Wikimedia Strategic Plan

vision for the movement

February 2011

The Wikimedia Foundation is the U.S.-based 501(c)(3) non-profit organization that operates and manages the Wikimedia projects: Wikipedia, Wiktionary, Wikibooks, Wikisource, Wikinews, Wikiquote, Wikiversity, Wikispecies, Wikimedia Commons and MediaWiki. The Foundation presents this document on behalf of the community of strategic plan contributors, the Wikimedia Foundation Board of Trustees, and the global community of Wikimedians.

Strategy...the Wikimedia way

What we believe

The opportunity

Our strategic priorities

The resources we'll need

The role of the Wikimedia chapters

Acknowledgements

In July 2009, we launched our first-ever strategy-development project designed to produce a five-year strategic plan for the Wikimedia movement.

Women and other under represented groups will need to be invited/recruited, and the culture of WMF projects will need to be adjusted to accommodate them when they arrive. Some of these changes are happening already, such as the focus on making the sites more user friendly for people that are less technically savvy. But other changes will be needed, too. It will be important to acknowledge the discomfort that current users will feel when proposals are made for changes. And we need to help everyone adjust to the idea that changes are truly needed in order for WMF to accomplish its mission.

Wikimedia is a movement, a vision, and a set of values

Knowledge should be free

Share with every human being

Information shall be accurate and unbiased

We must protect our independence

We value openness and diversity

We are a volunteer-driven movement

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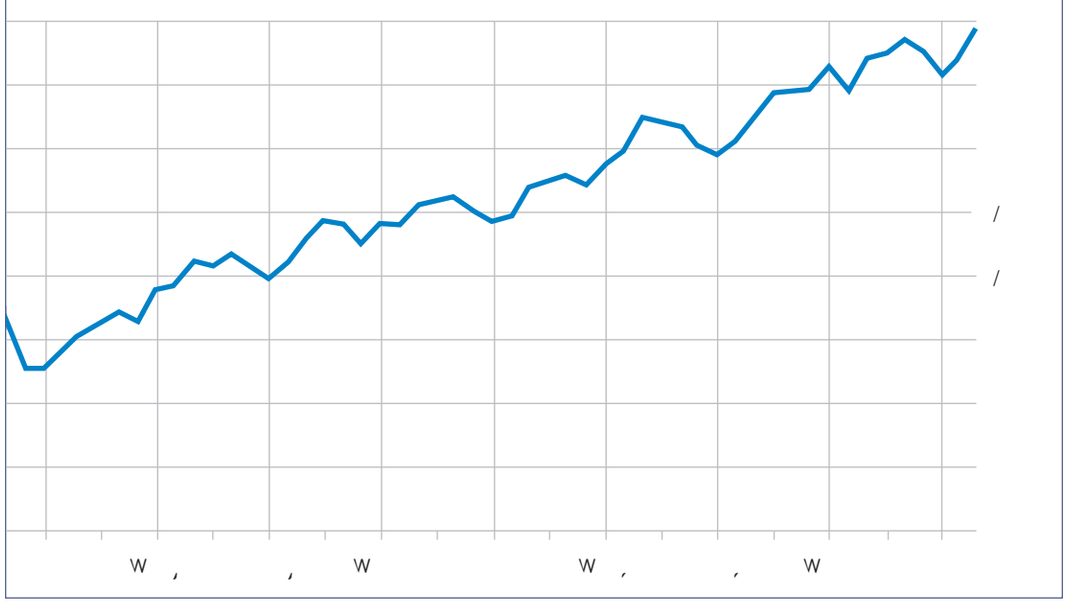
Wikimedia Foundation sites, global unique visitors



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Our strategic priorities over the next five years:

Stabilize infrastructure

Increase participation

Improve quality

Increase reach

Encourage innovation

We will know we're succeeding when we reach these critical targets:

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Where else could I collaboratively write an article with people currently sitting in New York, Islamabad, London, Tokyo, Mogadishu, and Brisbane? I'm not sure how to translate this extremely exciting aspect of the Wikipedia community into actual policies for motivating new users, except to suggest that Wikipedians actively work on improving the diversity of the Wikipedia community.

