

COMMUNITY ENGAGEMENT

JULY 2017 quarterly check-in



WIKIMEDIA
FOUNDATION

Part 1



WIKIMEDIA
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Cross-team Goals



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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	
	Program leads: Jaime A., Jan	<ul style="list-style-type: none"> * Led Track B & guide CE staff support * Contributed to working groups for support of Tracks A & B and consulting support to Tracks C & D * Provided daily management of contractor group
	NEXT QUARTER	
	Program leads: Jaime A., Jan	<ul style="list-style-type: none"> * With Suzie Nussel, lead Track B & guide CE staff support; provide daily management of contractor group. * Contribute to working groups for support of Tracks A & B and consulting support to Tracks C & D * Support Movement Strategy Clinics for Track B

STATUS: OBJECTIVE IN PROGRESS

GOAL: Support targeted committee and functionary groups to the overall end of healthier and more diverse communities.

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Evolve practices of specific groups; clarify and improve access to Foundation support; raise awareness to increase diverse participation	LAST QUARTER	
	NEXT QUARTER	
	SuSa, L&E, CR Program leads: James, Jaime A., Edward, Delphine	<ul style="list-style-type: none"> * Coordinate with OmbCom on concise descriptions of committee work and socialize for recruitment; obtain 5 qualified, committed applicants at Wikimania. * Support AffCom onboarding mid-term members & w/ affiliate, functionary & other meetings at Wikimania. * Support AffCom's capacity development for affiliate conflict mediation. * Prepare with FDC for Round 1 grant applications.

STATUS: OBJECTIVE IN PROGRESS

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

What is your objective / workflow?	Who are you working with?	What impact / deliverables are you expecting?
Facilitate trainings and convenings at Wikimedia events	LAST QUARTER	
	Learning & Evaluation, Community Resources	<ul style="list-style-type: none"> * Completed follow-up documentation & reporting for WMCon * Began planning, with WMDE, for Wikimedia Conference 2018
	NEXT QUARTER	
	Learning & Evaluation, Community Resources	<ul style="list-style-type: none"> * Design & deliver high-quality Wikimania conference session and Hackathon * Support committee meetings and hold meetings with grantees and affiliates

STATUS: OBJECTIVE IN PROGRESS

July 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	
	For CE: Maggie, program leads (not Program leads)	* Responded to feedback and questions on Meta, made reasonable modifications as appropriate and as directed * Refined specific spending plans according to final figures delivered by Finance; delivered to Finance by 4/28.
	NEXT QUARTER	
		Execute. :)

STATUS: OBJECTIVE COMPLETED

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	
	Learning & Evaluation; Tech Collaborations; Support and Safety; Community Resources; Recruiting	Maggie: hired the Lead Programs Manager in June to begin August SuSa: hired the last outstanding CA in June. TC: hired the CL for Structured Data in June. L&E: began search for backfill and prepared JD for new hire CR: launch search for new hire
	NEXT QUARTER	
	Learning & Evaluation; Tech Collaborations; Support and Safety; Community Resources; Recruiting	Maggie, CP, SuSa, TC: Onboard new hires L&E & CR: Hire and onboard for new and backfill positions

STATUS: OBJECTIVE IN PROGRESS

Learning & Evaluation



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July 2017

Learning & Evaluation

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?
Share and apply results of leadership development dialogue to events	LAST QUARTER	
	CE teams + Project lead: María & Jaime A.	<p>Learning Days - Completed follow-up tasks and documentation for Learning Days at WMCon; prepared with participants for Wikimania Learning Days.</p> <p>Leadership Dialogue - Prepared actionable next steps and documentation from WMCon discussions for developing a shared peer academy space.</p> <p>Regional/Thematic Events - María Cruz participated in the IberoConference in Buenos Aires supporting two workshops on evaluation and communications.</p>
	NEXT QUARTER	
	CE teams + Project lead: María & Jaime A	<p>Learning Days - Facilitate collaborative Learning Days for 80-100 conference participants at Wikimania August 9th and 10th.</p> <p>Regional/Thematic Events - Jaime Anstee to participate in the WikiWomen's Camp in Mexico City and retain flexibility for other potential Q1 events.</p>

