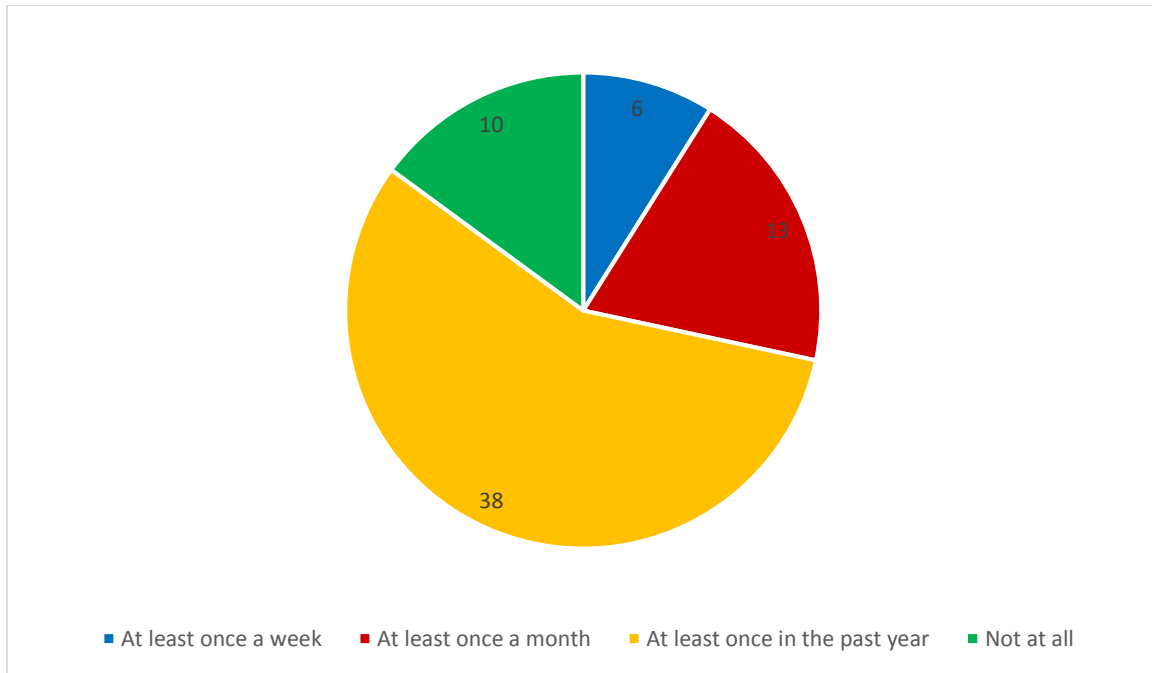
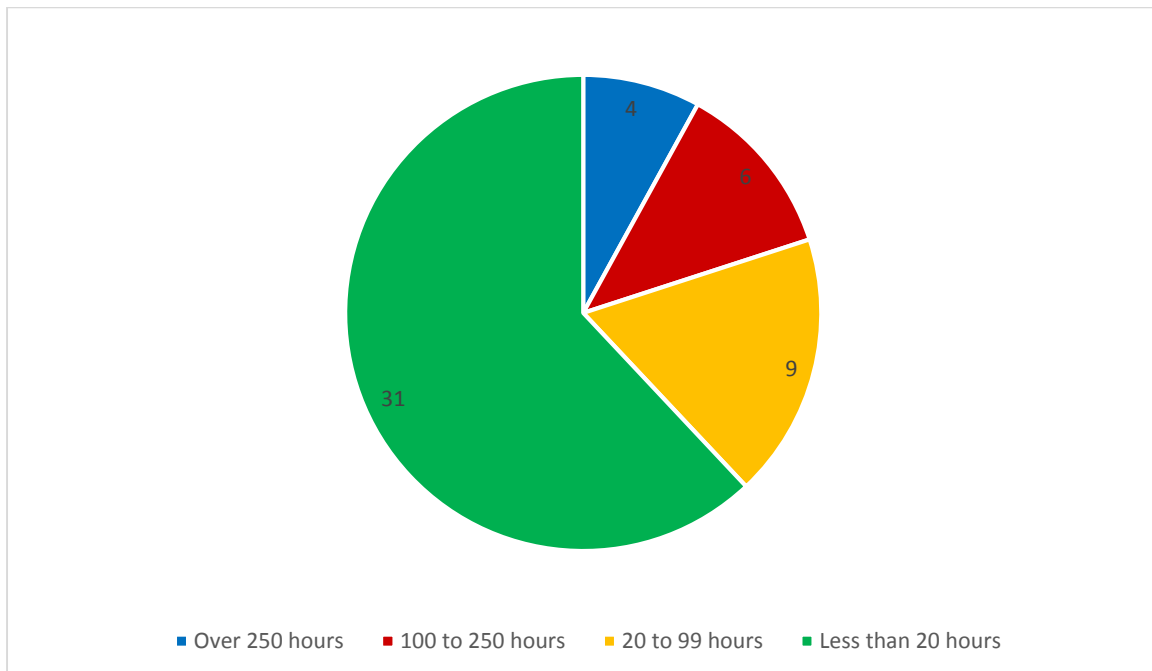


## 2015 Wikimedia UK volunteer survey

**1. In the past 12 months, how often have you been involved in efforts related to Wikimedia UK?**



**2. Please estimate the total number of hours you have spent in the last 12 months volunteering in activities related to or developed by Wikimedia UK.**



The 49 people who responded to this question reported a total of 5,237 volunteer hours. The mean was 107 hours while the median was 12, indicating a small group are putting in a particularly large number of volunteer hours.