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Stabilize infrastructure

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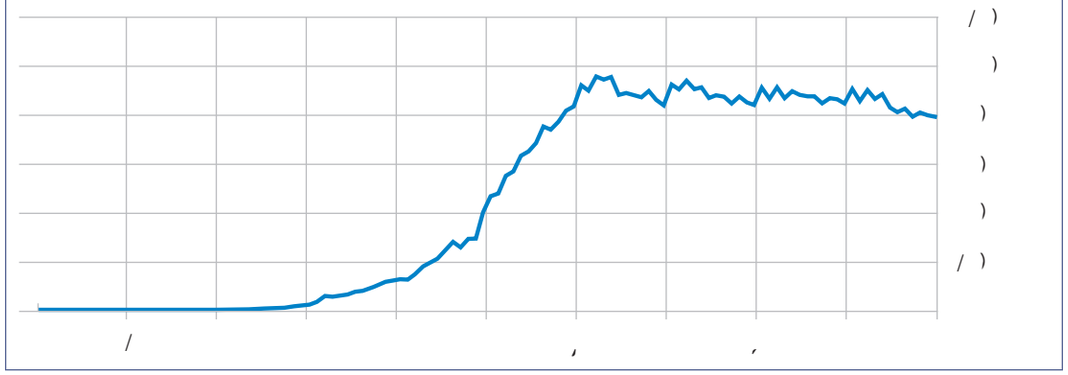
Increase participation

Active Wikipedia editors



Through 2015, the Wikimedia Foundation will:

1. **Encourage the health and growth of Wikimedia communities and the projects they sustain.**

- **Develop new features and tools,**
- **Support the recruitment and acculturation of newer contributors**
- **Encourage diversity**
- **Support offline and social events**
- **Reward excellent contributions**
- **Create products and services**

2. **Expand Wikimedia's global footprint through catalytic investments and chapter support.**

- **Design and deploy catalyst teams**
  India, Brazil, Middle East North Africa.
- **Support Wikimedia chapters**
- **Facilitate community efforts**
- **Support volunteer initiatives**

Improve quality

Through 2015, the Wikimedia Foundation will:

1. **Support our volunteer community through technology improvements to article assessment, by community members, readers and experts.**

- **Develop improved tools**
- **Systematically collect input**

2. **Provide support to the Wikimedia movement in the development of institutional partnerships and alliances.**

- **Provide project funding**
- **Give global visibility**
- **Develop and maintain documentation**

3. **Provide excellent service to our audience through clear quality labeling and the development of highly effective response systems.**

- **Develop clear and concise quality labeling**
- **Support development of first-responder systems**

The number one social need of human beings is the need for approval. The Wikimedia Foundation can (and should) use this to its advantage, and besides, every nonprofit organization should have a recognition program for volunteers. An award designed and bestowed by WMF would motivate volunteers to move mountains.

Proceedings of the 27th International Conference on Human Factors in Computing Systems

