

Wikimedia: Strategic Planning the Open Source Way

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Agenda

- The Wikimedia Story
- Strategic Planning The Wiki Way
- Results
- Lessons Learned



Welcome to Wikimedia

Wikimedia is owned and operated by the Wikimedia Foundation, a non-profit foundation dedicated to bringing free content to the world. The various Wikimedia projects are listed below:



a multilingual free
encyclopedia
Wiktionary
[ˈwɪkʃənri] n.,
a wiki-based Open
Content dictionary
Wileo [ˈwɪl kəzi]



“
*Imagine a world in which
every single human being
can freely share in the
sum of all knowledge.*

That's our commitment.”

Top Five World Web Sites

| | | | |
|---|--------------------|---------------------|-----------|
|  | 920 million | \$23,000,000,000 | 20,600 |
| Microsoft® | 740 million | \$58,000,000,000 | 93,000 |
| YAHOO! | 600 million | \$6,000,000,000 | 13,900 |
|  | 470 million | \$300,000,000 | 1,200 |
|  | 350 million | \$10,000,000 | 35 |

Sources: ComScore, Wikipedia

Volunteers



27 worldwide chapters

Aligned organizations

Strategic Planning?



Key Questions

- Where are we now?
- Where do we want to go?
- How do we get there?

The Wiki Way?

The screenshot shows a web browser window titled "Strategic Planning" with the URL http://strategy.wikimedia.org/wiki/Main_Page. The page features the Wikimedia Strategic Planning logo on the left, which includes a globe icon and the text "WIKIMEDIA STRATEGIC PLANNING". Below the logo is a navigation menu with links such as "Main Page", "Fact Base", "Call for proposals", "Recent changes", "Village Pump", and "Donate". A "Toolbox" section is also present with links like "What links here", "Related changes", "Upload file", "Special pages", "Printable version", "Permanent link", and "Cite this page".

The main content area of the page includes a search bar at the top right with a "Go" button. Below the search bar, there is a section titled "Where would you like to see Wikimedia in five years? [Submit a proposal!](#) (Learn more.)" with a "[Hide] [Help us with translations!]" link. This is followed by a question: "How should we go about expanding Wikimedia's content and quality?" with a "[dismiss]" link.

Main Page

In other languages: [Български \(bg\)](#) | [বাংলা \(bn\)](#) | [Català \(ca\)](#) | [Česky \(cs\)](#) | [Dansk \(da\)](#) | [Deutsch \(de\)](#) | [English \(en\)](#) | [Esperanto \(eo\)](#) | [Español \(es\)](#) | [Suomi \(fi\)](#) | [Français \(fr\)](#) | [हिन्दी \(hi\)](#) | [Bahasa Indonesia \(id\)](#) | [Italiano \(it\)](#) | [日本語 \(ja\)](#) | [Basa Jawa \(jv\)](#) | [ភាសាខ្មែរ \(km\)](#) | [한국어 \(ko\)](#) | [Македонски \(mk\)](#) | [मराठी \(mr\)](#) | [Bahasa Melayu \(ms\)](#) | [Nederlands \(nl\)](#) | [Polski \(pl\)](#) | [Português \(pt\)](#) | [Português do Brasil \(pt-br\)](#) | [Русский \(ru\)](#) | [Slovenčina \(sk\)](#) | [Svenska \(sv\)](#) | [தமிழ் \(te\)](#) | [Türkçe \(tr\)](#) | [Tiếng Việt \(vi\)](#) | [中文\(简体\) \(zh-hans\)](#) | [中文\(繁體\) \(zh-hant\)](#) | [Add translation](#) [\[edit\]](#)

Welcome to the Wikimedia 2009–2010 strategic planning process! This is an open community process designed to serve the movement. These pages are wiki pages, and we encourage you to explore and edit them.

| | | |
|---|---|---|
| Where is Wikimedia now? Current participation Current reach Current content and quality | Where should Wikimedia go? Key questions <i>Call for proposals</i> | About this process Community guidelines Frequently asked questions How to participate |
|---|---|---|

Upcoming conferences

Wikimania

Anyone going to Wikimania? Want to find some time and talk strategic planning? Let us know you'll be there and are interested by signing here!

Meetups

Let us know what other Meetups and meetings are happening over the next year.

At the bottom right, there is a Wikimania logo with the text "WIKIMANIA" and a small globe icon. The browser's status bar at the bottom shows "Done" and "0:9".