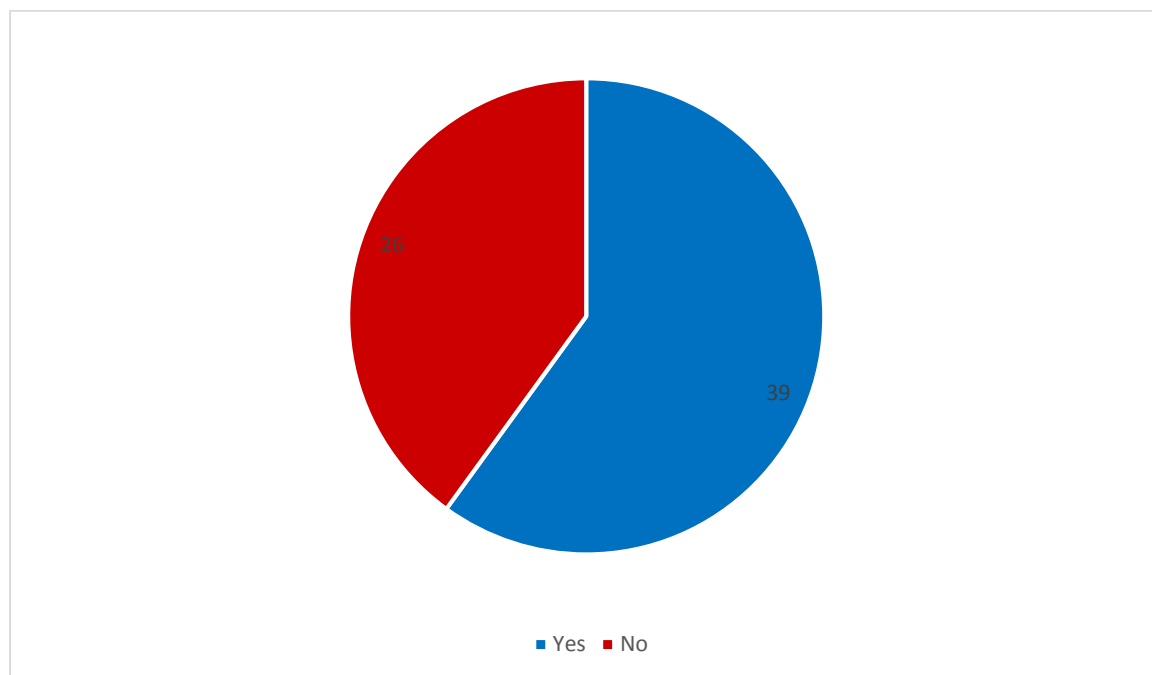
### 3. How likely are you to continue volunteering with Wikimedia UK?

Very unlikely	Slightly unlikely	Neutral	Slightly likely	Very likely	Total	Weighted Average
3	3	7	13	40	66	4.27
4.55%	4.55%	10.61%	19.70%	60.61%		

Most people (80.30%) answered that they were likely to continue volunteering with Wikimedia UK. Five people added further comments, falling into three groups.

1. The positive remarks noted
  - “ongoing education and tech activities”
  - “because I love Wikipedia”
  - “I strongly appreciate what the charity is doing, volunteering with you is quite straightforward, the team is fantastic, I get to meet amazing people through volunteering + I am an Open movement advocate so WMUK is a way for me to support the movement, also, it's maybe the best learning experience I'm getting”
2. The neutral remark noted that the volunteer was too busy to be able to continue volunteering
3. The negative remark noted that “Not at all what I expected, management acting superior and distant, no real help when actually needed”

### 4. Do you feel that in the past 12 months Wikimedia UK has provided suitable opportunities for you to volunteer?



40% of people who answered this question said that they felt there were not suitable opportunities for them to volunteer over the last 12 months. Of the overall group, 23 people took the opportunity to write comments in response to this question. The most commonly

mentioned themes were a lack of volunteering opportunities near some volunteers, a reduced programme of activities in the past year contributing to a contraction in volunteering opportunities, and a lack of communication from the charity.