STATUS: OBJECTIVE IN PROGRESS

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	LAST QUARTER	
	Learning and Evaluation. Project lead: María Cruz	* Migrated portal outside of Grants namespace on Meta. Re-organized pages created, archiving some and re-distributing pages on sections, according to findings on UX research
	NEXT QUARTER	
	Learning and Evaluation Project Lead: María Cruz	* Create more standard templates for Learning Quarterly newsletter, applicable to Education TWL newsletter and standardizing how we update on the portal.

STATUS: OBJECTIVE IN PROGRESS

CHECK IN

July 2017

TEAM/DEPT

Learning and Evaluation

PROGRAM

CE: 3 [\[LINK\]](#)

Find what you're looking for.

The **Wikimedia Resource Center** is a new portal designed to be a single point of entry for Wikimedians all over the world to access specific Wikimedia resources, including documented best practices, program support, toolkits, and financial resources. [See disclaimer.](#)



Not sure where to go? Try our [walkthrough](#).

For Program Coordinators

Resources for people organizing initiatives, including training and outreach programs.

For Contributors

Resources for those who contribute content to our projects.

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?
Develop capacity-building tools and resources for core Wikimedia programs	LAST QUARTER	
	SuSa (Karen, Jake), Comms (Greg), Editing (James F., Matt F.). Project Lead: María Cruz.	Continued to pilot & test the WRC , gather and document feedback online from in-person sessions at WMCON 2017. Improved navigation, resource criteria, and enabling contributions for second iteration and user pathways for key stakeholders
	NEXT QUARTER	
SuSa (Joe, James), Comms (Greg), Editing (TBD) Project Lead: María Cruz.	Launch WRC V2.0, engage WRC working group, develop people-to-people features on the WRC, launch portal templates for WMF teams, host 2 -3 workshops to introduce redesign process.	

STATUS: OBJECTIVE IN PROGRESS

GOAL: Improve access to information for Wikimedia programs and communities to connect people and resources efficiently (page 3)

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 Project lead: Amanda Bittaker.	* Released new reporting feature which allows users to download a .csv showing what is included in the aggregate metrics for each program. (Example)
	NEXT QUARTER	

STATUS: OBJECTIVE COMPLETE

July 2017

Learning & Evaluation

CE: 6 [\[LINK\]](#)**GOAL:** Support Affiliations Committee and core supports to affiliate collaboration

What is your objective?	Who working with?	What impact / deliverables are you expecting?
Support affiliate partnerships through strategic consultation and development for coordination of affiliate collaborations.	LAST QUARTER	
	Learning & Evaluation, Community Resources Leads: Jaime Anstee, Edward Galvez	<ul style="list-style-type: none"> (1) Initiated data entry for CRM pilot for shared tracking. (2) Maintained the most core L&E workflows for community leader support and affiliate reviews. We are under-resourced until next FY. (3) Supported Affiliations Committee in mapping strategic next steps and assigning priority and responsibilities for implementation.
	NEXT QUARTER	
	Learning & Evaluation, Community Resources? Leads: Jaime Anstee, Edward Galvez	<ul style="list-style-type: none"> (1) Prep CRM for broader potential use: Make final modifications based on pilot CRM feedback, explore intradepartmental alignment. (2) Maintain core workflows for affcom support and affiliate reviews. (3) Support Affiliations Committee in making progress on their projects and preparing for phase 2 Movement strategy discussions.