ATTENTION

Getting it is our biggest challenge

Our Approach

Run It Like an Open Source Project

Work openly and transparently
Scratch your own itch
Release early and often

One Key Difference

Wikis give *everyone*
(even anonymous
users) commit access
by default

Three Phases

- Engage and Listen
- Dive Deeply
- Synthesize and Activate

Wikimedia-pedia

File Edit View History Bookmarks Tools Help

Eekim My talk My preferences My watchlist New messages (107) My contributions Log out

Page Discussion Read Edit View history Search

Wikimedia-pedia

In other languages: বাংলা (bn) | Català (ca) | Deutsch (de) | English (en) | Español (es) | Français (fr) | Bahasa Indonesia (id) | Italiano (it) | 日本語 (ja) | हिन्दी (hi) | Македонски (mk) | मराठी (mr) | Polski (pl) | Português (pt) | Português do Brasil (pt-br) | Русский (ru) | Svenska (sv) | Türkçe (tr) | [Add translation](#) [edit]

Wikimedia-pedia is our knowledge-base about the Wikimedia universe. It contains facts, research, and analysis. Its purpose is to inform the strategic planning process so that discussions and decisions are well-informed. [\[edit\]](#)

General Resources [\[edit\]](#)

| Topics | Resources |
|---|--|
| <ul style="list-style-type: none">• Advocacy agenda• Alliances and partnerships• Community health• Content scope• Expanding content• Financial sustainability• Local languages• Movement roles• Reader conversion• Strategic plan• Technology• Wikimedia movement• Wikipedia quality | <ul style="list-style-type: none">• Theory of change• Interviews• Table of illustrations• Case studies• List of things that need to be free• Story of Wikimedia Editors• Wikimedia Foundation/Values• Research coordination |

Research by Goals [\[edit\]](#)

| Reach | Quality | Participation | Operations |
|--|---|--|---|
| <ul style="list-style-type: none">• Expand reach within large, | <ul style="list-style-type: none">• Content scope | <ul style="list-style-type: none">• Censorship | <ul style="list-style-type: none">• Category:Case studies |



WIKIMEDIA
STRATEGIC PLANNING

Navigation

- Main page
- Recent changes
- Wikimedia-pedia
- Recommendations
- Task forces
- Village pump
- Donate