Ethnologue

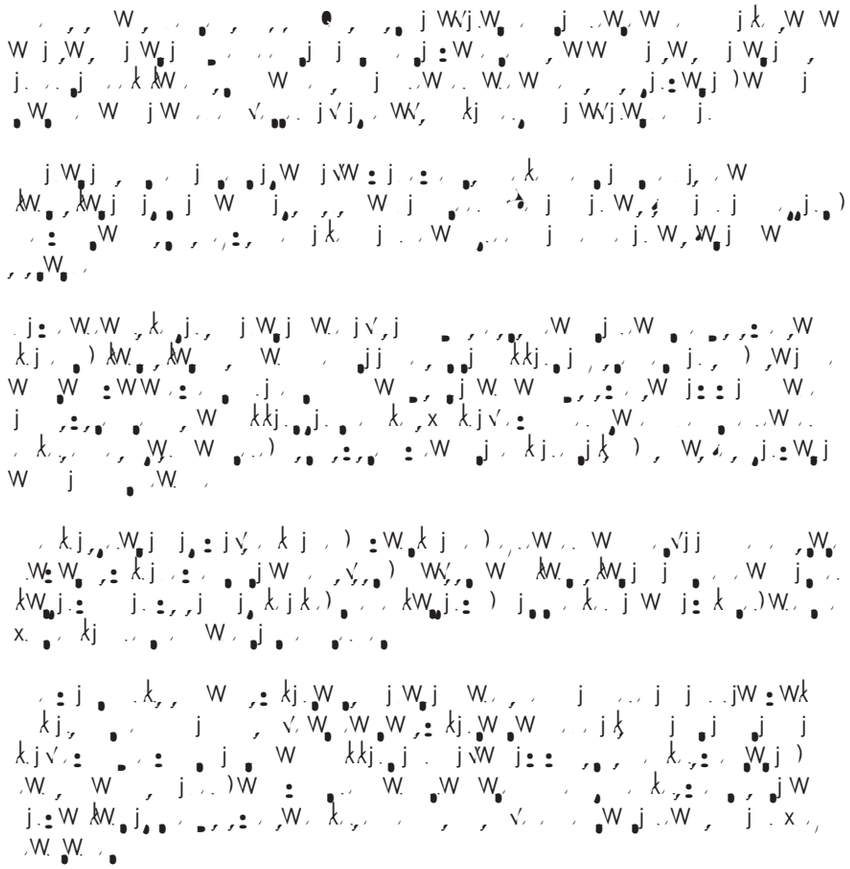
Ethnologue: Languages of the World

Increase reach

Through 2015, the Wikimedia Foundation will:

1. **Enhance the quality of the core user experience regardless of geography.**
   - **Build additional caching centers**
   - **Develop partnerships**
   - **Invest in technology improvements**
2. **Invest in mobile products to broaden the movement's reach to connected populations.**
3. **Invest in offline products to broaden the movement's reach to populations who will remain disconnected from the Internet.**
   - **Create new offline products and partnerships**

Encourage innovation



In the future, Wikipedia should move more toward collaborative editing in which several users can edit a page at the same time. Wikipedia should also implement some kind of instant communication system rather than relying on talk pages. There also need to be a series of simple video tutorials that show to the new-coming user how to edit Wikipedia and how to respond/communicate with fellow Wikipedians.

Through 2015, the Wikimedia Foundation will:

1. Increase access to information that drives community, decision-making and action.

- **Implement a web analytics tool**
- **Provide better information about the movement**
- **Foster a healthy community of researchers**
- **Conduct regular reader and editor surveys**
- **Develop standards**

2. Support the infrastructure of networked innovation and research.

- **Develop clear documentation and APIs**
- **Ensure access to computing resources and data**
- **Continually improve social and technical systems**

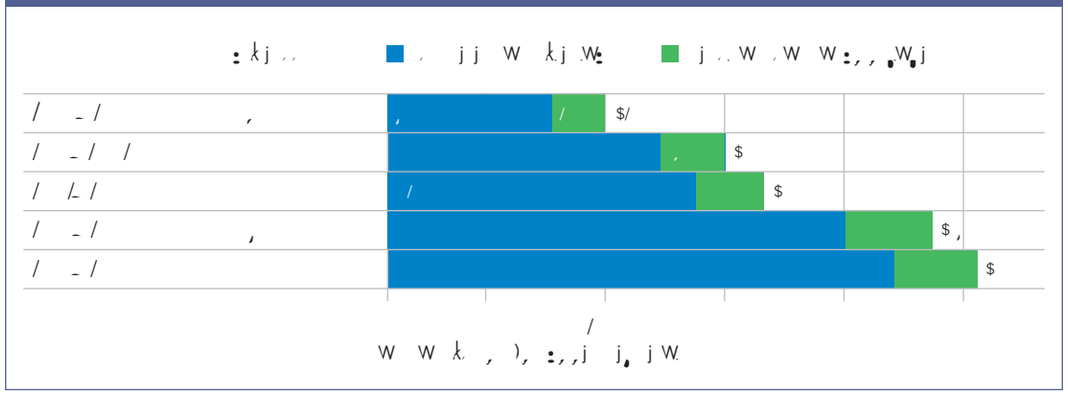
3. Promote the adoption of great ideas.

- **Develop clear processes for code review, acceptance and deployment**
- **Organize meetings and events**
- **Showcase and recognize**

[illegible]

[illegible]

Five year growth projection



The [strategy plan decision] — to emphasize small donors — is a sound one that I strongly support. Small donors have by far proven to be the most successful, most strongly growing, and least distorting source of revenue for Wikimedia Deutschland.