- Location
  - “Would be nice to see more opportunities on FB as local events”
  - “Tend not to be near me (South West England)”
  - “Lack of local opportunities”
  - “I haven't seen any opportunities to train anyone in the North West.”
  - “Ideally there would have been more opportunities in the north-west of England.”
- The charity's reduced activity
  - “Generally activity seems at a very low ebb”
  - “Not much seems to be happening.”
  - “A significant decline in the last year”
  - “The last 12 months has been marked by a distinct lack of outward-looking and forward thinking meaning opportunities to engage have been thin”
- Lack of contact between Wikimedia UK and volunteers
  - “Haven't heard from wmuk”
  - “Anything would be better than nothing - I can count on one hand the number of times I've been contacted by WMUK in the last 12 months”
  - “I would be more interested in members of WMUK responding to my requests to organize an event ... They have been impossible to get hold of; obviously they are very busy but I'm sad we've not been able to explore this further”
- Some volunteers are seeking to improve particular skills
  - “Events and wiki workshops”
  - “photography”
  - “I would like more opportunities to get skills training especially wikidata related”
- Other comments
  - “Far too opaque.”
  - “online volunteering should be more possible”
  - “I'm ready to volunteer any kind of opportunity”
  - “Time of events. I cannot attend on Saturdays.”
  - “Never heard much that suited my skills mix.”
  - “I have created my own [event], but need some technical advice beyond the web site”
  - “Not particularly looking for WMUK to provide opportunities. More likely to look for support for opportunities that arise out of my community”
  - “No feedback and not even the slightest realisation that I actually volunteered”

## 5. How likely are you to recommend Wikimedia UK to others as a place to volunteer?

Very unlikely	Slightly unlikely	Neutral	Slightly likely	Very likely	Total	Weighted Average
3		8	26	27	66	4.09

Very unlikely	Slightly unlikely	Neutral	Slightly likely	Very likely	Total	Weighted Average
4.55%	3.03%	12.12%	39.39%	40.91%		

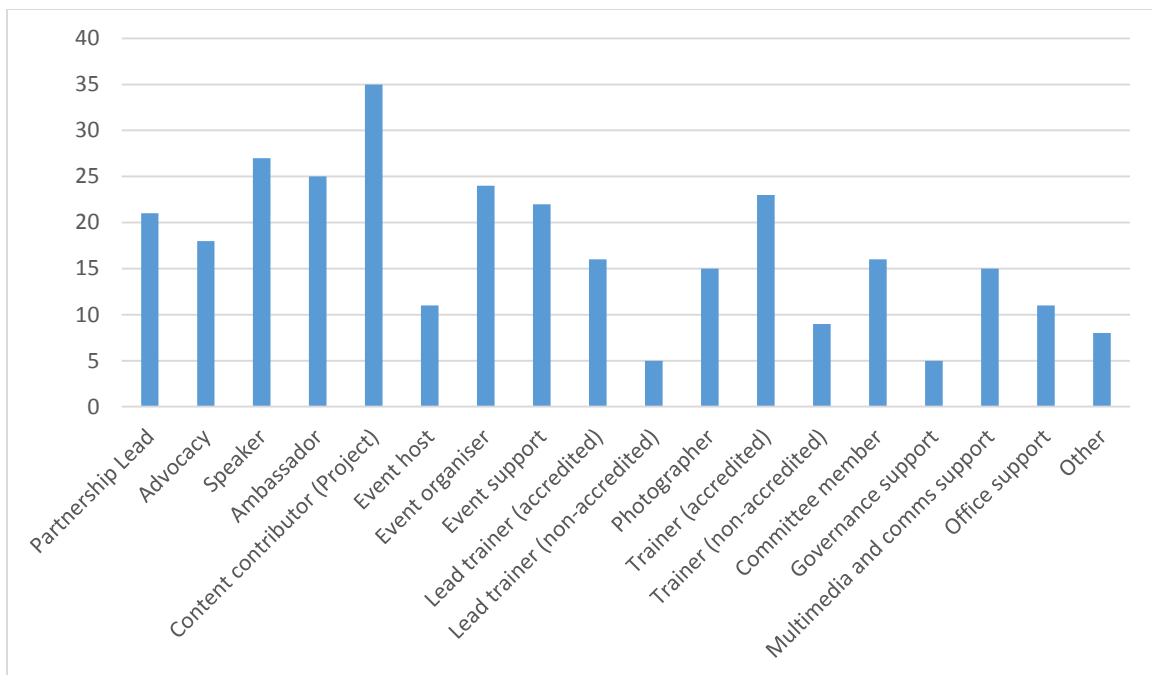
Most people (80.30%) answered that they were likely to recommend volunteering with Wikimedia UK to others. Four people added further comments, falling into three groups. One was positive, two negative, and another mixed.

- Positive
  - “it is a good route to promote STEM models”
- Mixed
  - “Events are often badly organized and there seems to be some infighting. That said, I would so much appreciate the help of WMUK organizing events”
- Negative
  - “no scope for volunteers to have an impact, no scope to influence the direction of WMUK, non-headline-grabbing projects not taken seriously, focus on metrics to the expense of everything else (metrics are valuable, but are a means to an end, not an end in themselves), penny-pinching over small amounts of money but seemingly endless money for large projects and bureaucracy”
  - “It's a waste of time and resources”

## 6. We have outlined some roles which reflect how volunteers can get involved in Wikimedia UK’s work. Which of those below most appeal to you?