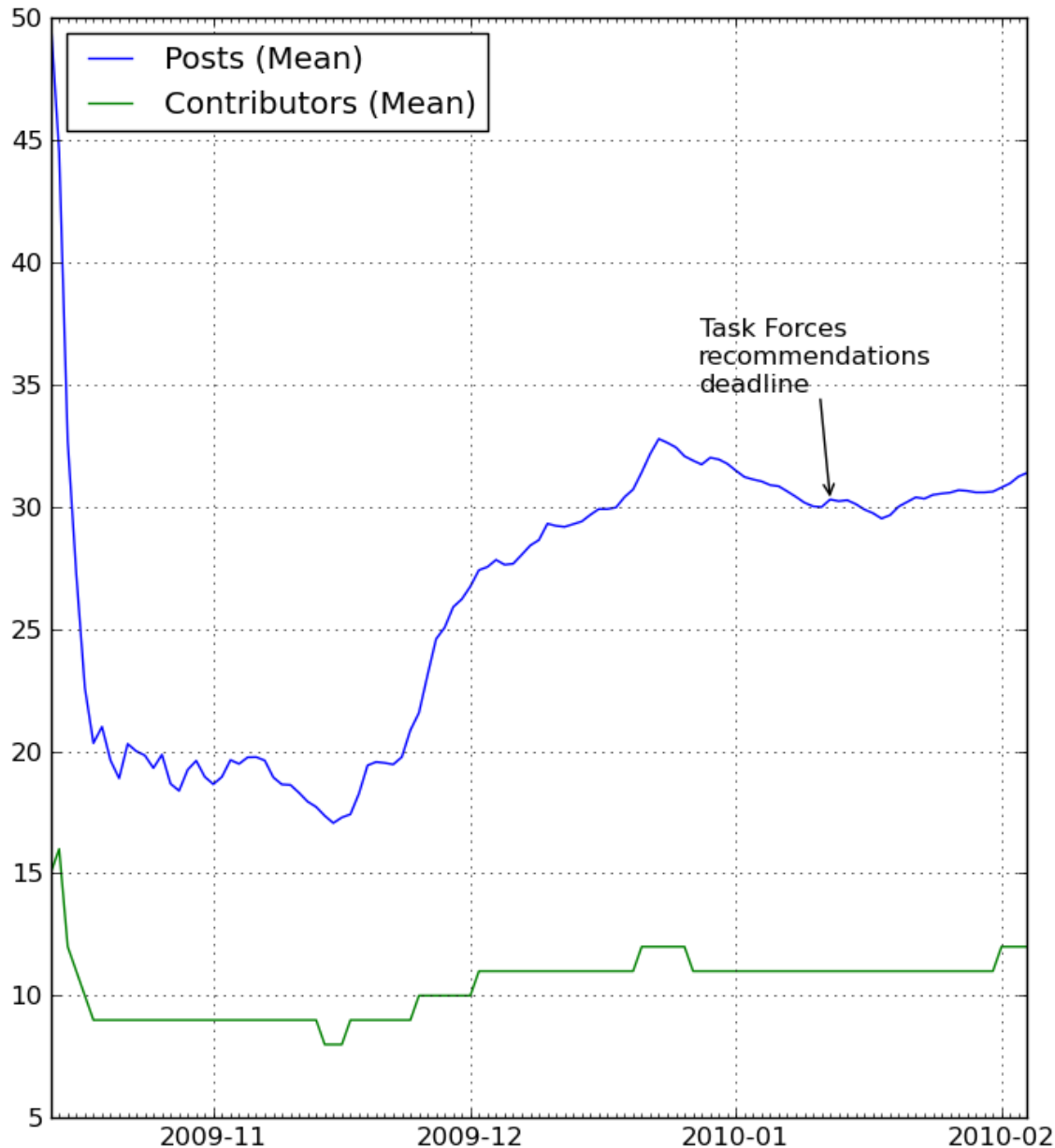
Print/export

- Create a book
- Download as PDF
- Printable version

Toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Permanent link
- Cite this page

Deep Dives



- 14 Task Forces consisting of 5-10 volunteers delved deeply into specific topics over 10 weeks
- 9 delivered recommendations
- Open discussion of almost 3,000 total posts (30/day)
- Over 250 participants

Synthesis / Activation

File Edit View History Bookmarks Tools Help

Eekim My talk My preferences My watchlist New messages (107) My contributions Log out

Page Discussion Read Edit View history Search

Revision history of "Strategic Plan/Movement Priorities"

[View logs for this page](#)

