making (3/15)

STATUS (choose 1): **OBJECTIVE IN PROGRESS**

Jan 2017

Learning & Evaluation

What you learned working on this objective or workflow:

Achievements

- * Led the launch of beta version of the Program & Events Dashboard and the alpha version of the Wikimedia Resource Center on meta.
- * Coordinated the finalization and translation of CE Insights survey for January launch
- * Organized Wikimedia Conference eligibility screening, Learning Days selection process, and support for strategy track community coordination

What would you do differently if you had to do it again?

We have done our best to maintain priorities despite new task loads for strategy support and earlier onset of Learning Days coordination. We did not launch our job search as early as we had hoped however and were delayed in hiring the support for some of the work on the Wikimedia Resource Center Phase 2 research work with the alpha launch at the end of the quarter but community testing initiating in Q3.

Did you struggle with anything?

- * In addition to additional tasks from movement strategy preparations, the work for CE Insights has also proved to be more than anticipated and we struggled to have enough time from finalization to posting date in order to get the survey's fully translated.
- * We adjusted our plan to delay somewhat to allow for volunteer translation time as late as possible before the holidays and used some of our contractor budget to supplement as needed to complete the final translations for five priority languages.
- * While we have maintained responsiveness to all urgencies, the review pipeline for user group application and renewals grew quickly and we are behind on processing those at the moment.

Technical Collaboration



WIKIMEDIA
FOUNDATION

Jan 2017

Technical Collaboration

CE:7

GOAL: Help to define next steps concerning Flow development, based on the Flow Satisfaction Survey, to support a product best reflecting community needs

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Continue Community liaison support for Foundation Product goals (CE - Program 7:1)	LAST QUARTER	
	Technical Collaboration, Collaboration Project lead: Benoît Evellin.	With more than 500 responses recorded, this is the most complex survey organized by Technical Collaboration. We miscalculated the effort of publishing the analysis and results, missing the planned deadline. (T137796 , 12/22)
	NEXT QUARTER	
	Technical Collaboration, Collaboration Project lead: Benoît Evellin.	Publication of the Flow Satisfaction Survey results including an analysis and raw data. Support to the Collaboration team discussing and publishing next steps concerning Flow development.

STATUS: OBJECTIVE IN PROGRESS

GOAL: Identify features promoting contributions from mobile readers that would be welcomed by experienced editors to diversify reach

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Continue Community liaison support for Foundation Product goals (CE - Program 7:1)	LAST QUARTER	
	Technical Collaboration, Mobile Apps. Project lead: Moushira Elamrawy.	A first consultation started with minimal engagement, so CL suggested page redesign with live mockups. Design needed time to implement before it was relaunched at the end of December. We have pushed our deadlines to the next quarter. (T143166 , 12/22)
	NEXT QUARTER	
	Technical Collaboration, Mobile Apps. Project lead: Moushira Elamrawy.	Community consultation targeting experienced editors, about welcomed features that would allow mobile apps users to start contributing. Publication of the conclusions, informing the plans of the Mobile Apps team to implement new experimental features.

STATUS: OBJECTIVE IN PROGRESS

GOAL: First review of the Technical Collaboration Guideline by Foundation Product teams and most active technical volunteers to facilitate better community communication and collaboration

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Create a systematic approach to community engagement for product development teams (CE - Program 7:2)	LAST QUARTER	
	Technical Collaboration, Product. Project lead: Keegan Peterzell.	Discussions with WMF Product stakeholders were wrapping up, to make sure the vision, strategy, and implementation of the TCG are clear. Call for review by volunteers received limited feedback, but positive. We will continue to promote volunteer reviews. (T144625)
	NEXT QUARTER	
	Technical Collaboration, Product. Project lead: Keegan Peterzell.	First review of the Technical Collaboration Guideline completed and feedback integrated. The guideline is piloted by a Product team in a real project.

STATUS: OBJECTIVE IN PROGRESS

Jan 2017

Technical Collaboration

CE:8 [[LINK](#)]

GOAL: Prepare a program for Wikimedia Developer Summit 2017 to effectively address current high level movement needs.

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Prepare for the early Q3 Wikimedia Developer Summit to focus content and participants for best effectiveness and to address high-level needs. (Partial CE - Program 8:1)	LAST QUARTER	
	TC, Wikimedia Developer Summit org team Lead: Quim Gil.	The org team defined 6 main topics, processed 80 proposals, and pre-scheduled 21. We planned an Unconference, a keynote, a Q&A with WMF Technology and Product, a Get Stuff Done Day, better promotion, scholarship process, and remote participation. 179 participants: 71% WMF (80% in 2016, good), 11% 3rd parties, 10% volunteers, 8% chapters (T141926 , 12/22).
	NEXT QUARTER	
	TC, Wikimedia Developer Summit org team Lead: Rachel Farrand.	Successful organization of the event, backed by satisfaction survey results and lessons learned. Documented minutes, videos, and tasks from the Summit activities. Evaluation from the Technology and Product leadership teams.