Outreach	Partnership Lead - A volunteer leading the relationship with a partnership institution, can be within the organisation or outside of it	21	33%
	Advocacy - Involved in policy work and advocating for change supporting free knowledge	18	28%
	Speaker - Delivering a talk (eg: at a conference) for WMUK	27	42%
	Ambassador - Represents WMUK at conferences/events, but not as a speaker	25	39%
Events and project delivery	Content contributor (Project) - Someone editing/uploading for a WMUK supported Wikimedia project	35	55%
	Event host - Contact at a host organisation who helps arrange an event	11	17%
	Event organiser - Organises the event	24	38%
	Event support- Helps with tasks such as moving equipment, preparing handouts etc	22	34%
	Lead trainer (accredited) - Leads the training	16	25%
	Lead trainer (non-accredited) - Leads the training	5	8%
	Photographer - Documents events	15	23%
	Trainer (accredited) - Someone helping a lead trainer delivering training	23	36%
	Trainer (non-accredited) - Someone helping a lead trainer delivering training	9	14%
Governance and planning	Committee member - Sitting on committees	16	25%
	Governance support - Gives qualified, relevant, and pro-bono advice	5	8%
	Multimedia and comms support - Contributing to the newsletter, writing blog posts, etc	15	23%

	Office support - Helping with office tasks, eg: preparing packs for a conference or analysing a survey	11	17%
Other		8	13%



The 8 people filled in the free text form. Some included suggestions of roles:

- Chair
- editing entries that interest me
- I believe WMUK needs to start hiring a few paid coordinators on wikipedia to facilitate development projects, like editathons and contests, which would directly bring in new editors who would then be trained on site
- I'd happily analyse a survey, but less interested in preparing packs (and not based in London so preparing packs would be hard)
- Offering technical support and guidance; Partnering with other WMF organisations
- Video production for WMUK projects and events

Other comments included:

- I live in the US, am volunteering for my local
- Whatever is asked

**7. Please state to what extent you agree with the following statements on a scale from ‘definitely disagree’ to definitely agree’**

	Definitely disagree	Somewhat disagree	Neutral	Somewhat agree	Definitely agree	Total	Weighted Average
The charity appreciates my volunteering	6.25% 4	6.25% 4	14.06% 9	37.50% 24	35.94% 23	64	3.91
I understand the importance of the work I perform for Wikimedia UK	1.54% 1	3.08% 2	12.31% 8	38.46% 25	44.62% 29	65	4.22
I feel supported by the staff	3.13% 2	9.38% 6	18.75% 12	42.19% 27	26.56% 17	64	3.80
I am satisfied with the variety of volunteer roles offered	4.69% 3	14.06% 9	37.50% 24	25.00% 16	18.75% 12	64	3.39
My volunteer role gives me a sense of accomplishment	3.13% 2	3.13% 2	9.38% 6	43.75% 28	40.63% 26	64	4.16
Overall I enjoy volunteering for Wikimedia UK	3.17% 2	4.76% 3	11.11% 7	46.03% 29	34.92% 22	63	4.05

## **8. List three things we can improve on to make your volunteer experience more enjoyable or valuable**

Key themes to emerge from this were that volunteers wanted more support on projects they are involved in; more communication from Wikimedia UK around its activities; and positive feedback for the work they do for the charity.

- **Responsive organisation**
  - Listening and acting on feedback
  - better project management
  - More staff effort supporting outside the internal politics
  - Better management of projects
  - offer a more coordinated help
  - Assist volunteers with applications
  - better follow-up by staff on projects I have given my time to
  - Establish well-publicised procedures for the Office to do follow-up work on training, editathons, etc.
  - give volunteers a say in which projects are advanced, and give them the opportunity to pursue non-core projects themselves on the understanding that staff support will be limited (some of us have been leading projects since before there were any staff at all)
  - Team briefings need to actually happen
  - Better direction on projects
- **Strategy**
  - documented strategies open to discussion
  - Have a strategy rather than focusing on tactics
  - work more together with neighbouring countries
  - Clearer sense of direction
- **Comms**
  - Clear communication of aims of organisation
  - timely communication
  - Regular contact
  - Maintain on the wiki lists of volunteers and contacts interested in different areas of WMUK's work
  - More communication from WMUK
  - Better communications
  - Clear communication of structure of organisation
- **Event suggestions**
  - More events at major institutions like the British Library/Museum
  - more memorabilia of the event
  - WMUK goodies!
  - More food (nothing much to eat at the 15th birthday party, for example)
  - invite volunteers involved in major projects to participate in debriefings/'lessons learned' exercises rather than leaving them in the cold and failing to follow up; this requires thinking more than five minute ahead to ensure that major projects have a lasting impact