Browse history

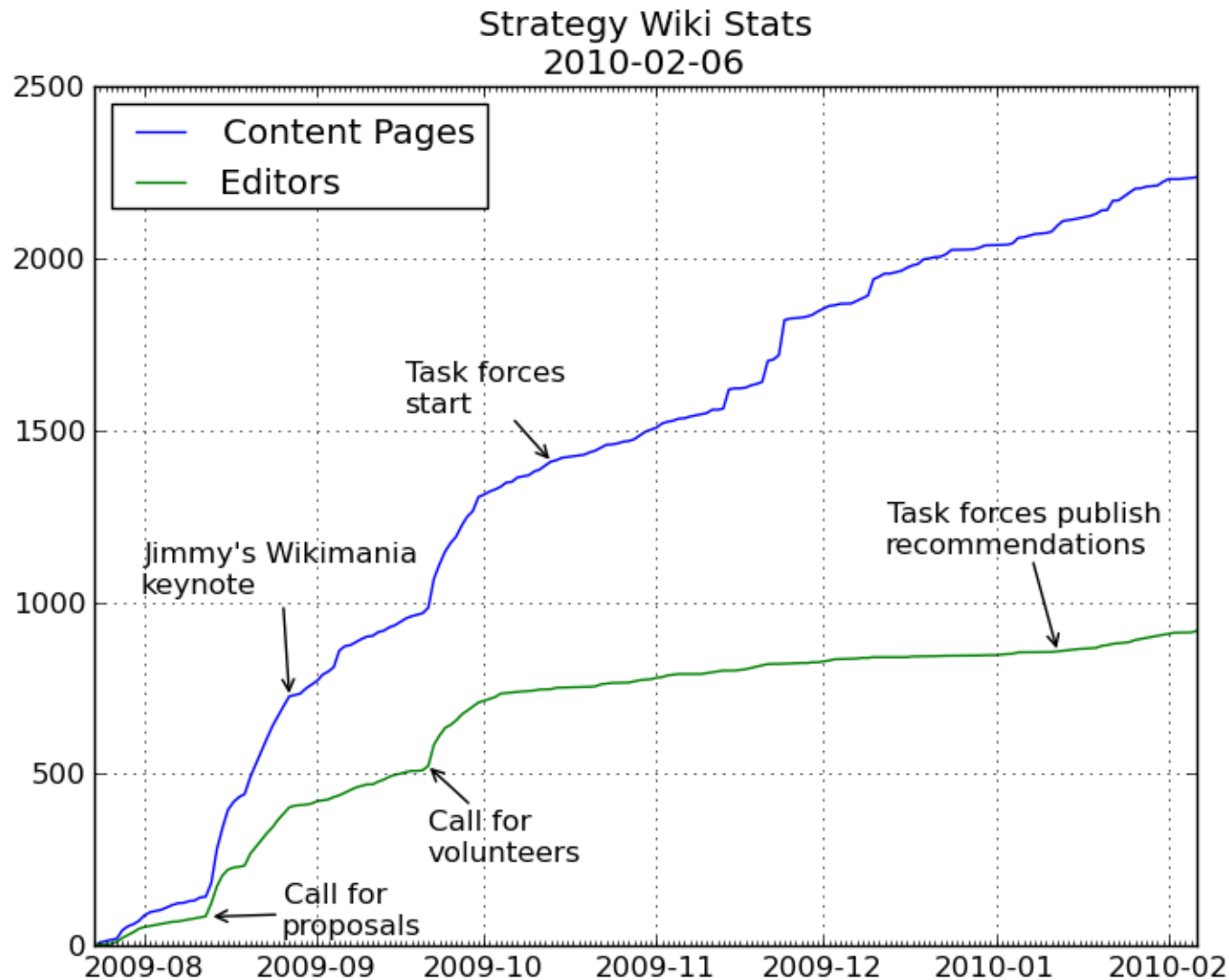
From year (and earlier): From month (and earlier): Deleted only

Diff selection: mark the radio boxes of the revisions to compare and hit enter or the button at the bottom.

Legend: **(cur)** = difference with current revision, **(prev)** = difference with preceding revision, **m** = minor edit.
(Latest | Earliest) View (newer 50 | older 50) (20 | 50 | 100 | 250 | 500)

- (cur | prev) 08:46, 16 May 2010 Eleassar (Talk | contribs | block) **m** (15,796 bytes) (→Promote and Encourage A Multiplicity of Viewpoints: typo) (rollback | undo)
- (cur | prev) 20:07, 14 May 2010 Bensin (Talk | contribs | block) (15,797 bytes) (→Encourage Innovation: re-arrange Measures) (undo)
- (cur | prev) 17:18, 14 May 2010 Bensin (Talk | contribs | block) **m** (15,798 bytes) (→Content Quality Improvement: a .) (undo)
- (cur | prev) 15:31, 14 May 2010 Bensin (Talk | contribs | block) (15,797 bytes) (→Promote and Encourage A Multiplicity of Viewpoints: More diverse cited sources could indicate more diverse viewpoints.) (undo)
- (cur | prev) 15:02, 14 May 2010 Bensin (Talk | contribs | block) **m** (15,759 bytes) (→Reduce Broad Content Gaps and Improve Global Coverage: systemic bias -> w:systemic bias) (undo)
- (cur | prev) 07:57, 14 May 2010 Mike Cline (Talk | contribs | block) **m** (15,743 bytes) (→Reduce Broad Content Gaps and Improve Global Coverage: fmt) (undo)
- (cur | prev) 07:57, 14 May 2010 Mike Cline (Talk | contribs | block) (15,741 bytes) (→Reduce Broad Content Gaps and Improve Global Coverage: fmt) (undo)
- (cur | prev) 07:56, 14 May 2010 Mike Cline (Talk | contribs | block) (15,739 bytes) (→Promote and Encourage A Multiplicity of Viewpoints) (undo)
- (cur | prev) 07:56, 14 May 2010 Mike Cline (Talk | contribs | block) (15,692 bytes) (→Reduce Broad Content Gaps and Improve Global Coverage) (undo)

Participation Statistics



Emergence!



Key Learnings

- Modeling is critical
- Relationships matter
- Be **bold**