STATUS: OBJECTIVE IN PROGRESS

July 2017

Learning & Evaluation

CE: 10 [LINK]

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	LAST QUARTER	
	Survey analysis working group, plus Emily Wood (intern) Project lead: Edward Galvez	<ul style="list-style-type: none"> * Designed process for publishing survey questions publicly on meta. * Completed initial diagnostics to questions, designed report, and began drafting pages on meta.
	NEXT QUARTER	
	Survey analysis working group Project lead: Edward Galvez	<ul style="list-style-type: none"> * Complete publishing report and announce results (7/31) * Collect staff intent forms (7/31) * Review and share questions for initial staff review (9/15) * Preliminary plan for increasing response rates published to meta (9/30)

STATUS: OBJECTIVE IN PROGRESS

July 2017

Learning & Evaluation

What you learned working on this objective or workflow:

Achievements

- Added reporting features to the Program & Events Dashboard
- Migrated L&E resources out of the Grants namespace
- Designed second iteration of the Wikimedia Resource Center
- Guided AffCom's engagement in Cycles 1&2 of Movement Strategy
- Migrated data to CRM to support active use in Q1
- Onboarded two technical design interns to design solutions for portals and report data alignments for consistency across pages

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

- Reduce the scope and complexity of the CE Insights survey and engage the analytics team earlier in the process regardless of their participation in the survey itself

Did you struggle with anything?

- The team faced a challenge in transitioning out a staff member to join another team
- We continue to fall behind in affiliate report reviews until we can search and onboard our new hire. Community Engagement Insight reporting has also fallen a few weeks behind due to the complexity of the data and on-wiki reporting design, unfortunately, due to reduced capacity for support dedicated to movement strategy, and now backfilling a key position, we are unable to redirect staff support at this time

Technical Collaboration



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Sandra Fauconnier, new community liaison



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Photo by [Rehman Abubakr](#), CC BY-SA 4.0

GOAL: Consult communities about PDF support's most wanted needs in order to inform the plans to renew Wikimedia's PDF backend

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, Reading. Project lead: Johan Jönsson.	A banner on the PDF Special creation page led to a discussion on MediaWiki.org, collecting feedback from communities, editors and readers who use the functionality. A summary of the feedback has been posted on MediaWiki.org. T160745
	NEXT QUARTER	
		Completed.

STATUS: OBJECTIVE COMPLETED

July 2017

Technical Collaboration

CE #7

GOAL: Support healthy interaction in the developer community

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
An open and welcoming Wikimedia technical community	LAST QUARTER	
	Technical Collaboration Project lead: Quim Gil.	Following the process defined by the Code of Conduct for Wikimedia Technical Spaces, a slate of five committee candidates and five auxiliary members was presented and, after the review process, confirmed. After completing the bureaucratic requirements, the Committee was officially created. Since then, we have scheduled meetings and training sessions. By EOQ, the Committee was driving and we had moved to a supporting role. (T159923)
	NEXT QUARTER	
		Completed

STATUS: OBJECTIVE COMPLETED

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?
<p>Objective 2 – Encourage hackathon and outreach work into community requests.</p> <p>Objective 3 – Better connect developers with tasks and mentors</p>	LAST QUARTER	
	<p>Technical Collaboration, Community Tech.</p> <p>Project lead: Srishti Sethi.</p>	<p>After repeated attempts to find Community Wishlist tasks suitable for developer outreach programs and our hackathons, we concluded that the CW and these activities don't match, especially not for new developers. Although we will keep screening the CW for possible projects, our focus has moved to the model of Featured Projects. (T154988)</p>
	NEXT QUARTER	
		Cancelled

STATUS: OBJECTIVE CANCELLED

July 2017

Technical CollaborationCE #11

GOAL: The Technical Collaboration Guidance is adopted by Foundation teams, communities, affiliates and third parties' technical contributors

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Improve and finalize the Technical Collaboration Guidance based on Wikimedia Foundation's Product & Technology departments, and community feedback.	LAST QUARTER	
	Technical Collaboration, Product managers, TPG, Research & Data. Project lead: Keegan Peterzell.	WMF product managers were not available to discuss the TCG during the past quarter due to their involvement in WMF Annual Plan and the Product & Technology reorganization. We continued with the rest of our plans, completing a TCG pilot with the ORES project and an index of resources available related to the TCG. (T144625)
	NEXT QUARTER	
	Community Liaisons, Product Managers. Project lead: Keegan Peterzell.	Review of the Technical Collaboration Guidance with WMF product managers completed and feedback integrated. (T144625)