- More volunteer gatherings? Not necessarily a formal gathering...
- **Positive feedback for volunteers**
  - Give public feedback on work on user talk pages, LinkedIn etc. Not so important for me, but I think this would encourage volunteering from a lot of people less well-off than me.
  - Appreciation
  - welcoming
  - No feedback or recognition for the ones doing the small jobs and are not actually leading
  - more friends
  - inclusiveness
- **Training for volunteers**
  - Training & Support
- **More locations**
  - Less London-focus please... Also, where was EduWiki this year!
  - Establish volunteer support groups outside of London
- **Software**
  - make editing easier
  - I think you could improve your site. I find the log in system frustrating, it often logs me out and I have to keep entering in silly codes. I think the site as a whole, at least where I applied for grants could be made more aesthetically pleasing too.
- **Wikipedia editing**
  - more content-specific opportunities
  - Relevant resources
  - more support for new editors
- **Other**
  - Provide a list of helpful employers
  - More valuable I think, if WMUK started seeing how editors such as myself can dramatically improve content and editor participation with the right funding. I strongly believe that WMUK needs some coordinators who act as a go between on wikipedia, and facilitate development project on there
  - Cross-project training; likely informal in nature, aimed at better-familiarising volunteers with cultural norms of projects outwith their core area of contribution
  - Greater open-going
  - Additional focus on projects other than Wikipedia
  - More work with environmental groups
  - contact to arrange meeting with local expert to address technical questions



**9. Please state to what extent you agree with the following statements on a scale from ‘definitely disagree’ to definitely agree’**

	Definitely disagree	Somewhat disagree	Neutral	Somewhat agree	Definitely agree	Total	Weighted Average
I was satisfied with the amount of training available to me as a volunteer	5.17% 3	5.17% 3	34.48% 20	29.31% 17	25.86% 15	58	3.66
The level of training was relevant to my volunteer needs	5.17% 3	5.17% 3	25.86% 15	46.55% 27	17.24% 10	58	3.66
The training I received was good quality	3.45% 2	3.45% 2	29.31% 17	25.86% 15	37.93% 22	58	3.91
Volunteering gave me a chance to learn new skills	5.08% 3	5.08% 3	20.34% 12	38.98% 23	30.51% 18	59	3.85
Volunteering gave me a chance to expand my knowledge	3.39% 2	3.39% 2	11.86% 7	49.15% 29	32.20% 19	59	4.03
Volunteering gave me more confidence	1.69% 1	5.08% 3	37.29% 22	33.90% 20	22.03% 13	59	3.69
Volunteering gave me an opportunity to improve my employment prospects	8.47% 5	16.95% 10	40.68% 24	20.34% 12	13.56% 8	59	3.14

**10. Wikimedia UK’s volunteer structure is intended to empower volunteers to take a full role in the charity’s work and to create and run their own projects. To this end, what training would you find useful?**

Project management	26	49.06%
Media training	16	30.19%
Photography skills	16	30.19%
Evaluation	15	28.30%
Interpersonal skills	12	22.64%
None of the above	7	13.21%
Other (please specify)	15	28.30%

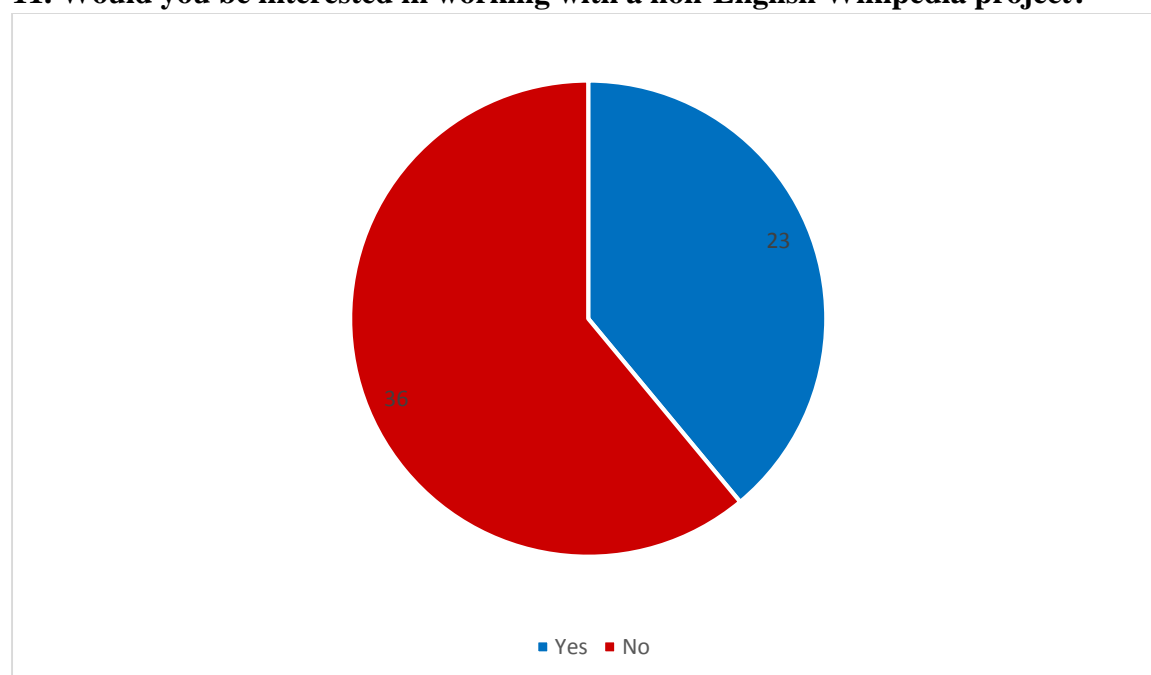
The ‘other’ suggestions included:

- Three people suggestion training sessions for Wikimedia sister projects, with each specifically mentioning Wikidata – Wikiversity was mentioned by one person.
- Technical skills for software projects or operating bots and using WMF labs was noted by four people

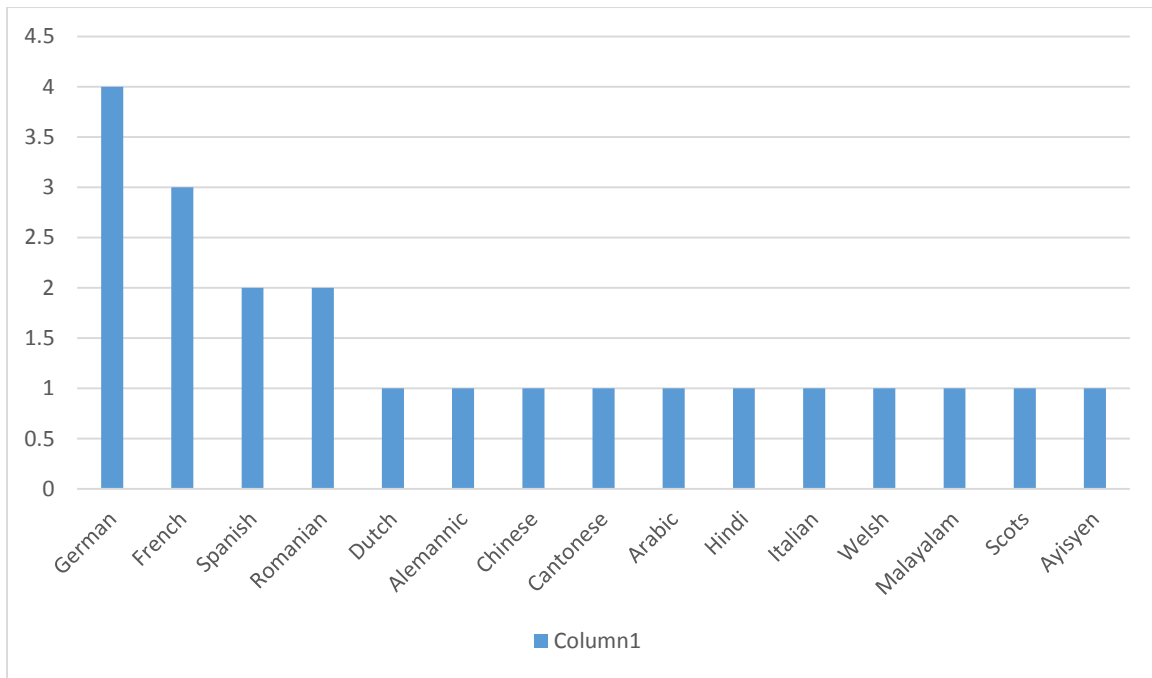
- “Training and support (financially) in launching development projects on wikipedia to attract and educate new editors in editing, and how to publicize projects”
- “Technical training for wikimedia - labs, bots, templates and the like”
- “technical and intellectual property skills”
- “technical skill”
- Applying for grants was an aspect highlighted by three people – using the WMF system and other external funding bodies
  - “Advocacy, lobbying, grant writing”
  - “Charity governance, reporting, applying for grants etc”
  - “WMF grant system”
- “More on Wiki structures & how things really work”

In addition, one person used the comment box to note they “Would love to see training leading to some sort of formal accreditation/recognised qualification”, and two noted that they have received training from the charity.