[illegible]

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- **Aligns fundraising with the rest of the Wikimedia movement.** [illegible]
- **Enables the organization to stay focused on its mission and strategy.** [illegible]
- **Creates the correct incentives.** [illegible]
- **Reduces risk.** [illegible]
- **Is highly efficient and effective.** [illegible]
- **Is highly stable.** [illegible]
- **Is inclusive of chapters and the global Wikimedia community.** [illegible]

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Stabilize infrastructure [illegible]

Increase participation [illegible]

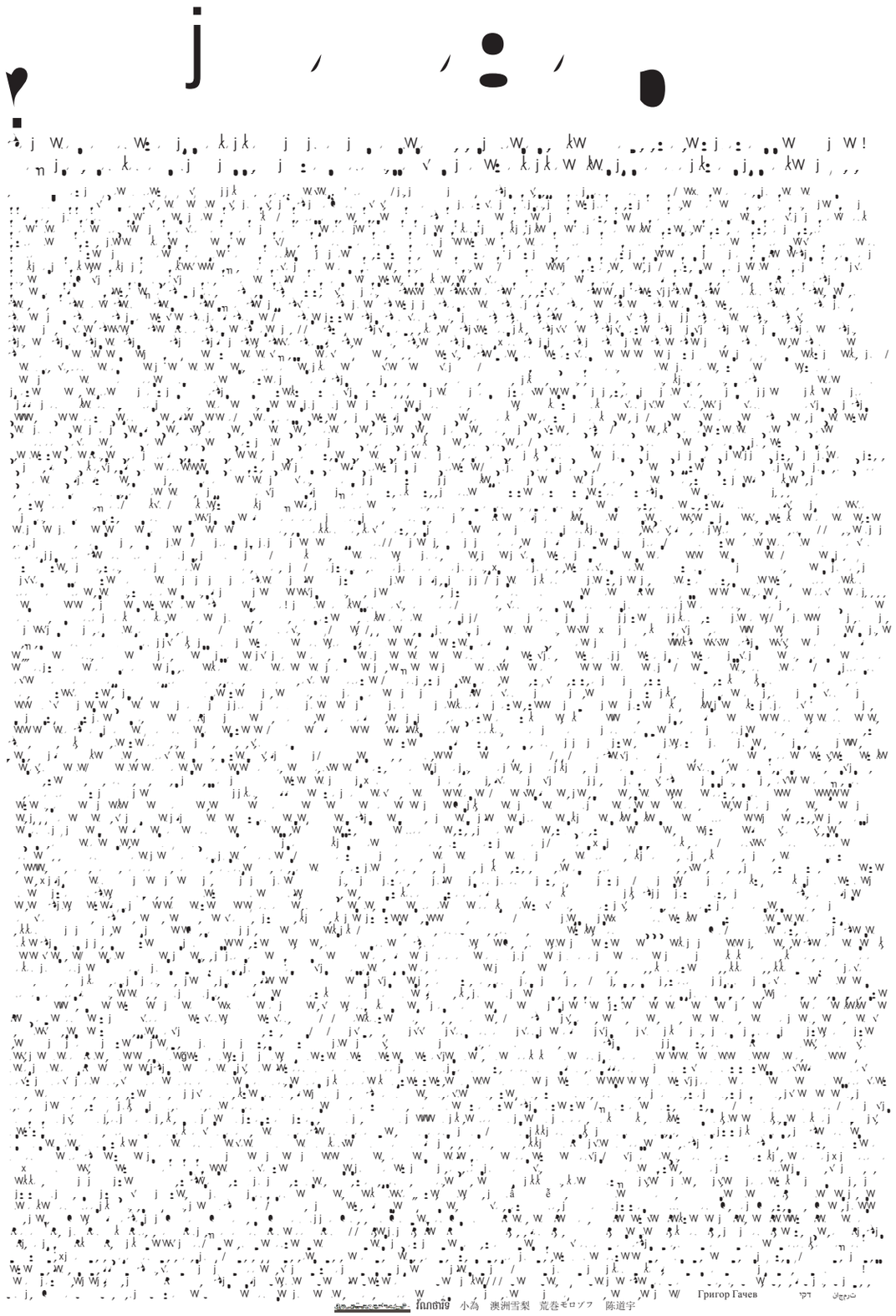
Improve quality [illegible]

Increase reach [illegible]

Encourage innovation [illegible]

My hunch is that people are not using the [smaller language versions of] Wikipedia because of a vicious cycle: People don't want to create the content because no one is reading, and no one is reading because there is no content.