STATUS: OBJECTIVE IN PROGRESS

GOAL: Community Liaisons support scales better across Wikimedia Foundation's Product and Technology departments

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Develop internal processes to clarify terms of engagement, roles and responsibilities.	LAST QUARTER	
	Technical Collaboration. Project lead: Erica Litrenta.	CLs' internal coverage was updated, one "owner" per vertical identified. A new process for product managers to request support is in place on Office wiki. We have broadly chosen new KPIs; we'll track product teams' satisfaction and community members' efforts to support our work.
	NEXT QUARTER	
	Technical Collaboration. Project lead: Erica Litrenta.	We identify tech ambassadors and translators for the top 25 Wikimedia projects by active editors, and we start tracking their activity as part of our new KPI. New KPIs are presented by the next Quarterly Check-in. (T170002)

STATUS: OBJECTIVE IN PROGRESS

July 2017

Technical CollaborationCE #12

GOAL: Understand how and why new developers start contributing and stay or leave

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
A quarterly report to review our progress onboarding new developers.	LAST QUARTER	
	Technical Collaboration. Project lead: Andre Klapper.	We settled on three KPIs: Volunteers contributing patches for review, New volunteers contributing patches for review, and New volunteers active one year (± 3 months) after their first contribution. First values for these KPIs were published , proving the decline that we want to address. (T160430)
	NEXT QUARTER	
	Technical Collaboration. Project lead: Srishti Sethi.	By the next quarterly check-in, publish the first issue of a quarterly report of our developer outreach activities including metrics, trends, lessons learned, and recommendations. (T167085)

STATUS: **OBJECTIVE IN PROGRESS**

July 2017

Technical Collaboration

CE #12

GOAL: Increase onboarding and retention of new volunteer developers through developer events

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
Organize the Hackathon in Wikimania and the Wikimedia Hackathon having newcomers as primary target audience	LAST QUARTER	
	Technical Collaboration. Project lead: Rachel Farrand.	The Wikimedia Hackathon 2017 was a success, and also the edition where most attention was put on supporting newcomers. Wikimedia Austria ran a mentoring program, which we supported with featured tasks & help. We have a list of newcomers and are tracking & promoting retention. 3 were awarded scholarships to Wikimania. (T163440)
	NEXT QUARTER	
	Technical Collaboration. Project lead: Rachel Farrand.	For Wikimania's Hackathon, reach out to local developer groups; organize activities targeting newcomers and non-technical Wikimedians willing to learn. Provide a productive environment for current developers working on their own projects. (T170226)

STATUS: OBJECTIVE IN PROGRESS

GOAL: A learning environment and growth paths for new volunteer developers

What is your objective?	Who are you working with?	What impact / deliverables are you expecting?
A list of Featured Projects ready to become best entry points for newcomers	LAST QUARTER	
	NEXT QUARTER	
	Technical Collaboration. Project lead: Andre Klapper	Creation of a list of software projects recommended for new developers, based on their ability to provide mentors, good entry-level documentation, first tasks, and a roadmap. (T165920)

STATUS: NEW GOAL

July 2017

Technical Collaboration

Community Liaisons: other remarkable activities during last quarter

Achievements

- Benoît supported the deployment of **New Filters for Recent Changes**, a very well received beta feature. ([T146972](#))
- Erica supported the rollout of editing **Wikidata descriptions on Android**. ([T146705](#))
- Sherry supported Operations with the communications related to the **server switch** test on April.
- Erica, Alex Stinson and others contributed to the **hiring of Sandra as community liaison** by the deadline initially planned, despite the deep changes brought during the hiring process by the WMF Annual Plan.
- Thanks to good CL team organization, Nick was able to continue supporting the **Movement Strategy** process, basically taking over the coordination with English Wikipedia.