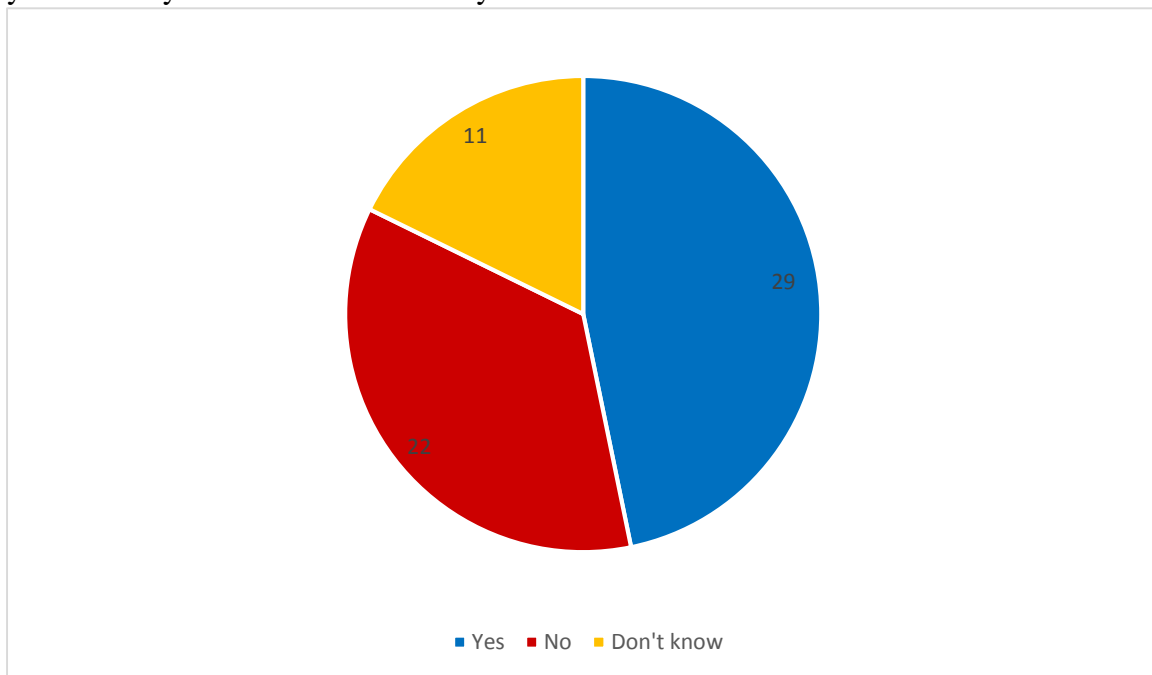
### 11. Would you be interested in working with a non-English Wikipedia project?



Of the 59 people who answered this question, 39% said they would be interested in working on a non-English Wikipedia project. The language suggestions are summarised below.



12. Members can apply for grants and borrow equipment to support their volunteer work. Are you currently a member of the charity?



**13. Do you have any other comments you would like to make about Wikimedia UK or its activities? Note that comments you make here will be associated with your email address, which is useful if you would like follow up on any of your comments. You can make anonymous comments in part 2 of the survey.**

Comments which have been abbreviated to exclude potentially identifying information are marked with an asterisk (\*)

#### **Positive**

- “The charity was very helpful, however I am unable to volunteer again in the future due to being busy working”
- “Trainers are excellent, both at the training and by giving up time. Other editors also supportive”
- “The support from Sara Thomas at a recent editathon in Glasgow was superb. Can't thank her enough.”
- “it does a very useful job I would like to do more but need technical advice”
- “The work done by all the staff is much appreciated, especially in the difficult and demoralising circumstances the charity has sometimes found itself in.”

#### **Negative**

- “The restructuring of Wikimedia UK was poorly explained. For example, nothing much was said about the changes of CEO at the AGMs. The main consequence seems to have been a reduction in volunteer events and participation during 2015.”
- \* “[The organisation I work at] would very much like to work with WMUK to organize an event ..., as both an opportunity for us to improve Wikimedia's articles ... and also for a group of young people interested in the arts to be introduced to editing. We have organized one such event that I felt was a great success. However, while I would like to organize another event I have had no support or indeed contact from WMUK in response to my requests and suggestions.”
- “WMUK has spent over a year looking only internally, downsizing and restructuring. The biggest messages coming out at the moment is "we have no money" and "help us develop our processes" not "how can we help you?", "Here are some things you can get involved with to help improve Wikimedia projects"”
- “I was reluctant to fill in the survey, correctly assuming the questions and options will lead to the wrong conclusions. I can only speak of the organisation of editathons and training for 3rd party organisation, but for some people this seems like a voyage of discovery, and there it goes wrong. We are providers of Adult Ed classes that every LEA did in the 1950s, 1960s and 1970s. In comparison with the classes I taught at that level then, we do it badly.”
- “WMUK has been far too introspective and woefully inadequate at fulfilling its purpose for the last 18 months. There are, of course, reasons for this and I am hopeful that the appointment of a new permanent chief executive will be the start of a new, brighter, era, but for the amount of money WMUK has at its disposal its lack of any significant impact and total lack of communication with its members and volunteers for such a long time is inexcusable. The lack of any significant legacy from Wikimania is unforgivable. I spent hundreds of hours of my time recruiting