[illegible]



Wikimedia Strategic Priorities

Stabilize infrastructure

Increase participation

Improve quality

Increase reach

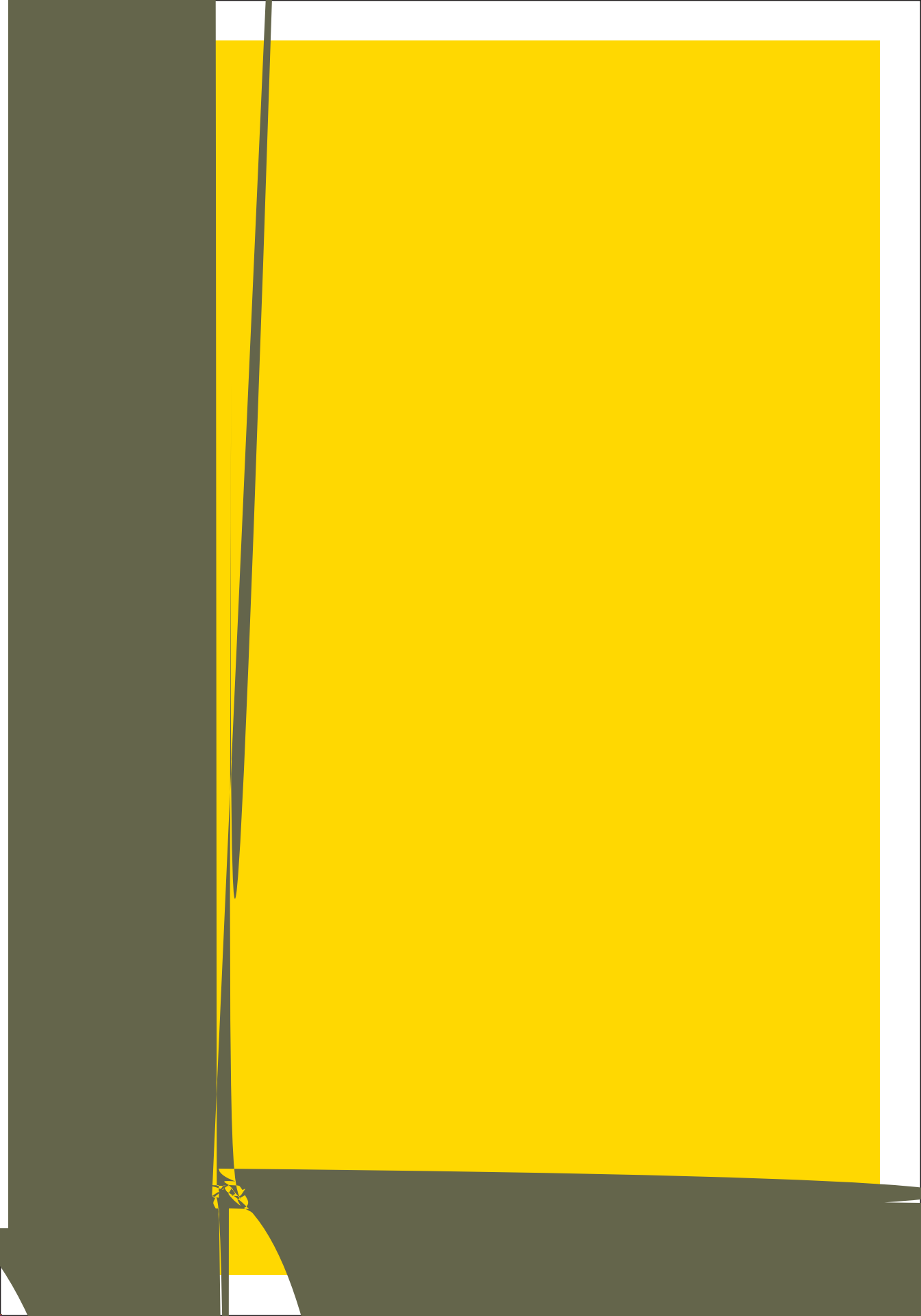
Encourage innovation

Wikimedia Foundation targets for 2015

Increase the total number of people served to 1 billion

Increase the number of Wikipedia articles we offer to 50 million

Ensure information is high quality by increasing the percentage of material reviewed to be of high or very high quality by 25 percent

Encourage readers to become contributors by increasing the number of total editors per month who made >5 edits to 200,000

Support healthy diversity in the editing community by doubling the percentage of female editors to 25 percent and increasing the percentage of Global South editors to 37 percent