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

- The conversation between **product managers and community liaisons** to improve their collaboration. Instead of waiting for heavily facilitated processes, we could aim for more casual and continuous conversations.

Did you struggle with anything?

- The **Product department reorganization** affected us indirectly in terms of productivity and stress. Executing and planning ahead became difficult. For this quarter, we couldn't define any team goal related to CL support to Audiences.

July 2017

Technical Collaboration

Developer relations: other remarkable activities during last quarter

Achievements

- 260 participants (24% non-male) from 48 nationalities attended the [Wikimedia Hackathon](#) in Vienna (Austria) on May 19-21. 46 Hackathon projects were presented in the [showcase on the last day](#).
- With the help of Rapid Grants and our support, volunteers D3r1ck01, Flixtey and others organized Wikimedia's first **developer training day in Ghana**. Their goal is to create a Wikimedia developer community in Africa. ([T166981](#))
- Rachel drove the decision of co-organizing the **Wikimedia Hackathon 2018** near Barcelona with Amical Wikimedia.
- Srishti is coordinating a new **Google Summer of Code & Outreachy** round with 11 projects, from which all of them passed their mid-term evaluation.
- Rachel proposed the revamp of our **documentation for hackathon organizers**, which was executed quickly and successfully contractor Sonja Fischbauer (who had supported Wikimedia Austria with the Hackathon in Vienna).

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

- Our annual plan to promote **Community Wishlist** tasks heavily in developer outreach activities.

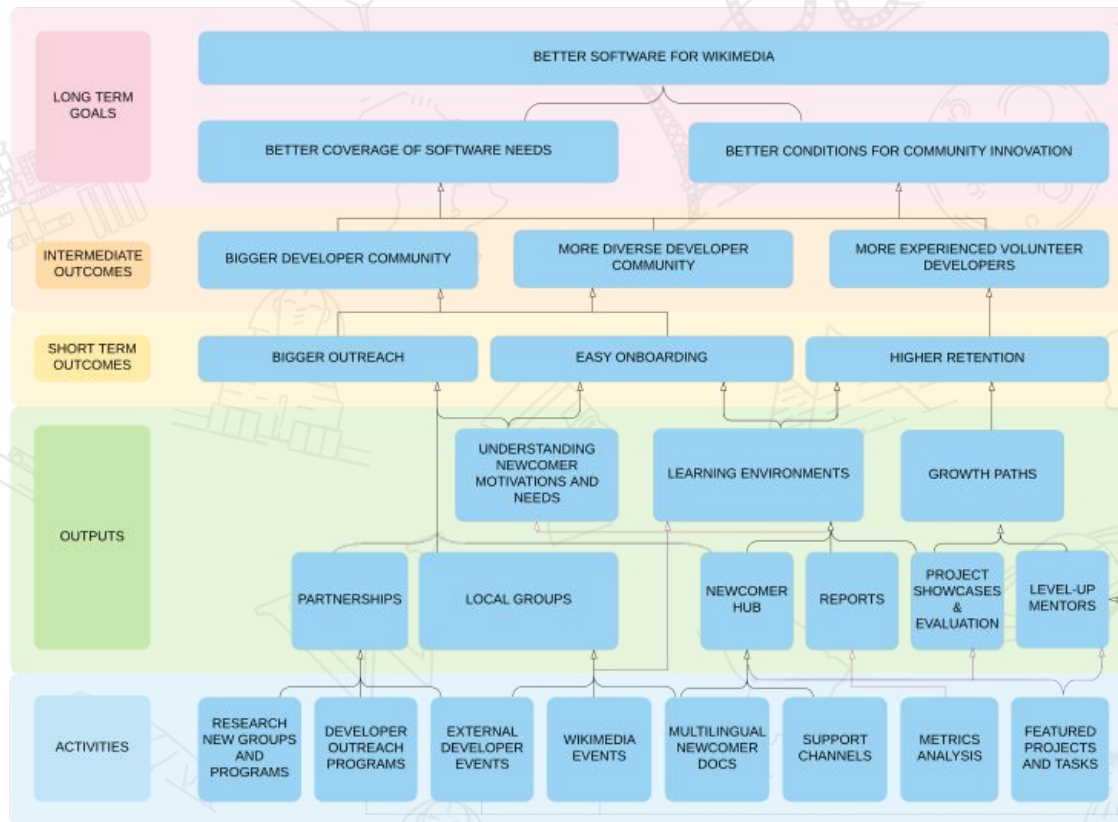
Did you struggle with anything?