STATUS: OBJECTIVE IN PROGRESS

GOAL: Connect free software developers with the Community Wishlist maintained by the Community Tech team

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Objective 2 – Encourage hackathon and outreach work into community requests. Objective 3 – Better connect developers with tasks and mentors	LAST QUARTER	
	NEXT QUARTER	
	Technical Collaboration, Community Tech, Wikimedia Austria, Wikimedia GSoC & Outreachy org admins. Project lead: Srishti Sethi.	Effectively promote a selection of projects from the Community Wishlist Survey 2016 well suited for hackathons and developer outreach programs at the Wikimedia Hackathon, Google Summer of Code, and Outreachy. (T154988 , 03/31)

STATUS: OBJECTIVE IN PROGRESS

Jan 2017

Technical Collaboration

Community Liaisons: other remarkable activities during last quarter

Achievements

Announce the 2017 wikitext editor - [T142645](#)

Facilitate deployment of the visual editor at the last group of Phase 6 wikis - [T144892](#)

Facilitate deployment of Wikidata descriptions to top six wikis - [T144824](#)

Page Previews (formerly Hovercards) rollout plan communicated - [T146756](#)

Handling community discussion to remove Flow from English Wikipedia - [T148611](#)

Community liaison support for validation of WMF Design's statement of purpose - [T144991](#)

Create a Newsletter about the Collaboration team products - [T112864](#)

Publish best practices for translation glossaries in MediaWiki.org - [T150261](#)

What would you do differently if you had to do it again?

Increase maps and graphs usage on Wikipedia would have benefited from better release plans - [T144512](#)

Publicize Tabular Data to Wikimedia communities would have benefited from better release plans - [T153504](#)

Creating a UI/UX design hub should have got the Foundation designers on board since the beginning - [T154545](#)

Did you struggle with anything?

Multiple teams and stakeholders involved in Begin conversation with community on move from OCG to Electron - [T146757](#)

Figure out internal roles, responsibilities, and interactions between community liaisons and product managers - [T135819](#)

Jan 2017

Technical Collaboration

Developer relations: other remarkable activities during last quarter

Achievements

Wikimedia selected to Google Code-in for the 3rd time, starts the program with record number of mentors - [T144273](#)

Four Outreachy interns accepted in a program and selection process led by volunteers Tony Thomas and Sumit - [T148642](#)

About 100 developers participate in ThessHack-Wiki Hackathon, an event coordinated by volunteer Magioladitis - [T146327](#)

What would you do differently if you had to do it again?

Did you struggle with anything?

COMMUNITY ENGAGEMENT SCORECARDS

January 2017 quarterly check-in (1)



WIKIMEDIA
FOUNDATION

[PREVIOUS YEAR](#)

Jan 2017

L&E

KPIs

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Unique Leaders Engaged by L&E (Engagements)	269 (451)*	104 (134)	+259% (+337%)	+374% (+376%)	
Evaluation Portal Resource Pageviews (Unique Editors)	16,887 (73)	29,029 (9)	58% (811%)	57% (149%)	
Learning Patterns created by community members (Unique Community Editors)	12 (40)	57 (62)	21% (65%)	41% (73%)	
Qualtrics: New Surveys (Users)	35 (67)	33 (63)	+6% (+6%)	-3% (n/a)	
Program Leader consultations	78	64	+122%	-13%	
AffCom Support: User Group Recognitions (Renewals)	1(0)	9 (3)	-89% (-100%)	n/a (-100%)	

* Unusually high in Q2 due to WMCon eligibility screening, Learning Days applications and screening, and outreach to gather participants for the strategy track.

Type: new, reactive, maintenance

Jan 2017

Technical Collaboration

Regular workflows

Topic	Last quarter	Previous quarter	QoQ	YoY	Type
Number of major discussions that the team supported (includes Developer Relations)	11	27	-59,2%	n/a	R
Tech News individual subscriptions	580	555	+4,5%	+31%	M
Tech News community subscriptions	83	75	+16%	+20%	M
Tech News translations (maximum)	20	20	±0%	n/a	M
Visual Editor newsletter individual subscriptions (minus en.wiki)	134	127	+5.5%	+13,5%	M
Visual Editor newsletter community subscriptions	507	462	+9.7%	n/a	M
Visual Editor newsletter translations (maximum)	30	23	+30,4%	n/a	M

Type: new, reactive, maintenance

Jan 2017

Technical Collaboration

Regular workflows

Topic	Last quarter	Previous quarter	QoQ	YoY	Type
Collaboration newsletter individual subscriptions	82	0	n/a	n/a	N
Collaboration newsletter community subscriptions	2	0	n/a	n/a	N
Collaboration newsletter translations (maximum)	6	0	n/a	n/a	N
Tech Talks / online sessions organized	1	0	n/a	-25%	N
Turning user feedback into Phabricator tasks https://phabricator.wikimedia.org/maniphest/query/9Ud1WHM76f2U/#R	114	149	-23.4%	n/a	R
Responding to reports received about conduct	2	9	-78%	n/a	R

Type: new, reactive, maintenance

Jan 2017

Technical Collaboration

Tech community

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Median age of open changesets waiting for review	88.5 days	90.5 days	-2.2%	+68.6%	R
Open changesets waiting for review	1534	1453	+5.6%	+23.6%	R
New changesets submitted per month	2427	2809	-13.6%	-9.1%	N
Code uploaders per month	226	215	+5.1%	+6.1%	N
Code reviewers per month	181	181	±0%	±0%	R
Code committers per month	130	132	-1.5%	+9.2%	R
Active users in Phabricator per month	867	856	+1.3%	-1.7%	M

Type: new, reactive, maintenance