volunteers, training them, and looking after them during the conference - time I gave freely and willingly - but almost nobody at WMUK showed the slightest interest in retaining the volunteers or creating any sort of legacy for them, nor was there any inclination to pay for me to stay in London or return at a later date to do the necessary follow-up work myself (time I again would have gladly given for free). At least in part because of penny-pinching, Wikimania had no long-term discernible legacy and many of the volunteers simply lost interest, despite the enormous amount of money and staff and volunteer time spent on organising the event. Two members of staff attempted ad-hoc follow-up but were not supported with any budget or resources, and both were "let go" in the "restructuring". Since then, there has been only a negligible effort from the chapter to engage its volunteers and the wider UK community and the chapter has done considerably less than it did before it had paid staff and yet continues to spend six-figure sums of money - many in the community have great difficulty reconciling those two facts, which has led to widespread discontent with Wikimedia UK amongst the community (which the hierarchy should realise is its greatest potential asset). The organisation seems to have shifted to a model where staff decide which projects progress and then lead projects and make all arrangements, bringing volunteers in only at the end of the process to help with editing at events etc, which might explain why every time I've spoken to members of staff in the last 18 months I've heard that the staff are at capacity. There are volunteers who are perfectly capable of leading projects themselves and others who could be trained (the project management training session is a good step in the right direction) to do so with some staff support. This sort of delegation will greatly increase the chapter's capacity, which is the only way it can grow. Finally, there seems to be a wide and growing gulf between the community and the chapter - long-standing community members are increasingly unaware of WMUK's activities (such as they are). It's extremely rare to see a member of staff or a trustee at a meetup, the chapter's engagement through traditional community channels (such as the Wikimediauk-l list) is minimal and inconsistent, and the chapter's wiki contains very little information about who to contact and for what (only role addresses, such as volunteering@ are provided), which makes the chapter seem distant and unwelcoming unless you have an existing contact. This only increases the community's disaffection with the chapter and widens the gulf. I am aware that this comes across as extremely negative, but it is offered in good faith because I hope that WMUK can recover and start to realise some of its potential and close the gulf between the chapter and the community. These things take time, but they will pay off in the long run and the induction of a new chief executive provides a great opportunity for progress. This criticism is emphatically not directed at any individual staff member - the staff have to work within the constraints they are given, and my experience is that they are all dedicated, hard-working people who believe in what they're doing. None more so than the excellent Richard Nevell, whose carefully judged prompts are probably the only reason I have anything to do with WMUK at all.

- \*"On my first morning of volunteering, I went into the office with my hopes high and all friendly and courteous. Nobody seemed to care that I had a job to do, and I wasn't even given a map of the venue. When I asked about the volunteer goodie bag, I was told they were all gone, but I could obviously have a t-shirt aka the standard uniform.

During the event, nobody checked on me, if things were ok or I needed help, left alone to manage 200 people crowded in a small room. Will never in a million years volunteer or want to have anything to do with Wikipedia/Wikimedia - my impression is that it is just an organisation built on free work that benefits top level management, the ones that actually get a paid salary - can't blame anyone, we all need an income - but just don't be so blatantly rude and pompous about it.”

### **More activities needed**

- “Not enough activities for people who just want to make Wikipedia better.”
- “I feel that Wiki UK could make better use of people's skills with regular meetups, discussions in non-Pub type environments and aim to be more out-going, thus encouraging much greater participation.”

### **Membership**

- “As stated, currently "don't know" if member of the charity. Given current personal circumstances, believe would be extremely positive for membership numbers if readily-identified volunteer work treated as 'credit' towards membership.”

### **Other**

- \*“Long story”
- “I have received no Wikimedia UK training, hence can't comment on its effectiveness, etc.”
- “As I've strongly emphasised during the review, I think wikimedia UK needs to seriously start looking at how it can actually influence content on wikipedia, the promotion of quality information I should hope is one of your central goals. There is tremendous potential for WMUK to be involved and responsible for direct development on wikipedia, work which could be frequently reported on Twitter/Facebook which would look great for the charity. I think you could look beyond the "paid editing" hoohaa and look at a way you could support a few coordinators on site to run projects such as editathons for various different subjects with prizes to lure in people and to increase publicity this would be amenable to our overall goals. As one of the site's most prolific editors, who has already done a lot of work with WMUK, I would really love to pursue something on there in which I can use my full abilities to promote growth and new editor participation, something I can dedicate to full time to throughout the year and be supported financially by the foundation. At present I feel that WMUK isn't open enough with possibilities of new employees/coordinators and isn't willing to take an active part in promoting growth on the site because they fear criticism or whatever. I'd like to see a change brought about and think I could really do a lot to increase WMUK's achievements and improve their reputation on wikipedia and the media if given a chance. The American foundation is, in my opinion, largely aloof from editors and content development, I want WMUK to set the example and be the foundation which is serious about content development and coordination on wikipedia for the others to follow and marvel at! There is enormous potential I think for growth, so I really do hope this strikes a chord with some of you and see how you can really directly be responsible for mass content

creation and improvement if you can provide the right funding and be a bit adventurous and explore new possibilities!”