- Preventing **improper use of Phabricator** (sharing copyrighted media) by users connecting via Wikipedia Zero networks (now fixed by Max S. in CTT).

July 2017

Technical Collaboration

Onboarding New Developers, the logic model



COMMUNITY ENGAGEMENT SCORECARDS

July 2017 quarterly check-in (1)



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[PREVIOUS YEAR](#)

July 2017

L&E

KPIs

Topic	This quarter	Previous quarter	QoQ	YoY	Type
Unique Leaders Engaged by L&E (Engagements)	<i>transitioning tracking systems after surpassing annual target in Q3</i>	N/A	N/A	N/A	
Evaluation Portal Resource Pageviews (Unique Editors)	<i>transitioning following portal migration</i>	N/A	N/A	N/A	
Learning Patterns created by community members (Unique Community Editors)	<i>transitioning following portal migration</i>	20 (68)	N/A	N/A	
Qualtrics: New Surveys (Users)	10 (66)	35 (64)	-71% (+3%)	N/A	
Program Leader consultations	<i>transitioning tracking systems after surpassing annual target in Q3</i>	78	N/A	N/A	
AffCom Support: User Group Recognitions	5	4	+25%	+25%	

Type: new, reactive, maintenance

July 2017

Technical Collaboration

Regular workflows

Topic	Last quarter	Previous quarter	QoQ	YoY	Type
Number of major discussions that the team supported (includes Developer Relations)	19	11	+72,7%	n/a	R
Tech News individual subscriptions	633	613	+3,2%	+25%	M
Tech News community subscriptions	88	87	+1%	+16%	M
Tech News translations (maximum)	19	20	-5%	n/a	M
Editing newsletter individual subscriptions (minus en.wiki)	142	n/a*	n/a	n/a	M
Editing newsletter community subscriptions	507	n/a*	n/a	n/a	M
Editing newsletter translations (maximum)	26	n/a*	n/a	n/a	M

* No issue in that quarter ** Last review said 20 for Q2. That was total languages including English.

Type: new, reactive, maintenance

July 2017

Technical Collaboration

Regular workflows

Topic	Last quarter	Previous quarter	QoQ	YoY	Type
Collaboration newsletter individual subscriptions	103	89	+16%	n/a	R
Collaboration newsletter community subscriptions	2	2	0%	n/a	R
Collaboration newsletter translations (maximum)	7	6	+16%	n/a	R
Tech Talks / online sessions organized	1	1	0%	n/a	N
Turning user feedback into Phabricator tasks https://meta.wikimedia.org/wiki/Technical_Collaboration/Metrics#Processing_feedback	165	80	+106%	+34%	R
Responding to reports received about conduct	6	5	+20%	n/a	R

Type: new, reactive, maintenance

CHECK IN

TEAM/DEPT

SCORECARD

July 2017

Technical Collaboration

Tech community

Topic	This quarter	Previous quarter	QoQ	YoY	Type
New changesets submitted per month	4064	4149	-2.0%	+20.0%	N
Code uploaders per month	214	193	+10.9%	+6.5%	N
Active users in Phabricator per month	896	891	+0.6%	+7.2%	M

Type: new, reactive, maintenance